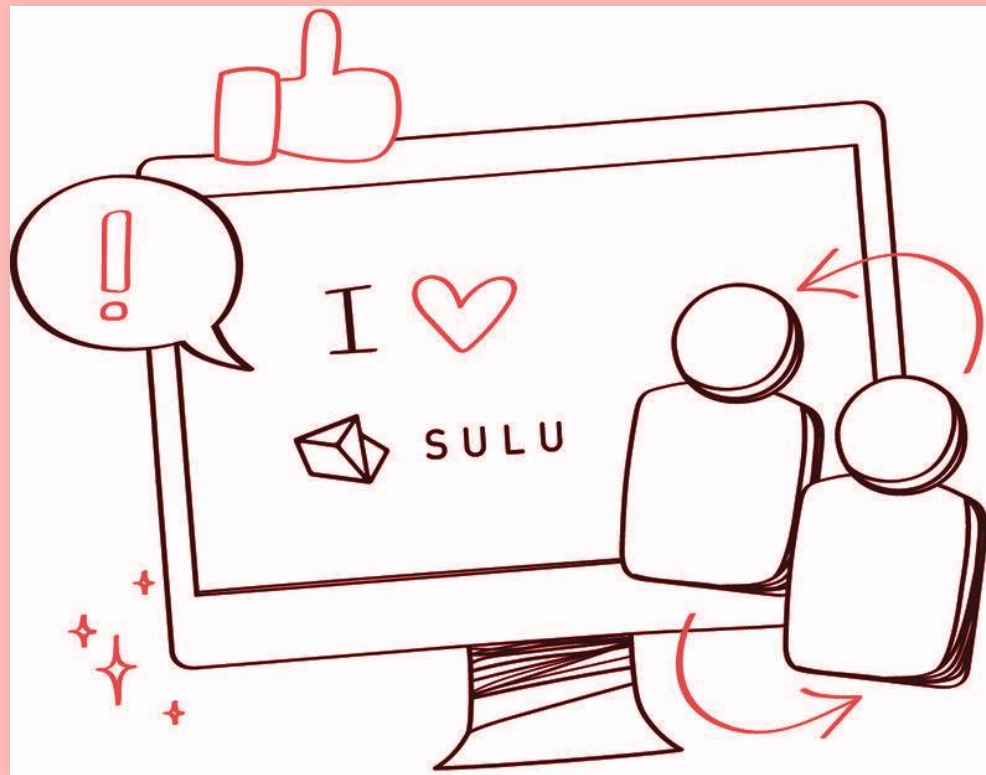


Monetising FOSS

Finding the sweet spot
between principle and profit



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This is me



Vinnie Russo 🇬🇧 🇮🇹

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The FOSS philosophy

- Freedom
- Collaboration
- Transparency
- User empowerment

“The open source movement is not about the software itself. It’s about what the software enables.”

– **Tim O’Reilly** (publisher, FOSS advocate)

“As open-source creators, we’re not just building software—we’re building a community. Our role is to serve that community by ensuring the tools we create remain accessible, reliable, and continually evolving.”

– **Evan You** (Creator of Vue.js)

The monetisation challenge

- Need for sustainable revenue models
- Traditional monetisation strategies may compromise core principles
- Goal: find a balance between financial sustainability and open source ethos

“Open source can be monetised, but it often requires thinking beyond the traditional software sales model.”

– **Linus Torvalds**

“The challenge is balancing openness with the need to generate revenue. Too much focus on monetisation can alienate the community”

– **Matthew Aslett** (industry analyst)

Monetisation strategies: the options

- Donations
- Paid support and consulting
- Proprietary add-ons
- Open-core model
- Software-as-a-Service (SaaS)
- Cloud application platform as a Service (CA PaaS)

“Donations are a powerful symbol of collective support, but they can’t be the only answer. A healthy ecosystem balances donations with other forms of revenue to ensure longevity.”

– **Benjamin Mako Hill** (FOSS advocate)

“Do not muzzle an ox while it is treading out the grain. The worker deserves his wages.”

– **Saul of Tarsus** (1st century Christian emissary)

Why cloud application platforms stand out

- Maintains software accessibility
- Generates revenue through services
- Provides additional value without restricting core functionality
- Aligns with open source principles

“Platform-as-a-Service is a game changer for monetising open-source solutions. Instead of just providing the software for free, you can build value-added services and scalable infrastructure around it.”

