

Note to SXSW 2014 reviewers:

The following slide deck is from my 2013 SXSW presentation on similar subjects for reference; however, I will be updating and improving the content for 2014's event.

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Improving your business with open source principles

Presented by
Ruth Suehle
@suehle

Feedback URL: sxsw.tv/d46

What is open source?

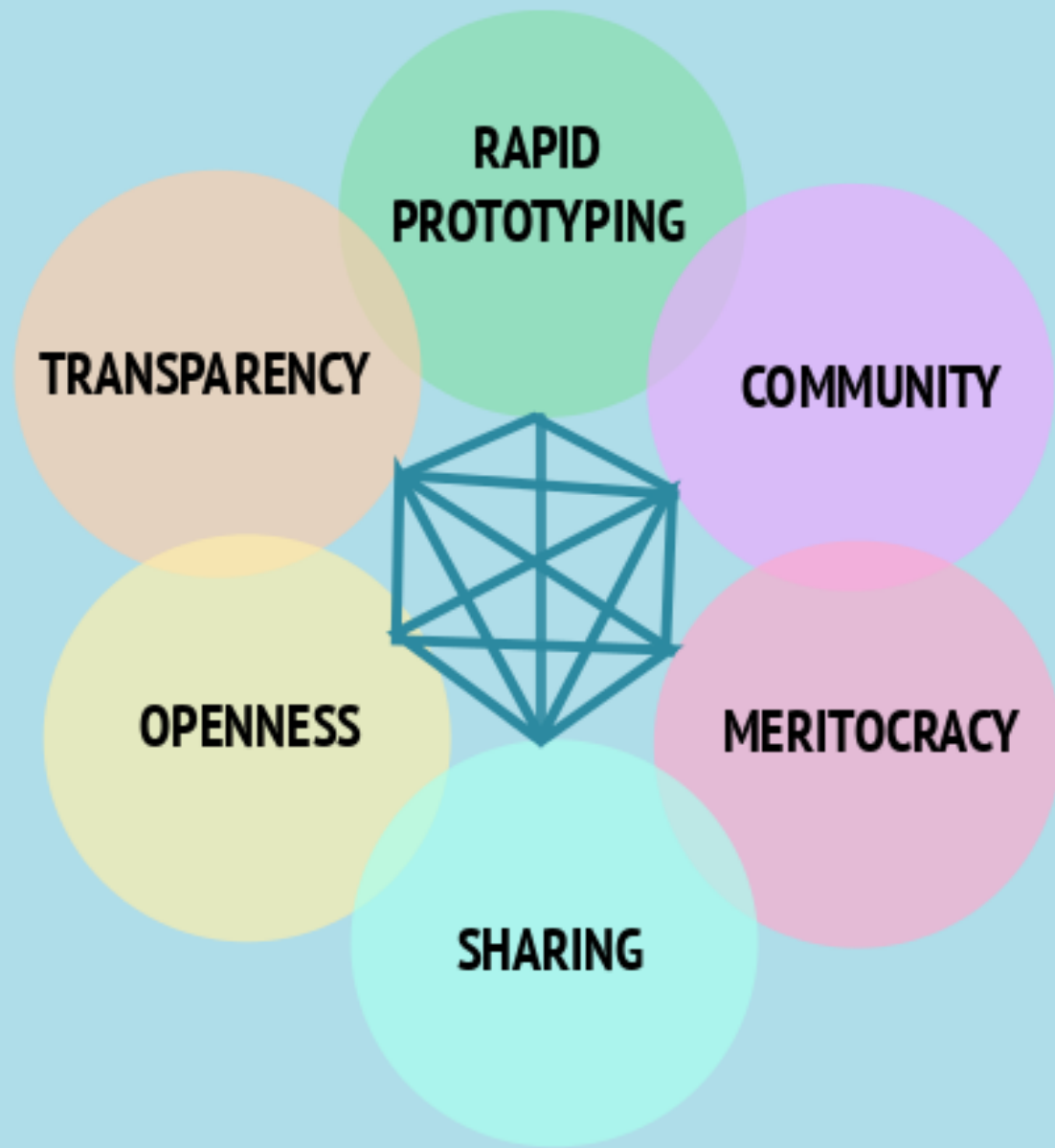
... fundamentally?



