

OPEN
FUNDING



Building a sustainable business model with your community

Sylvain Le Bon

A business model for free software?



How can we make free software sustainable?

- Free software provide a lot of value to the community
- How can we monetize that value to fund developments in a sustainable way?

Open source is an efficient model



Because collaboration is efficient!

- Don't reinvent the wheel
- Get external contributions
- You don't have to know everything

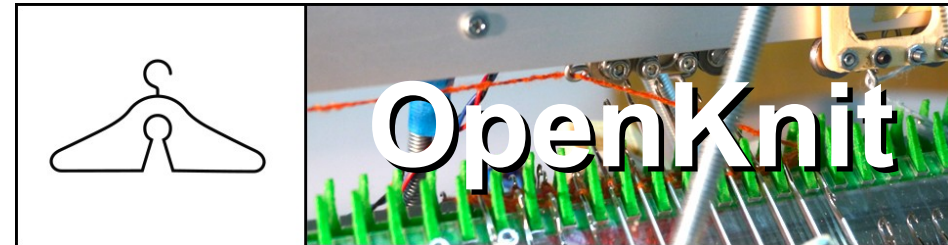
Open source success beyond software



WIKISPEED™
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A red sports car is shown from multiple angles, including a top-down view and a side profile. The car is sleek and aerodynamic.



Looking for a business model?



Taking care of other people's needs takes time.

A lot of time...



Need for sustainability



How do we deal with the « new father syndrom »?



Open Funding



GIMP

★ 96 abonnés



GIMP is the GNU Image Manipulation Program. It is a freely distributed piece of software for such tasks as photo retouching, image composition and image authoring. It works on many operating systems, in many languages.

GIMP is an acronym for GNU Image Manipulation Program. It is a freely distributed program for such tasks as photo retouching, image composition and image authoring.

It has many capabilities. It can be used as a simple paint program, an expert quality photo retouching program, an online batch process...

[En voir plus](#)

FINANCER L'ÉVOLUTION

Symmetry Painting

Modifier Supprimer

INTRODUCTION

Many people brought up the idea lately of crowdfunding to improve GIMP. Wel ...

[En voir plus](#)

1339,60 € financés

63%
2119,60 € nécessaires - 780 € restant

SOUTENIR ▶

74 financeurs

Évolution visible par les utilisateurs

EDITER VOTRE PROJET ▶

INTÉGRER VOTRE PROJET ▶

Financez votre logiciel

1339 € financés



2119,60 € total

74 utilisateurs

SITE WEB DU PROJET

<http://girinstud.io/news/2013/09/crowdfunding-proposal-for-symmetrymirror-painting-in-gimp/>

Projet proposé par Jehan



1 Projets proposés
0 Projets financés

<http://girinstud.io/>

[Toute la biographie](#)

