The Heartbleed Bug
Heartbleed bug impact

4.5 MILLION
The number of US patient records whose confidentiality was compromised.

$500 MILLION
Estimated cost to the industry.
Pivotal moment where tech industry realizes open source is:

🌍 UBIQUITOUS
2/3 of active sites on the Internet rely on the OpenSSL library.

⚠ CRITICAL
OpenSSL encrypts private communications, bank transactions, medical records, etc.

💰 UNDERFUNDED
Only 1 full-time maintainer, shoestring budget ($2k/year).
FOCUS
Originally aimed at artists, musicians & writers.

GOAL
Create a “meaningful revenue stream.”

SUCCESS STORY
Evan You (pictured), creator of Vue.js. Nets over $17K per month.

REPRODUCIBLE?
Not really. Very few devs have a large enough revenue stream to work on OSS full-time.
**GITHUB ISSUE MARKET**
Allows project owners to add bounties to GitHub issues. Devs submit their work as a pull request.

**$500,000**
Amount of bounties paid on the platform in 2018.

**BLOCKCHAIN-BASED**
Developers received bounties in Ether.

**WHOLE ECOSYSTEM**
GitCoin also provides an ad network (CodeFund), and a Patreon-like solution (Grants).
CONTEXTUAL ADS
Advertise on the websites of open source projects.

HIRING FOCUS
Dedicated solution for hiring developers.

$6K PER MONTH
Redistributed to project maintainers out of $10K monthly revenue.
WHAT DOES IT DO?
Provides non profit status (501c6) to open source projects & transparency as to how funds are used.

🏆 SUCCESS STORY
Webpack reached $400K+ yearly funding in 2018. Win–win situation for key sponsor (trivago).

🎉 LONG TAIL PROBLEM
A few projects are getting most of the funding (>25% of total funds for WebPack in 2017).
open collective + backyourstack
WHAT IS IT?
Red Hat business model for the long tail.

SERVICES
Provides security updates, maintenance, and legal assurances for all open source projects in an organization’s stack.

HOW?
By paying the actual maintainers to do the work.

SUCCESS STORY
None yet. It’s too early.
WARNING AHEAD
$100
$10,000

Monthly revenue of CodeFun.
1 million dollars

- Amount collected by Open Collective in a year.
- Amount Tidelift committed to pay developers.
Worldwide developer population


Quick back of the envelope math:

12M FT devs x $65K = $780B
+ 6M PT devs x $35K = $210B

~= 1 trillion dollars
1 million dollars

- Amount collected by Open Collective in a year.
- Amount Tidelift committed to pay developers.
100 million dollars

1 million dollars

$10,000
1 billion dollars
10 billion dollars
1 trillion dollars
1 million dollars
“[P]art of the reason much of open source is so good, and often so superior to closed-source commercial projects, is the natural boundary of constraints. If you are not being paid or otherwise compensated directly for your work, you're less likely to needlessly embellish it. You're solving the problems for you and your mates, likely in the simplest way you could, so you can get back to whatever you originally intended to do before starting to shave the yak.”

Developers working on the Linux kernel

Problem → Software Engineer → Code
Coffee → Software Engineer
Sarcasm (by-product)
BY-PRODUCTS

**PROJECT**
- Improve documentation
- Increase code quality
- Lower technical debt
- Influence project direction

**INDIVIDUAL**
- Level-up engineers
- Adopt best-practices
- Improve soft-skills
- Access to expert network
- Better career opportunities

**TEAM**
- Increase efficiencies
- Serendipity
- Innovation
- "Knowledge spillover"

**ORGANIZATION**
- Improved culture & morale
- Perceived as industry leader
- Access to talent pool
- Remote friendly
- Reduced churn

Knowledge spillover
TWICE AS EFFICIENT
Contributing firms capture up to 100% more productive value from usage of open source than their free-riding peers.

75% of Facebook’s new engineering recruits mention Facebook’s open source Program as a key reason they accepted their offer.
The key to open source sustainability is to make organizations understand the ROI of contributing to open source:

What’s in it for \textbf{them}.
Thank you!