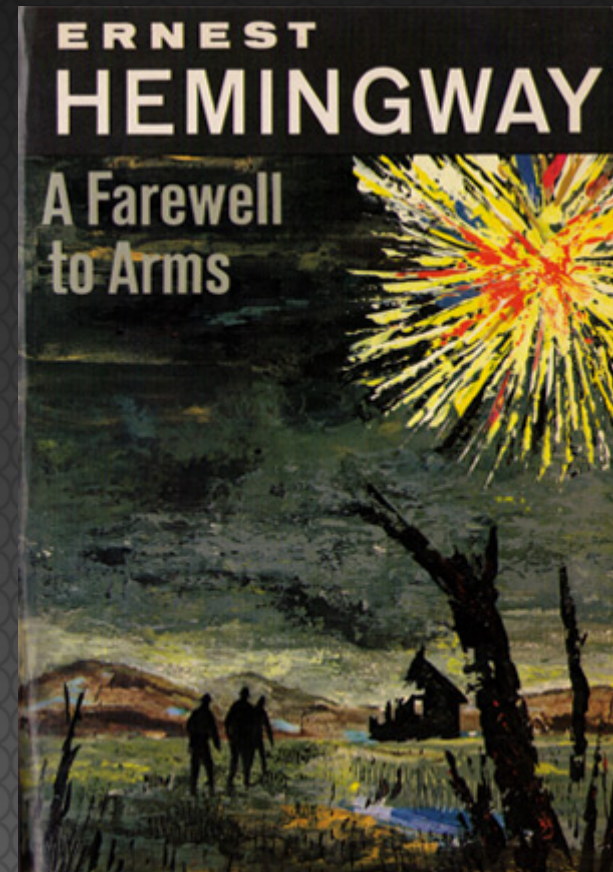
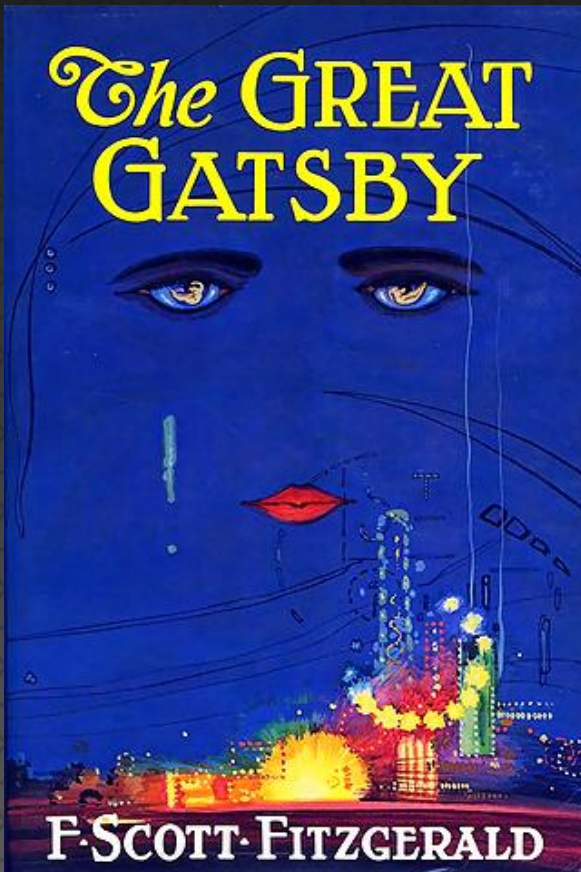
CC-BY-NC clappstar

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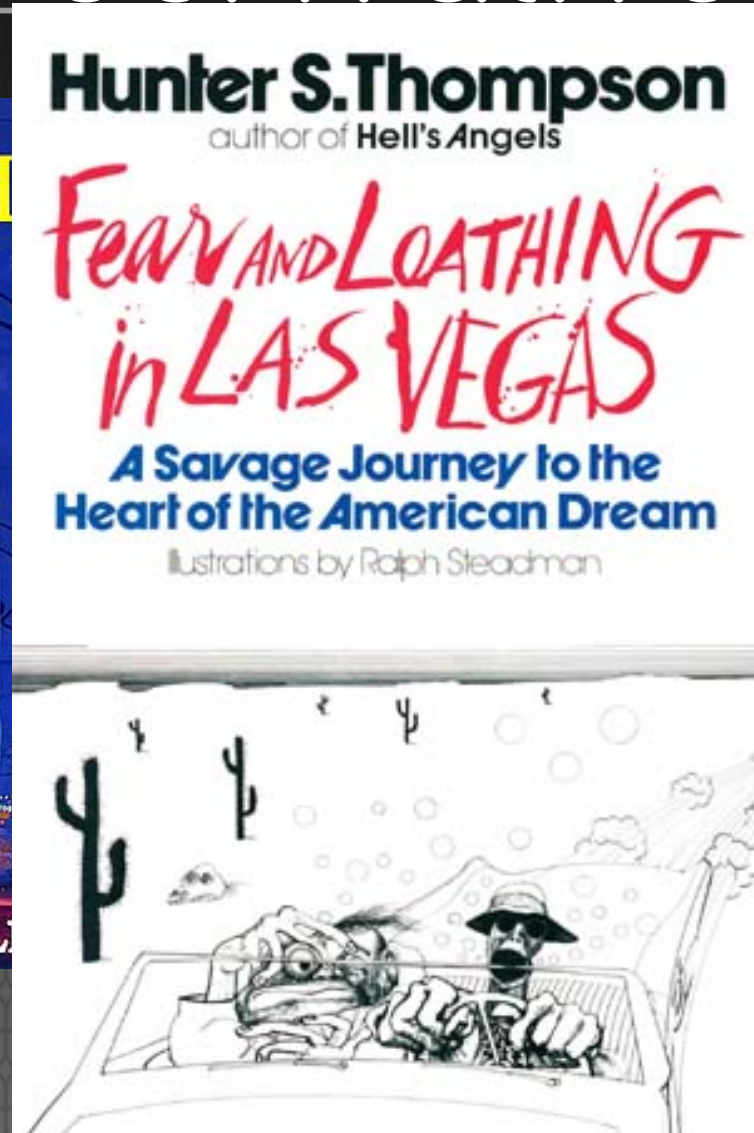
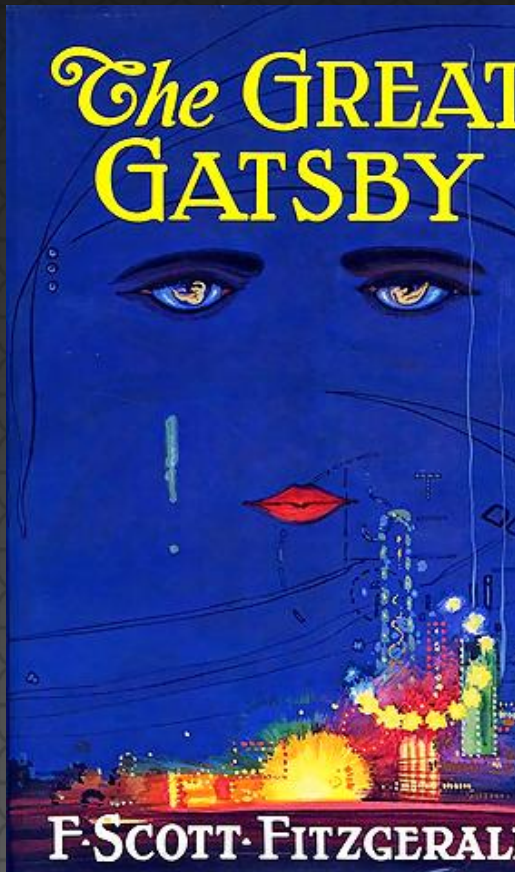
All art is derivative