RÉCOMPENSE

AJOUTER UNE RÉCOMPENSE +

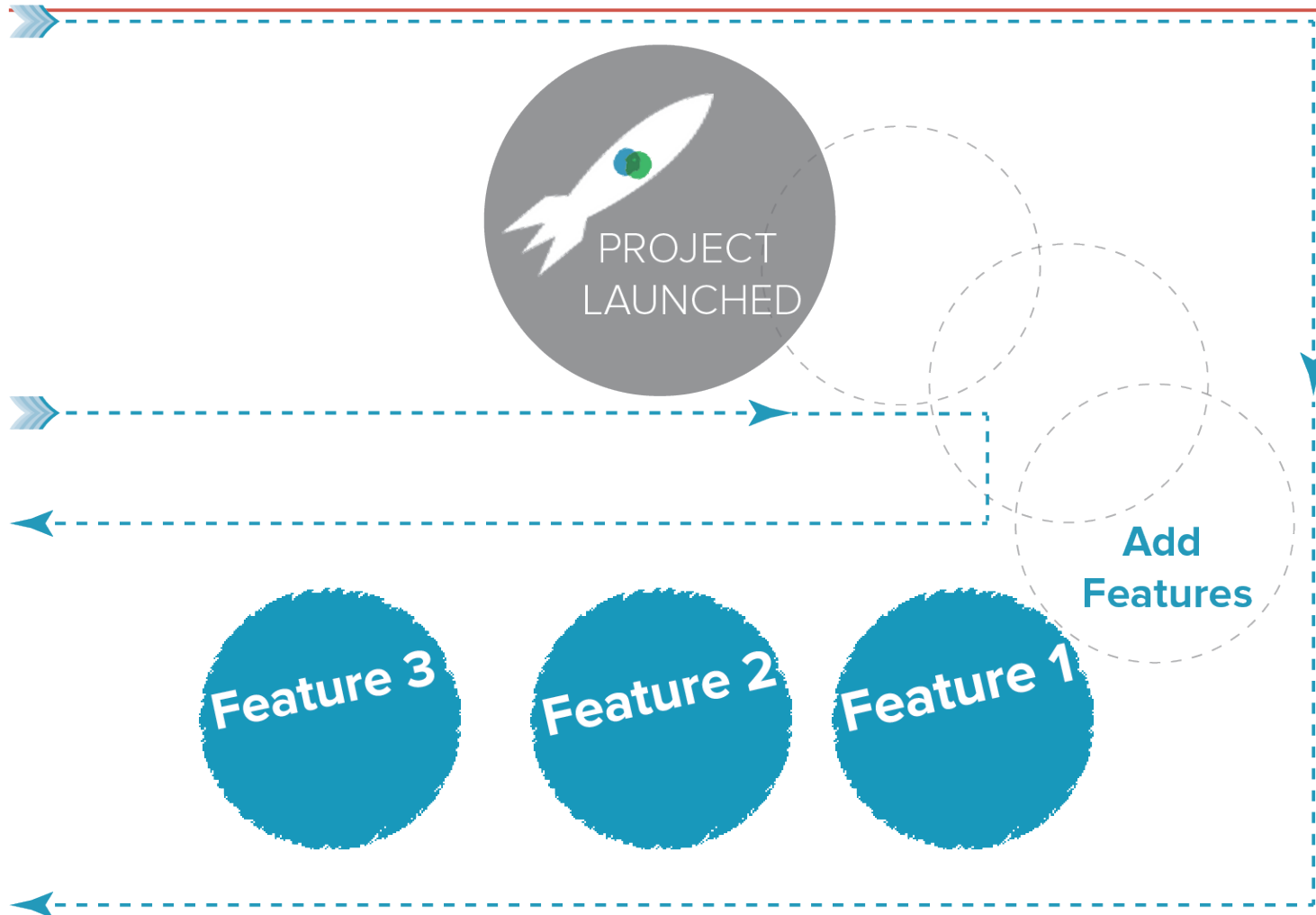
LE COIN DÉVELOPPEUR

DÉPÔT

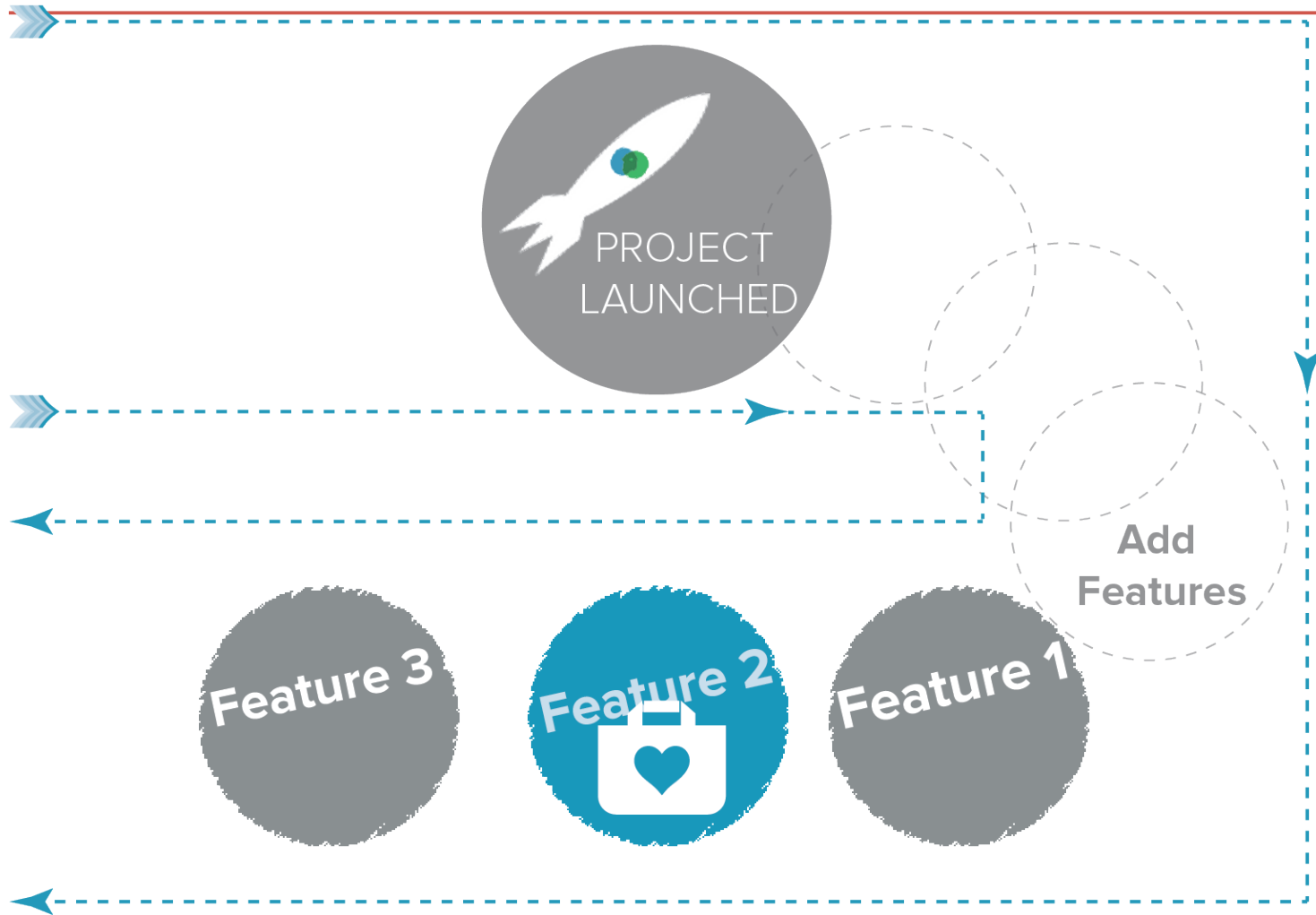
Non précisé



