Giving away the code without giving away the farm

A Business Model for Open Source Entrepreneurs

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MAKING

$$

SELLING SOMETHING THAT IS FREE
Why Are You Here?
Open Source = Entrepreneurship

INTERNAL LOCUS OF CONTROL
You are different!

OTS software = Limitations
Some business models

Creating your own product

Get a mentor ... Or 3
WARNING!!

Slides with bullet points approaching!
Some business models

Creating your own product

Pros
- It’s yours!
- If it is good, create buzz for your company.
- Be a Rock Star - You are the only game in town if people use it
- Sign up business partners to sell/support the product
- Can get recurring revenue

Con
- Making / selling a product waaay different!
- Need $$ to support your effort until you are ready to launch
- Speed to market is critical
- Tight window to make successful
- Help desk and documentation
- All eggs in one basket
Some business models

Creating custom apps

Pro
- You get paid for your work
- Client tells you exactly what they want (sometimes!)
- May get $ from supporting the app

Con
- Customer may not want to give back to the project
- Re-inventing something new every time
- More work you get... the more people you need
- Customer owns it
Some business models

Supporting a current OS project

Pro
- It is popular
- People know about it
- Easier to get work on a known product
- Support

Con
- Not yours
- Relying on others to update their code for any customer requests
- Limited to their toolset
Some business models

Hybrid

Pros
- Not necessarily need outside funding
- Not boring!

Cons
- Speed to market for product suffers
- Lots to keep on top of
The Product

A Little History

mapFeeder:
Web based task tracking application
The Product
Our Experience

Brian McBride
github.com/bmcbride/bootleaf

bmcbride.github.io/bootleaf/
New Front End

mapFeeder Mobile (BootLeaf OGC)

- WMS, WFS (GeoServer, MapServer)
- Dynamic Searching
- Print using mapFish
- Buffering
- Encourage connectors
- Annotation Layer
- Mailing Labels
- Map Widget
Live Demo

Again......
Road Map

Where are we going with this?

- Keep working on interface
- Printing maps
- Better measuring tools
- Crowd sourcing application
Giving Back

What we are giving
- WMS, WFS (GeoServer, MapServer)
- Dynamic Searching
- Print using mapFish
- Buffering

What we are keeping
- Annotation Layer
- Mailing Labels
- Map Widget
- Editing (WFS-T)

Why?
Giving Back

Where can I get it?

github.com/flatrockgeo/mapfeeder-open
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