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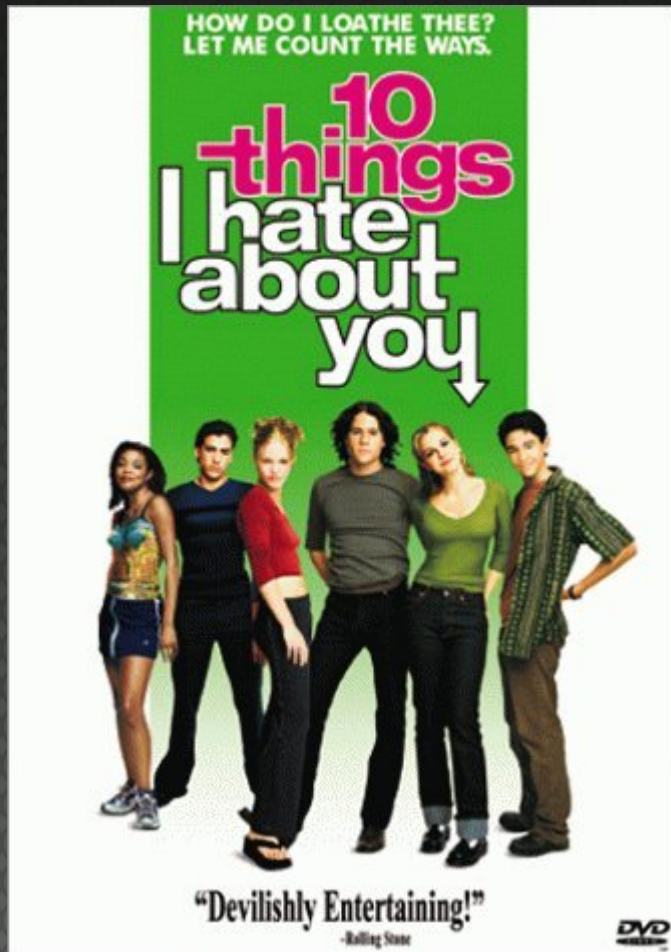
All art is derivative