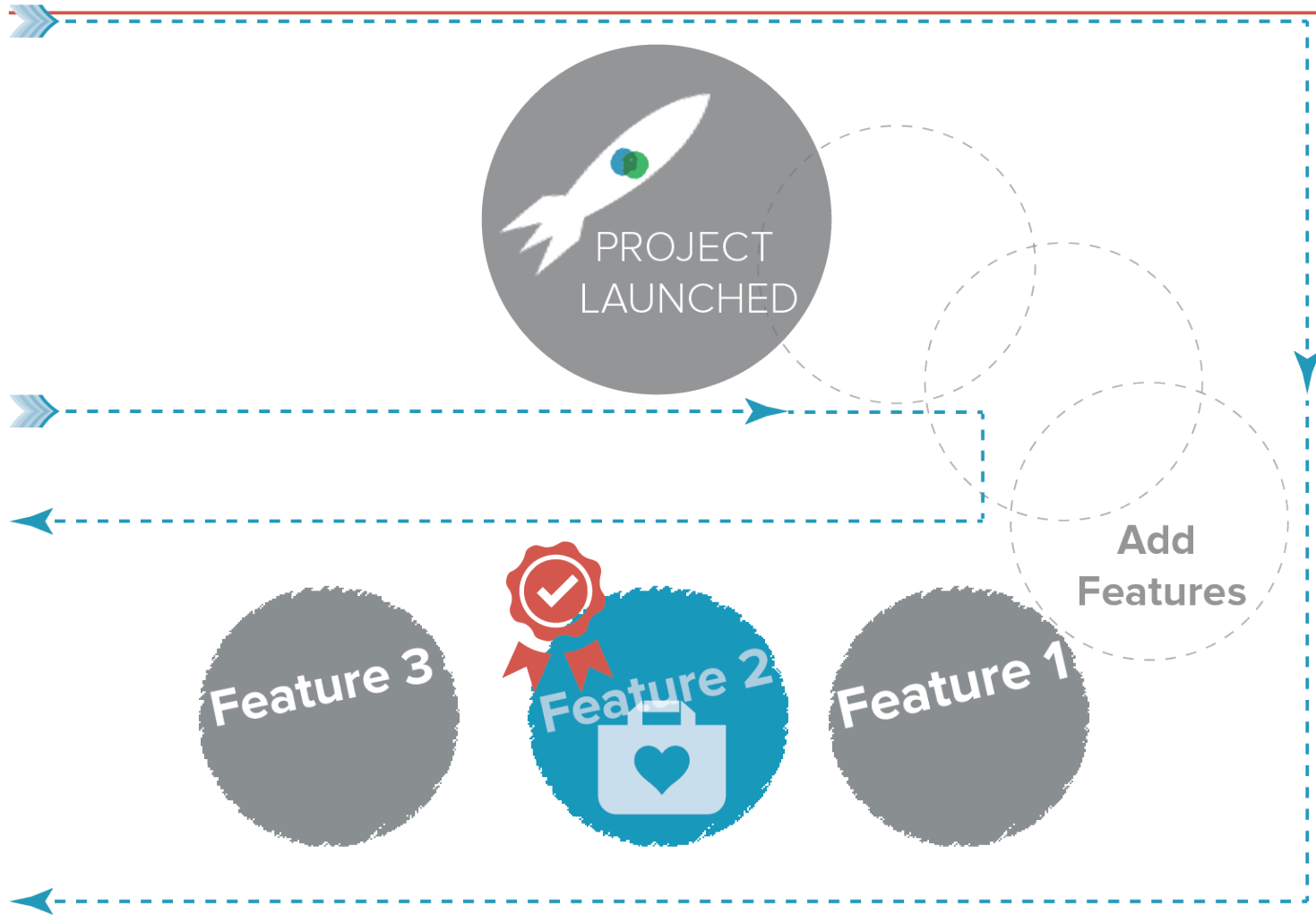
The developer offers new features



You buy the features you need



You validate the results



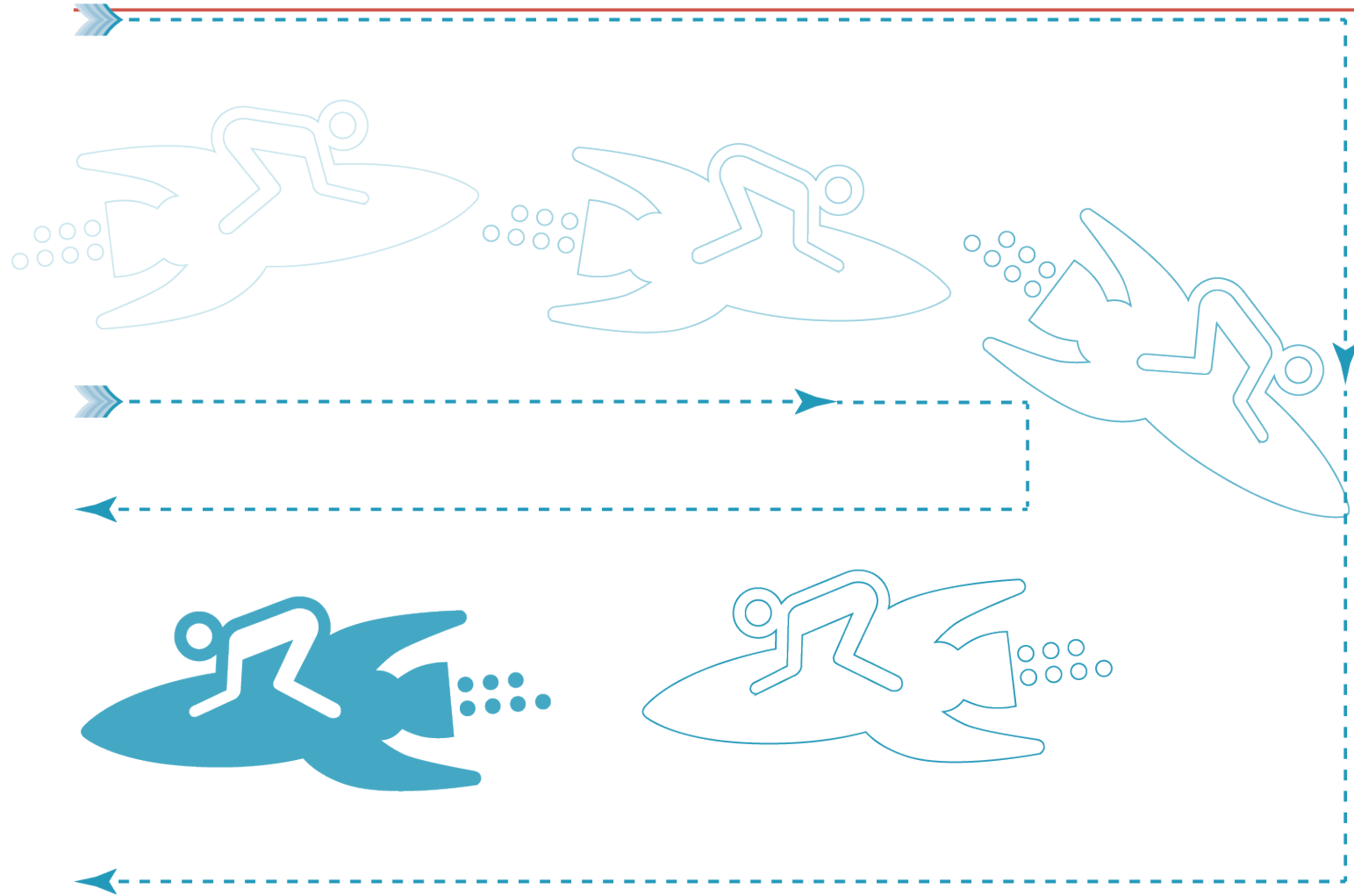