– **Dinesh C. Sharma** (Technology Analyst)

“PaaS models can unlock significant revenue streams by creating ecosystems where customers rely on your platform for more than just hosting—you’re enabling them to innovate and grow.”

Steve Loughlin (Partner at Accel)

Key CA PaaS value proposition

- Simplified infrastructure management
- Scalability on demand
- Integrated development workflows
- Security and compliance
- Advanced features like:
 - + CI/CD
 - + Container orchestration
 - + Automated scaling

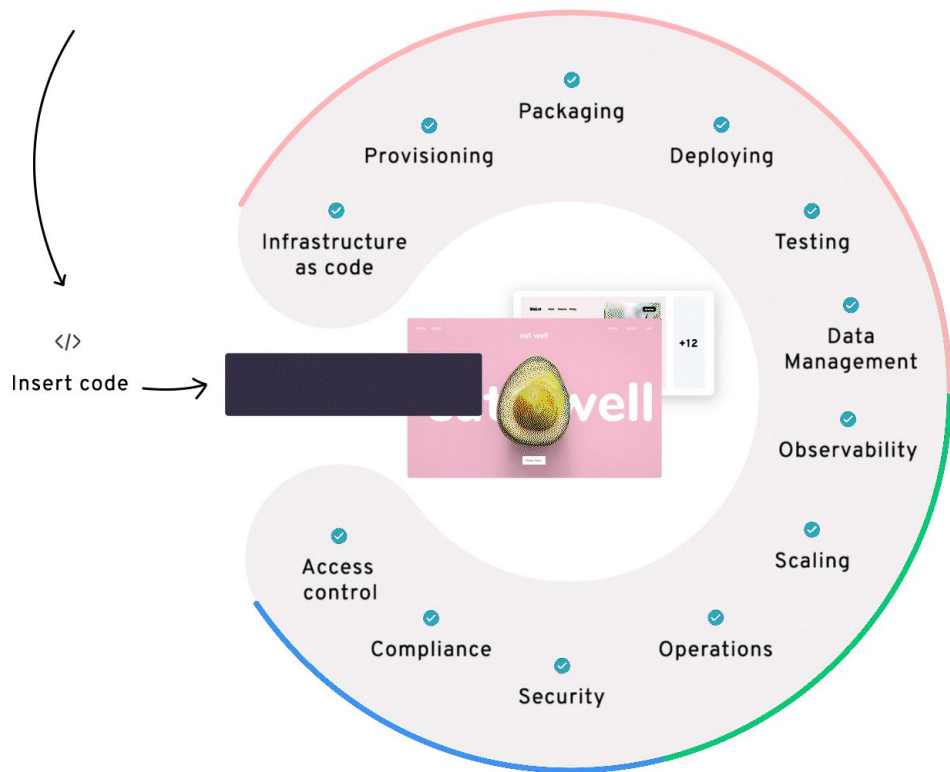
“The real opportunity in Platform-as-a-Service is not just providing infrastructure, but making it easier for developers to create, deploy, and scale applications without worrying about the underlying hardware.”

– **Ben Horowitz** (Co-founder of Andreessen Horowitz, a Silicon Valley venture capital firm)

Key CA PaaS value proposition

What you do

What Platform.sh does 



The perfect model?

- Core software remains free
- Revenue from platform services
- Value-added features
- No feature gating
- Supports open source community growth

“The success of open-source software relies on an active community. We keep our software open and free, allowing the community to grow, while we focus on providing high-quality paid services for those who need them.”

– **David Heinemeier Hansson** (Creator of Ruby on Rails)

Benefits for stakeholders

- For Open Source projects:
 - + Sustainable revenue model
 - + Global reach
 - + Reduced infrastructure overhead
- For businesses:
 - + Faster time-to-market
 - + Lower development costs
 - + Community-driven innovation

“A PaaS model allows open-source projects to focus on what they do best—building great software—while monetisation comes from the platform’s ability to offer premium services like scaling, hosting, and support.”

– **Evan Czaplicki** (Creator of Elm)

The Future of FOSS Monetisation

- Collaboration over competition
- Platform solutions that respect open source principles
- Continuous innovation
- Sustainable ecosystem for developers and businesses

“PaaS is not just a revenue model; it’s an ecosystem model. By offering your software as a platform, you encourage other businesses to build on top of it, creating exponential value for both you and your customers.”

– **Aaron Levie** (CEO of Box)

Thank you!

Any questions?

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