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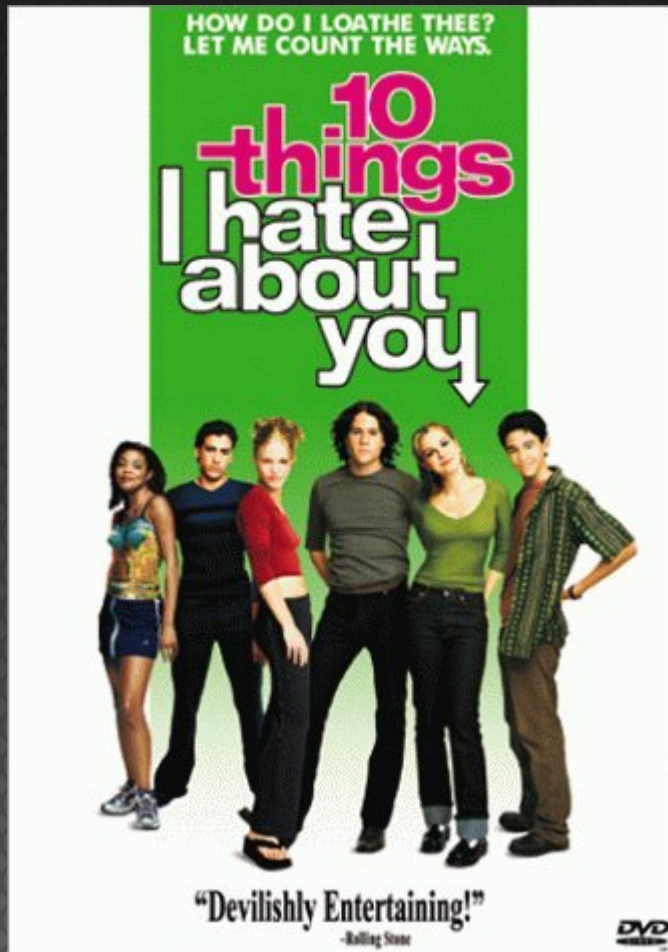
All art is derivative



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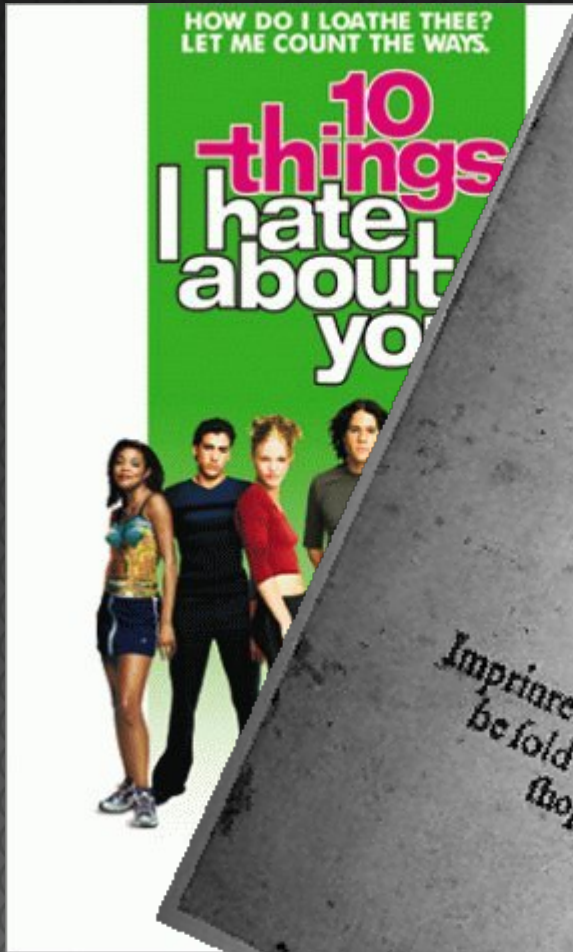
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All art is derivative



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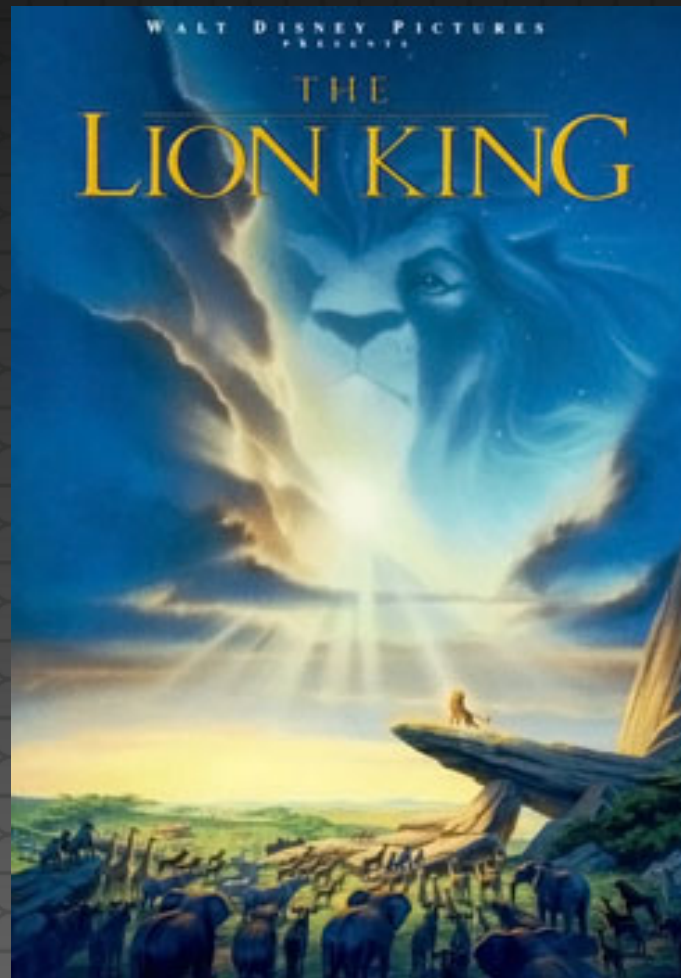
All art is a