Mutualizing professional quality



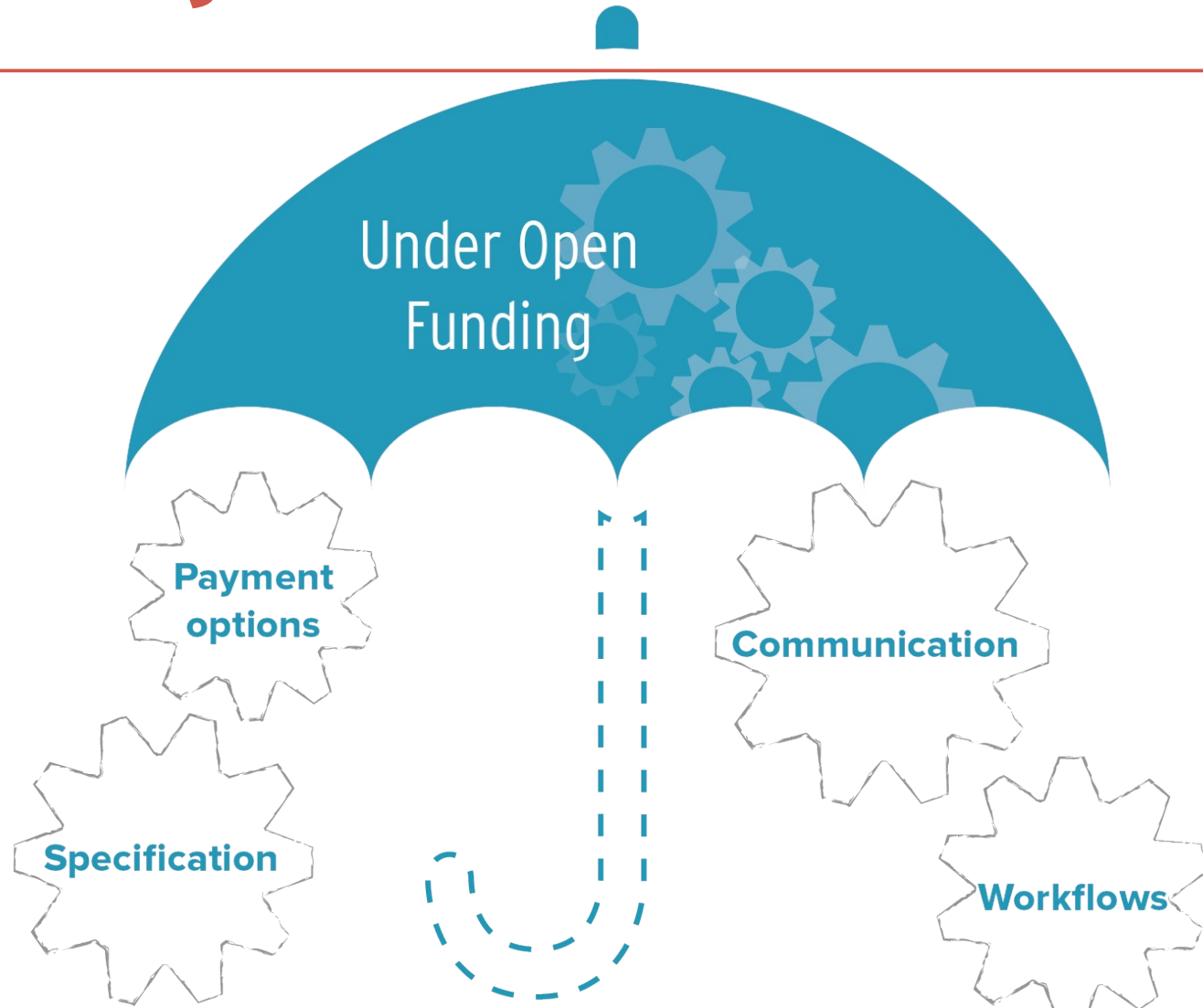
Shared costs



Acceleration of projects



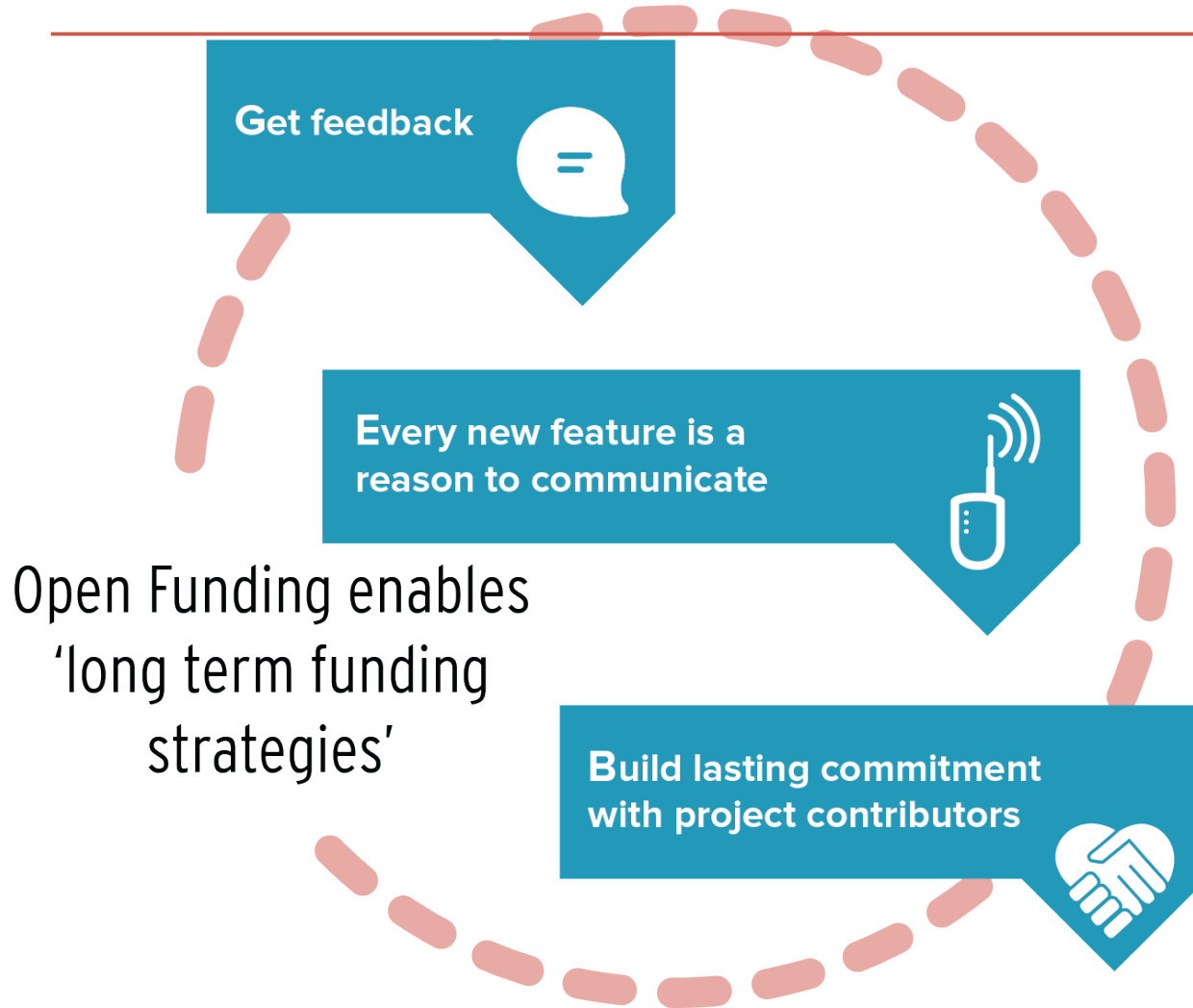
