

HOW CAN A TECH TRANSFER OFFICE OPEN SOURCE?

A SUBSET OF THE OPEN SOURCE REVENUE STRATEGIES CAN BE APPLIED TO UNIVERSITY TECHNOLOGIES AND LICENSING

UNIVERSITY OSS COMMERCIALIZATION

LOSS LEADER



LOSS LEADER:

A company uses OSS software to establish a customer relationships to sell additional products.

MULTI-LICENSING



MULTI-LICENSING:

One product with multiple non-exclusive license types. A free one for community members who are willing to share their changes, other licenses for a fee or royalty that enable proprietary use.

USER BASE & DATA



LEVERAGING USER BASE & DATA:

Once a large network or user-base has been created there are numerous revenue strategies, including advertising, default search or app store sales.

SERVICE ENABLER



SERVICE ENABLER:

Software created and freely distributed to drive adoption and customers to a consulting service.

OSS STARTUP



OPEN SOURCE STARTUP

All of the OSS business models are available to a startup company. Startup can be based on an exclusive license that it then open sources or a university OSS license.

NOTE THAT...

All of these revenue strategies reduce a University's ability to monetize the software asset. However, these are strong alternatives to closing or waiving an asset. Additionally, the faculty member may choose open source prior to consulting their tech transfer office or a funding source may require OSS.

ADDITIONAL OPTIONS

WHY AREN'T SUPPORT MODELS INCLUDED?

Our experience is that Universities are GREAT at research and groundbreaking discoveries. This is VERY different than supporting day-to-day software operations, thus we strongly recommend that our faculty not take on the role of support. Develop a startup company for support.

POTENTIAL SUPPORT REVENUE MODELS:



SaaS



ENTERPRISE
SUPPORT



FREEMIUM