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All art is derivative



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A brief history of FOSS



- Richard Stallman
 - “software freedom”
 - Free Software Foundation formed 1985
- Term “open source” coined in 1998
- Open Source Initiative (OSI) formed 1998
- Software Freedom Law Center founded 2005

Today

- Red Hat: The first billion-dollar open source company
- But we're not alone
- And open source is spreading

Open source spreads



- Linux
- Firefox
- Android
- Thunderbird
- Roku
- Chumby (RIP)
- Raspberry Pi
- Garmin Nuvi (and other GPS devices)
- Arduino
- WordPress
- Audacity
- Pidgin
- Calibre

Open source hardware

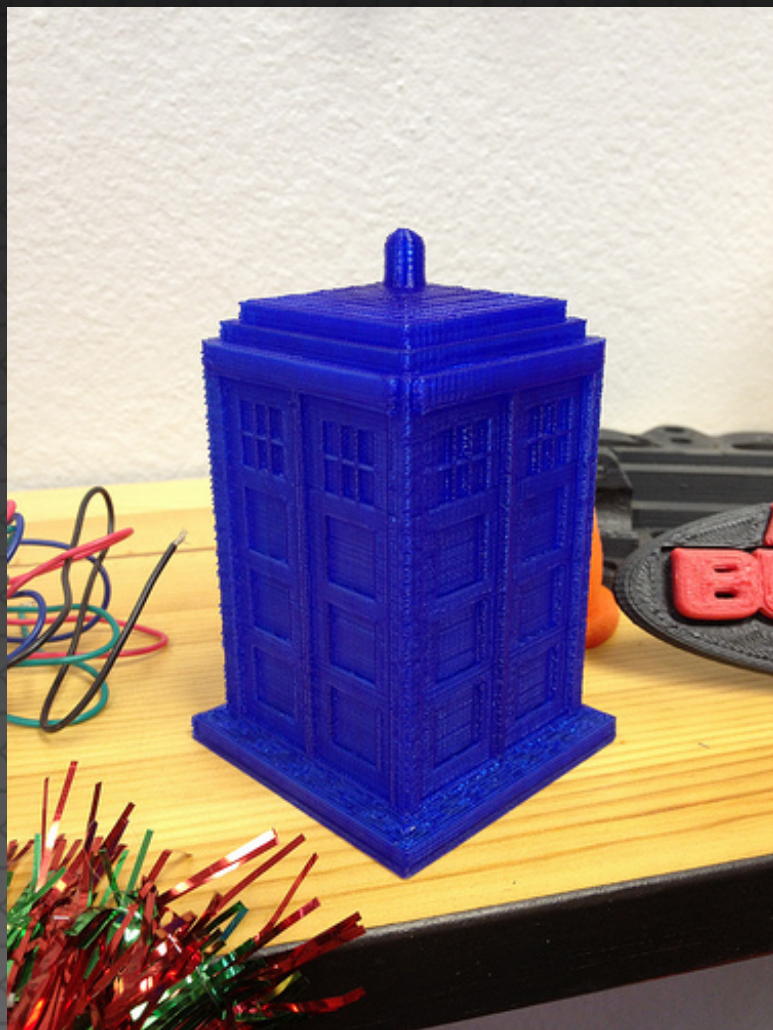
- Still growing
- Licensing challenges
- Open Source Hardware Association (OSHWA)