Choose the right tools



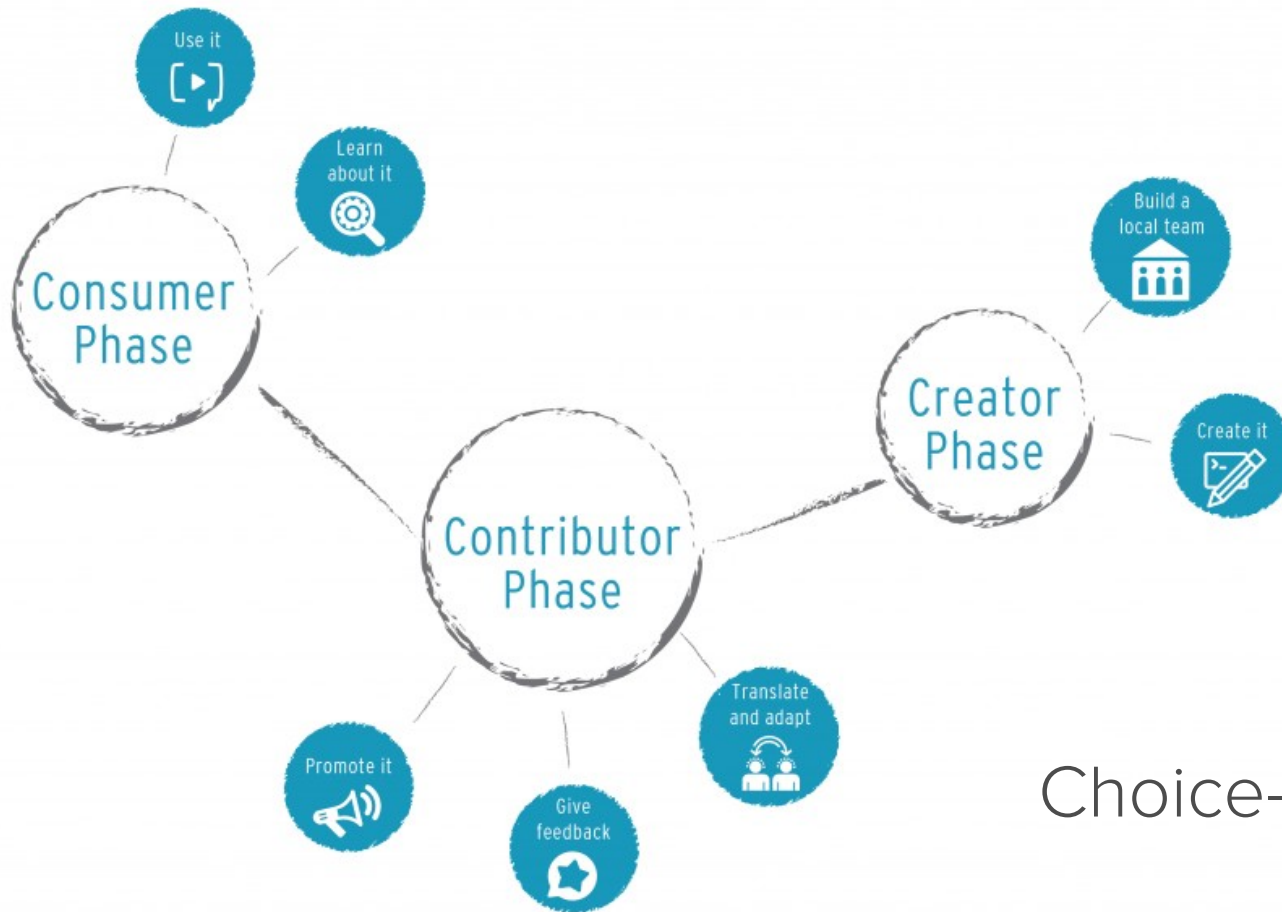
Define the strategy



Long term vision

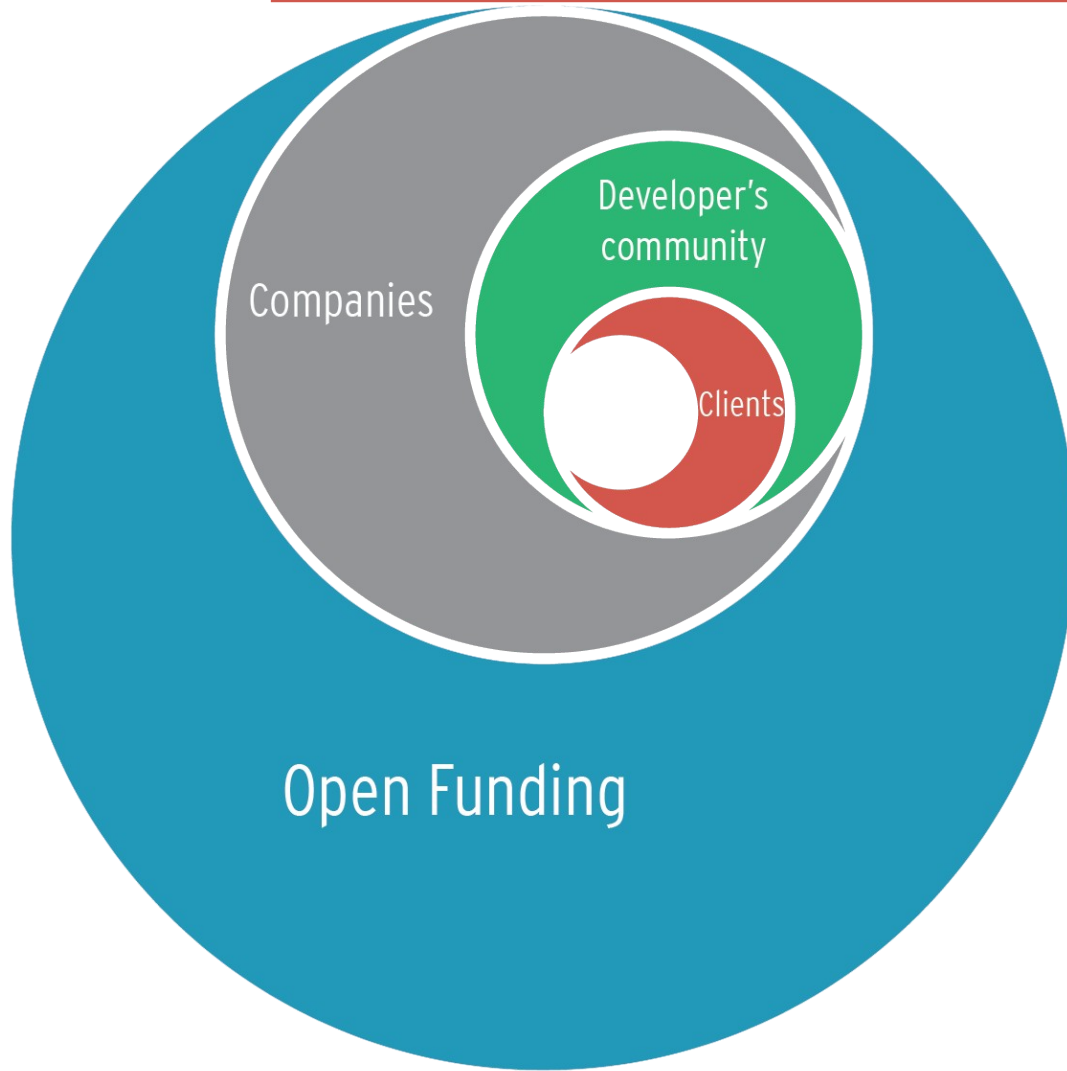


Community involvement



Think of
Choice-supportive bias !

Build your ecosystem



Fund 3rd party developers

Get funding through the ecosystem

Make your ecosystem stronger

Community involvement



- **Understand people's needs**
- **Build your roadmap, your funding plan and your communication together**
- **Get your software more sustainable!**

OPEN FUNDING



Cofunding free software

Contact

Sylvain Le Bon

<http://funding.openinitiative.com/>

contact@openinitiative.com