

HOW CAN WE ASSIST? OPEN SOURCE




The Software and Information Technology (SIT) team has worked with Office of General Counsel (OGC) to identify the ideal licenses to use when releasing University owned copyrights open source.

Open source releases are ideal for projects that need additional improvement or maintenance. An open source release can be a bridge to build a community of users that together enhance the impact and value of the software or copyrighted tool.

The University engages in three primary strategies for open source commercialization:

- **Dual Licensing** – Source code is freely available for non-commercial groups, and individuals willing to share their contributions back to the open source community. Groups not willing to share their contributions are required to take a different license.
- **Loss Leader** – Core source code is freely available, and premium add-ons are sold.
- **Service Enabler** – Source code created and freely distributed to drive adoption and customers of a consulting service.

We achieve these strategies by using the following tools:

- **Software Distribution** – The University has a system-wide contract to GitHub.com, the ideal platform to distribute the source code.
- **CreativeCommons.org** - The non-commercial licenses have been approved for open source release. Approved options include:
 - Non-commercial, Allow adaptations  z.umn.edu/ccAA
 - Non-commercial, No adaptations  z.umn.edu/ccNA
 - Non-commercial, Required sharing of adaptations  z.umn.edu/ccRCS
- **GPL v2.0** – GPL v2.0 is often preferred in software communities. z.umn.edu/gpl2
- If interested in alternative open source licenses, please email cghere@umn.edu
- A License.umn.edu search engine optimized web listing for express commercial licenses.

ADDITIONAL RESOURCES:

- Staff Open Source Approval Form (z.umn.edu/osStaffApproval)
- Open Source Advisory Service (z.umn.edu/osswatch)

QUESTIONS?

Contact Chris Ghere (cghere@umn.edu) or Send us a *Disclosure* (z.umn.edu/IPDF)

OPEN SOURCE VS. STANDARD IP COMPANIES¹

Open Source Software Companies

Standard IP Software Companies

Strategy:

- 1.) Sell service engagements; build customer engagements & intelligence
- 2.) Invest & contribute in upstream communities
- 3.) Offer training
- 4.) Add commercial packaging
- 5.) Build value-added components

Strategy:

- 1.) Create differentiated technology/product
- 2.) Protect IP (Copyrights, Patents, Trademarks)
- 3.) Establish initial customers
- 4.) Raise numerous growth capital rounds (Angel Investors, Venture Capitalists, Private Equity)
- 5.) Build out distribution channels

Building an open source company requires **operational excellence** and **staying power**.

¹Table paraphrases contents of z.umn.edu/tcsource