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Open source hardware



- Arduino
- Raspberry Pi
- 3D printers

CC BY Annika OBrien

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Makerspaces



CC BY-SA Raimond Spekking

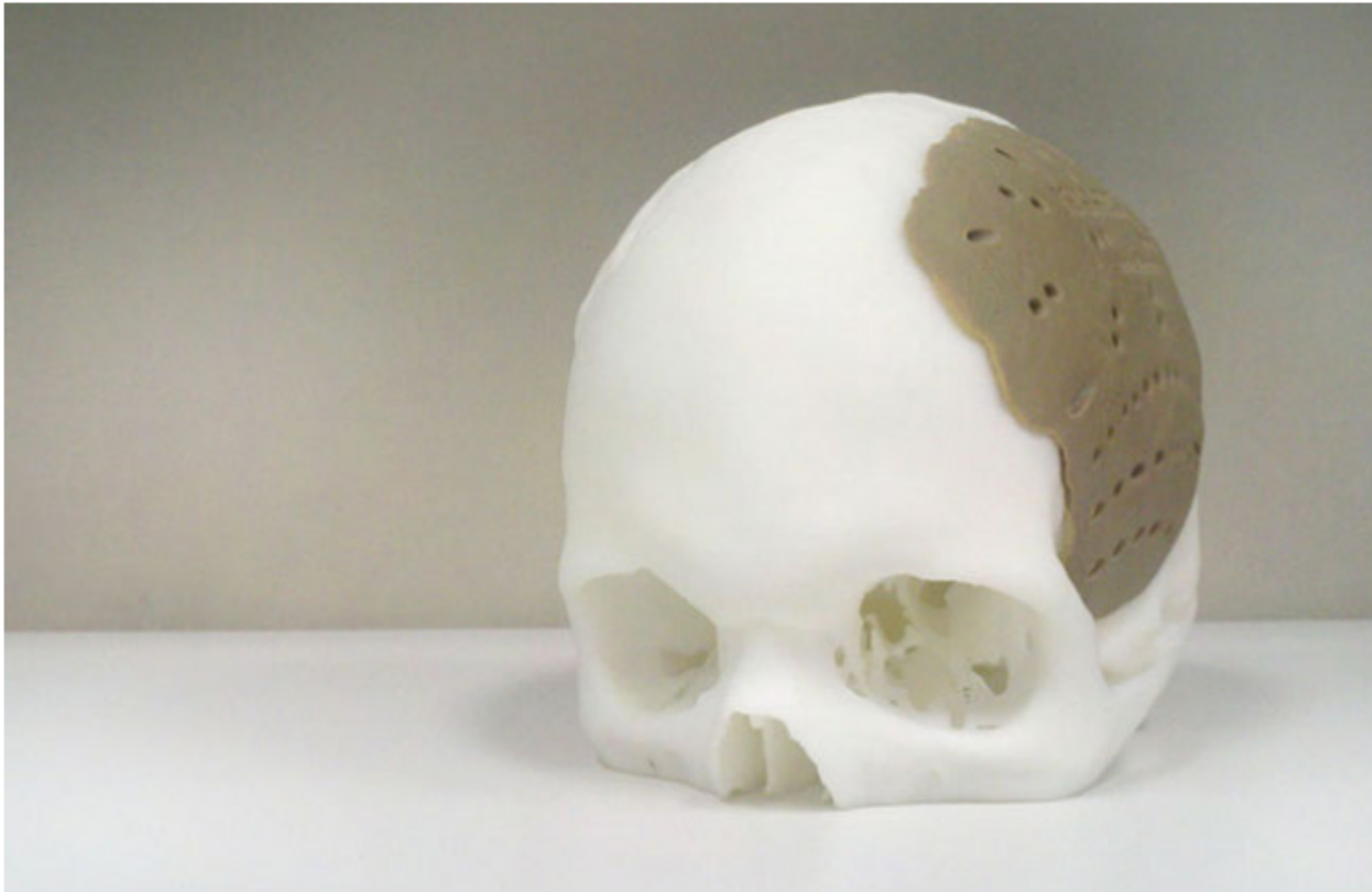
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BIOTECHNOLOGY

3D-Printed Skull Implant Ready for Operation

MAR 7, 2013 10:05 AM ET // BY **TECHNEWDAILY**



The precision offered by 3-D printing can make tiny surface details on the replacement part that encourage the growth of cells and allow the bone to attach more easily.

OSTEOFAB

<http://news.discovery.com/tech/biotechnology/3-d-printed-skull-130307.htm>

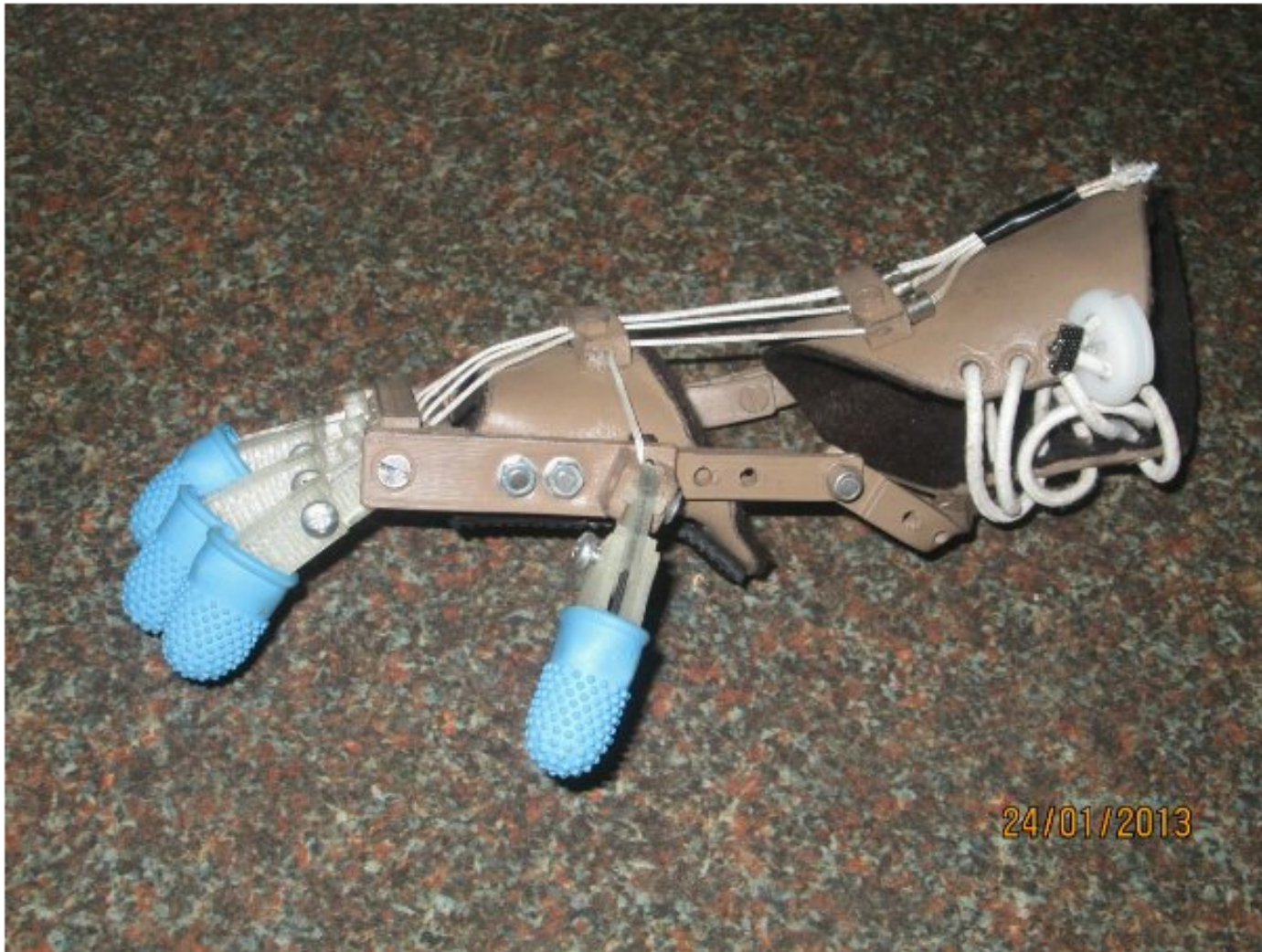
Robohand: How cheap 3D printers built a replacement hand for a five-year old boy

