

Combining Open Source ethics with private interests

by Ludovic Dubost (Business) 🐼
and Vincent Massol (Open Source) 🍷

2/8

Who are we



Open Source

- Created in 2008
- Medium-size project
 - 15 active developers
 - XWiki SAS
 - 100 contributors
 - 30K downloads
 - 500+ extensions
- **Vincent:** Open Source committer & CTO at XWiki SAS

3/8

ice erests

Who are we

Open Source 	Company 
<ul style="list-style-type: none">• Created in 2003, LGPL• Medium-size project:<ul style="list-style-type: none">• 15 active devs, 10 from XWiki SAS• 100 contributors overall• 30K downloads/month• 500+ extensions• Vincent: Open Source committer & CTO of XWiki SAS	<ul style="list-style-type: none">• Company selling services, support, hosting• Created in 2004• 1.5M€ revenue• 30+ employees• Ludovic: CEO of XWiki SAS & part-time contributor


3/8

Development



Open Source

- Development the magic of o
 - Meritocratic,
- **Challenge:** spe development f contributors
- **Challenge:** kee company com the project

4/8


 Selling services,
 hosting
 2004
 revenue
 employees
 CEO of XWiki SAS
 the contributor

Development

Open Source 	Company 
<ul style="list-style-type: none"> • Development fully open, the magic of open dev! <ul style="list-style-type: none"> • Meritocratic, ASF-style • Challenge: speed of development for contributors • Challenge: keep non company committers in the project 	<ul style="list-style-type: none"> • Company decides what it invest its resources on • Community testing • Free contributions

Marketing

Open Source

- xwiki.org governs allowed spots, companies have committers
- Only individuals can open source projects
- Individuals screen proposed roadmaps



decides what it
 resources on
 y testing
 utions

Marketing

Open Source



- xwiki.org governance: allowed spots for companies having active committers
- Only individuals in the open source project!
- Individuals scratch itches, proposed roadmap

Company



- Viral marketing
- Customers call in
- 2 steps roadmap process
- **Challenge:** limited xwiki.org marketing
- **Challenge:** Tough for hiring marketing people

5/8

Benefits

Open Source

- Finances open (volunteers)
- More free than backed model
- Good solution size projects

6/8



ating
call in
dmap process
limited
marketing
Tough for hiring
people

Benefits

Open Source



- Finances open source (vs volunteers)
- More free than the VC-backed model
- Good solution for medium-size projects

Company



- Low Sales costs
- Differentiator towards other solutions
- Open is a good model for Europe
- **Challenge:** open source washing
- **Challenge:** difficulty to involve software and services companies

6/8

Future/Challeng

Open Source

- Separate Com
open source p
more
- Create a Fou
- Rename the
or project ?
- Get more cont
- XWiki tradema
to the foundat
- Currently he

7/8

costs

or towards

ions

ood model for

open source

difficulty to

ware and

panies

Future/Challenges

Open Source 	Company 
<ul style="list-style-type: none"> • Separate Company from open source project even more <ul style="list-style-type: none"> • Create a Foundation • Rename the company? or project? • Get more contributions • XWiki trademark licensed to the foundation <ul style="list-style-type: none"> • Currently held by Ludovic 	<ul style="list-style-type: none"> • More companies living on and funding the open source project

7/8

Questions

For more of  : |

For more of  : |

8/8

Questions



For more of 🧠 : <http://xwiki.org>

For more of 😡 : <http://xwiki.com>