

Workshop 3 - Open Source Canvas

What? A tool summing up current assumptions and practices

Why? Get an overview of your business strategy and see what you should focus on and what is getting in the way

When? Whenever you discuss business strategies

2 Problem

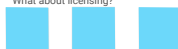
What problem are you trying to solve for your users?



3 Solution

What is your solution?

Open-source considerations:
Why is the solution open source?
- To provide a free offering?
- To build up community?
- Any other?
Will you achieve it independently or through a foundation?
What about licensing?



7 Activities

What are the inbound and outbound activities you will carry out to encourage engagement with the project (e.g., conferences, blog)



4 Unique Value Proposition

How do you bring value to your customers? What is the promise of your project?

Open-source considerations:
Does the fact that it is open source contribute to the uniqueness of your offering?
How?



5 Community Relationships

What are the strategic relationships that are critical to building up your community?

- Contributors
- Evangelists
- Thought leaders
- Integrations with other projects
- ...



6 Channels

How are you going to reach to your users?



1 Users

Who are your users? Describe your target audience in a couple of words.

Contributors:
Which users can mostly contribute to your project? (i.e., super-users)



8 Cost and Resources

What will your costs be (e.g., infrastructure, marketing)?
And what about the human resources (e.g., engineers, community manager, evangelists, etc.)?



9 Adoption Criteria & Potential Revenues

How do you measure the success of the project? Some examples: Size of the community, usage, contributions, etc.
Do you foresee any revenue model within your project? Some examples can be: training, consulting, ad-hoc development, etc.