Creators make the design public domain to help people who can't afford prostheses.

by Sean Gallagher - Feb 1 2013, 4:15pm EST

INFORMATION TECHNOLOGY OPEN SOURCE

56



<http://arstechnica.com/information-technology/2013/02/robohand-how-cheap-3d-printers-built-a-replacement-hand-for-a-five-year-old-boy/>

First ever: UK scientists use 3D printer to print human stem cells



February 6, 2013 10:49 AM

[John Koetsier](#)

[2 Comments](#)

<http://venturebeat.com/2013/02/06/first-ever-uk-scientists-use-3d-printer-to-print-human-stem-cells/>

The business model changes

- 3D printing
- Cheap hardware prototyping
- Open data

Not sharing is
no longer an option.

openStudent



What happens when the software you depend on is discontinued?



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Open textbooks

- CK-12 Foundation
- California Open Source Textbook Project
- Connexions
- Flat World Knowledge
- Writing Commons
- Rice University Press
- openedgroup.org/calculator

Khan Academy



“I joined Khan Academy after going for my 3rd time to get my GED at the local community college... Amazing, I'm just 3 days into to this site and it has helped me more than anything ever has, ever. Oh, if i can do it at age 43, kids should use this program now,today. Thank you!!! ”

“I'm a father of six [and just started college]. With these videos I know that I will accomplish my studies in areospace engineering at the age of 33. I am so inspired after watching these videos that I want to shout out to everyone all that I have learned.”

“Without Khan Academy, I would have spent an extra year in college and thousands of dollars in tuition to review what I reviewed in a little over a month for free on Khan Academy. You gave me back the love for math that I once held as a kid. I may have temporarily lost that love for math during my high school trigonometry class, but your videos explained math with a clarity and conciseness that was much easier for me to understand than the jargon and wordiness of many higher math textbooks.”

MIT OpenCourseware



MIT mission statement:

"advance knowledge and educate students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century."

<http://opensource.com/education/11/8/webcast-recap-and-recording-mit-opencoursewares-past-and-future>

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You can learn online, too.

