How does your Business create value?

How can FLOSS help?

Efficiency
refine processes

Diversification
introduce new products

Fostering Innovation through Open Source Software Involvement

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Contributing to FLOSS: Direct Involvement

⇒ Steering   (WIN for the company)

⇒ € / Manpower   (WIN for the project)

⇒ Long term stability   (Win for both sides)

Easy to dismiss?

Not so fast...

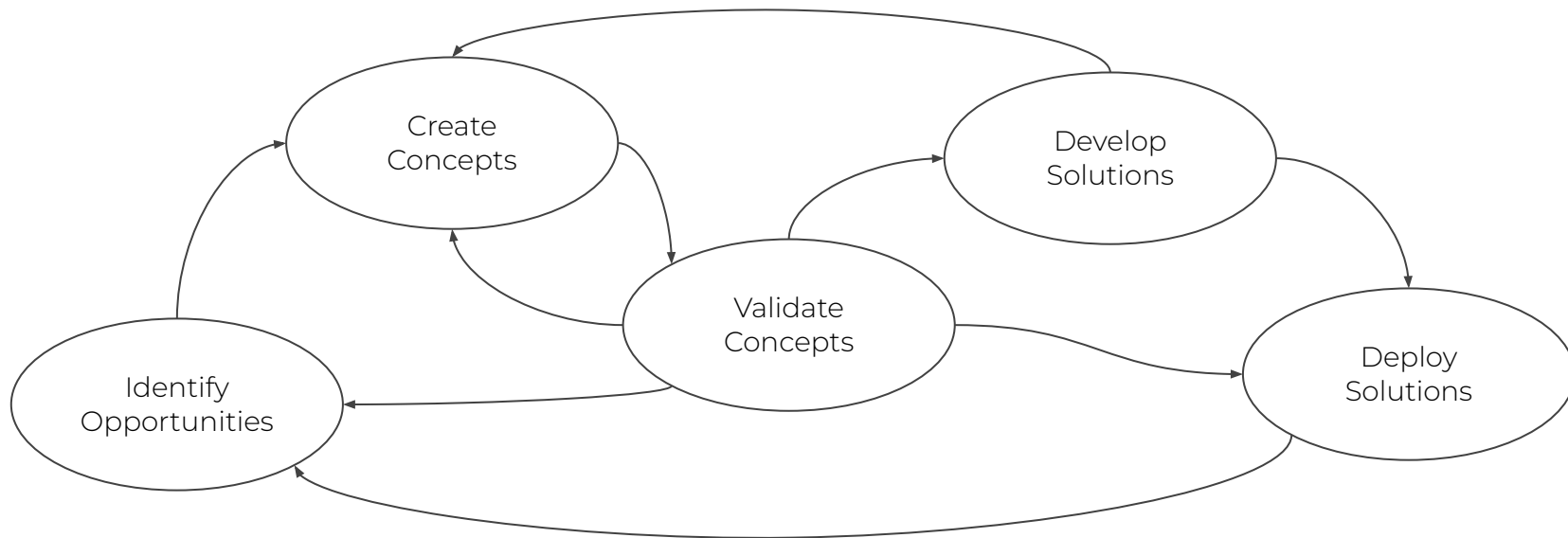# Contributing to FLOSS: a SMB perspective

⇒ Opportunities / Business Cases

⇒ Concepts

⇒ Prototypes

Additional advantages for your staff:

⇒ "freedom" from business constraints

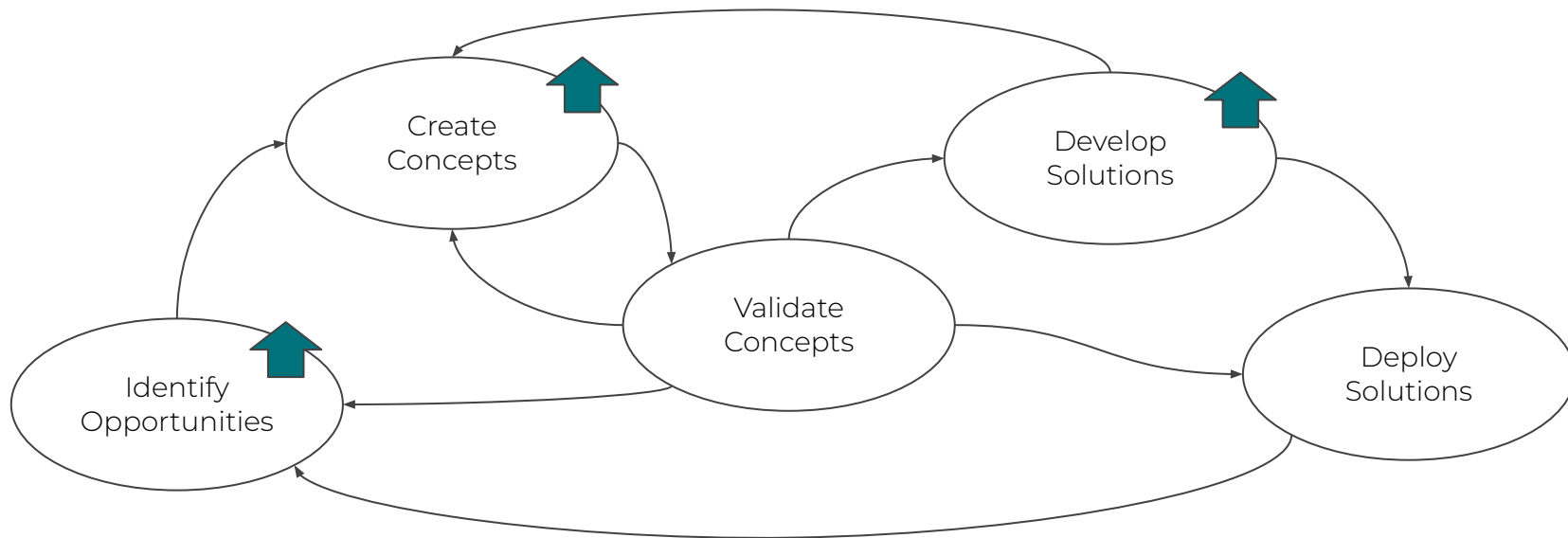⇒ deal with unknowns (leave the comfort zone)

Create Concepts

Develop Solutions

Validate Concepts

Identify Opportunities

Deploy Solutions

Intent / Opportunities   Concepts   Solutions   Value

Intent / Opportunities   Concepts   Solutions   Value

Systematic Innovation: a De-Risking Strategy
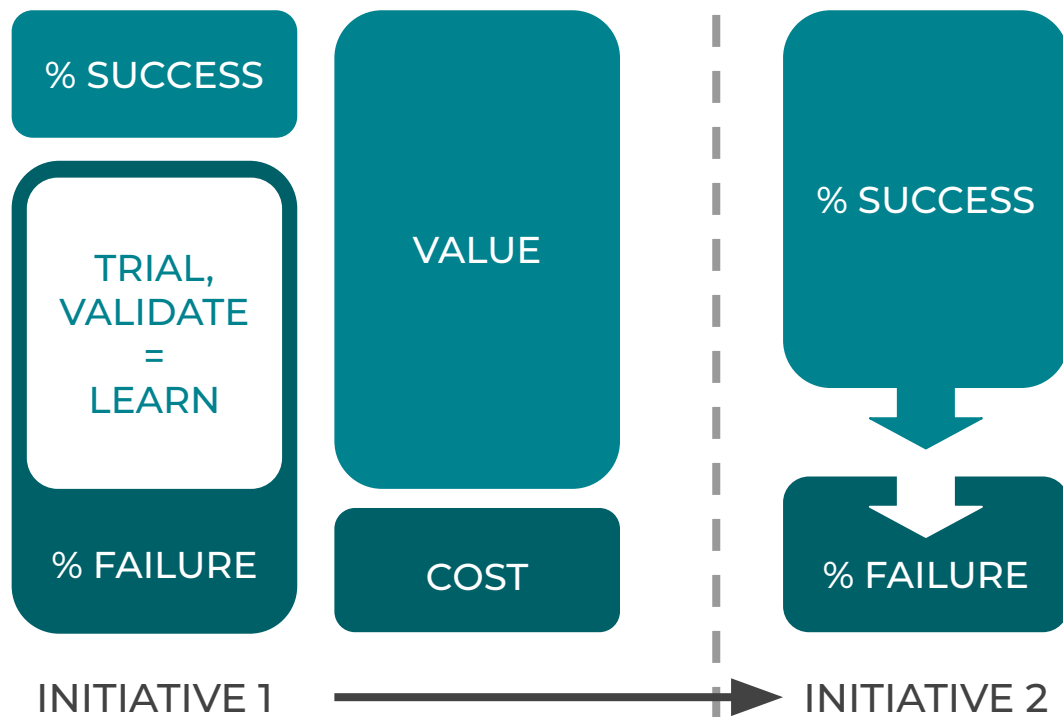
% SUCCESS

