



so you took over the enterprise: what now?

in the beginning...

there was the CIO



and the CIO controlled these



which meant control over these





(AKA the “Good Guys”)

but something happened then that  
Sauro...er...the CIOs did not intend



open source



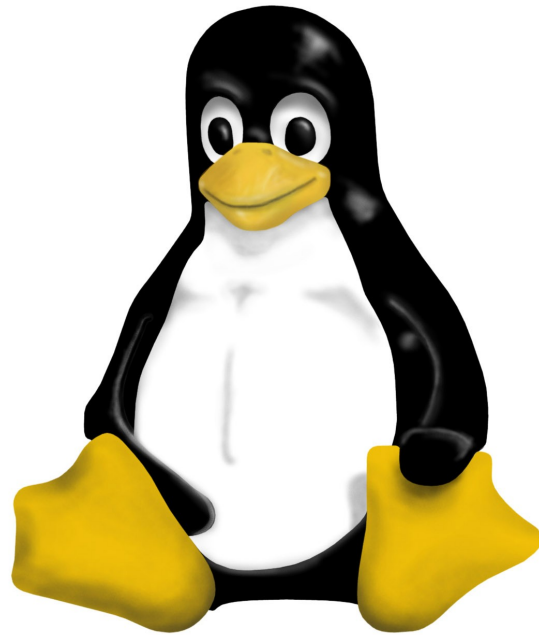






and if you don't buy that, explain

















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VCs expect open source to be default option - Computer Business Review - Firefox

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## VCs expect open source to be default option

4th July 2006

**By Matthew Aslett**

**Open source software represents a better bet for venture capital firms than traditionally licensed software, according to representatives of three VC firms gathered at the recent Open Source Business Conference in London.**

While all three firms had invested in [open source](#) before they insisted their likelihood to do so again was not based on favoritism, but rather an economic decision based on market realities.

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in case this isn't getting through

first, they laugh at you  
then they ignore you  
then they fight you  
then you win

YOU GUYS WON

NATIONAL BESTSELLER

WITH A NEW  
AFTERWORD BY  
THE AUTHOR

*The*  
TIPPING POINT

*How Little Things Can  
Make a Big Difference*

MALCOLM  
GLADWELL

*"A fascinating book that makes you see the world  
in a different way." —FORTUNE*

open source is credible

open source stands for

choice

quality



security

and being able to dress like a hippie

so that part's good

but  
(there's always a 'but')

“to whom much is given, much is required.”  
-JFK

“great power involves great responsibility.”  
- FDR



so what are you to do?



#5: educate, evangelize and market

#4: make open data a priority

#3: lower the barriers to entry

#2: be creative

#1: work together

thank you  
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