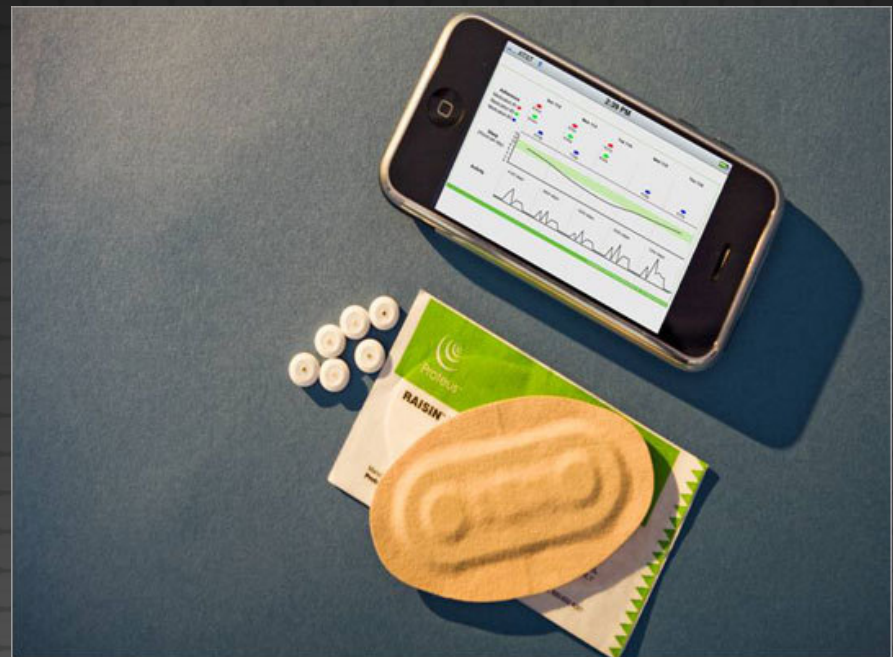
- Codecademy
- Coursera
- Other OpenCourseWare projects
- Udacity
- edX

Open healthcare



- How much did your last healthcare encounter actually cost?
- How much did it cost the next person in the same situation?
- Can your doctors share your records easily?
- Would you share them with other people?

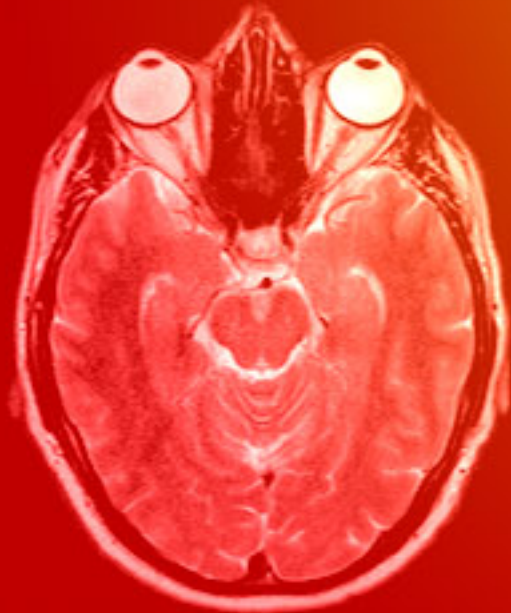
Quantified self



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the cure



la cura

the cure

*Un tumore al cervello.
Degli Open Data molto
personali.
Una opportunità.*

*A brain cancer.
Some very personal
Open Data.
An opportunity.*

<http://www.artisopensource.net/cure/>
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Sharing your health

- CureTogether
- PatientsLikeMe

making healthcare better for **everyone**
through sharing, support, and research

 **learn**
about living with &
treating your condition

 **connect**
with others who share
your experiences

 **track**
your history & progress
for access anywhere



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Medical device security



<http://opensource.com/life/10/8/how-open-source-community-could-save-your-life>

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What about my business?

What about my business?

(MINE MINE MINE MINE!)

Whole Foods shares...



- Team sales data
- Store sales data
- Profit margins
- Salaries

“In most companies, managements controls information and therefore controls people. By sharing information, we stay aligned to the vision of shared fat.”

-- John Mackey, CEO of Whole Foods in *Fast Company*

memo-list: Growing pains

- From 40 to 4,000 and beyond
- Separate the business value from the bacon value
 - Without losing the culture
 - Or the bacon

<http://www.managementexchange.com/story/employee-led-evolution-memo-list-red-hat>

open.nasa.gov



- Increase Agency transparency and accountability to external stakeholders.
- Enable citizen participation in NASA's mission.
- Improve internal NASA collaboration and innovation.
- Encourage partnerships that can create economic opportunity.
- Institutionalize Open Government philosophies and practices at NASA.

The common denominator



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The public domain black hole



CC-BY-SA <http://web.law.duke.edu/cspd/publicdomainday/2013/pre-1976>

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Five ways to go be open

1. Find something to share.
2. Be more transparent.
3. Use open licenses for content, not just code.
4. Release early and release often.
5. Find a community.

OpenSource.com



About Community Participate Share your story Mailing list The open source way Webcasts Login Sign Up

Open source is changing the world

A Red Hat community service

Open* Business Education Government Health Law Life

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SourceForge is pleased to announce our new Enterprise Directory—a sub-section of our site focused specifically on Enterprise projects. These are the...» [Read more](#)

1 Comment | Posted 7 Mar 2013 Rich Bowen

Business » Article
How to self-promote your open source project
Self-promotion in an open source world, it starts with a

Open source resources

- WHAT IS OPEN SOURCE?
- CONFERENCES AND EVENTS
- OPEN VOICES EBOOKS

February favorites

- Node.js integrates with M: Next big thing in healthcare IT
- Journalist creates open source solution to extract data from PDFs
- 3D printing an open source electric car
- Can Inkscape reduce the number of incarcerated people?
- Will 2013 finally be the year of Linux gaming?
- Boundless, the free alternative to textbooks

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- Session feedback: sxsw.tv/d46