% FAILURE
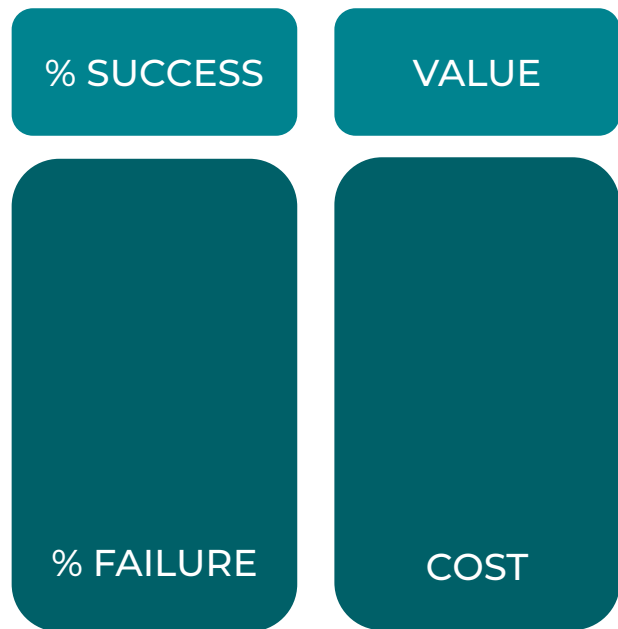
INITIATIVE 1

Systematic Innovation: a De-Risking Strategy

% SUCCESS

VALUE

% FAILURE

COST

INITIATIVE 1

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Systematic Innovation: a De-Risking Strategy

% SUCCESS

TRIAL, VALIDATE = LEARN

% FAILURE

VALUE

COST

% SUCCESS

% FAILURE

INITIATIVE 1

INITIATIVE 2

Systematic Innovation: a De-Risking Strategy

% SUCCESS

TRIAL, VALIDATE = LEARN

% FAILURE

VALUE

COST

INITIATIVE 1

% SUCCESS

% FAILURE

INITIATIVE 2

FLOSS participation means

⇒ Externalisation of trial processes

⇒ Increased/varied learning opportunities

⇒ Optimisation of investments

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FLOSS is a Key Enabling Methodology

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How can FLOSS create value for your company?

Efficiency
 refine processes

⇒ Increase Learning Opportunities

Diversification
 introduce new products

⇒ Gather Novel Business Ideas

Contributing to FLOSS: a SMB perspective

⇒ Opportunities / Business Cases

⇒ Concepts

⇒ Prototypes

Additional advantages for your staff:

⇒ "freedom" from business constraints

⇒ deal with unknowns (leave the comfort zone)

Advantages for the Management and Staff

Divergent Thinking (find alternatives):

- Easier to practice in an environment that is free from business hierarchy
- Being confronted with unusual use cases helps overcoming "business blindness"

Convergent Thinking (find connections):

- Easier to practice outside of one's comfort zone
- Linking use cases from unrelated businesses to the needs of the company

Both are crucial competences for successful brainstorming / creative processes.

The more you practice, the better you get! (online evaluation tests in the references)

Thank You!

Keep in touch

https://DanieleGobbetti.it

References

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