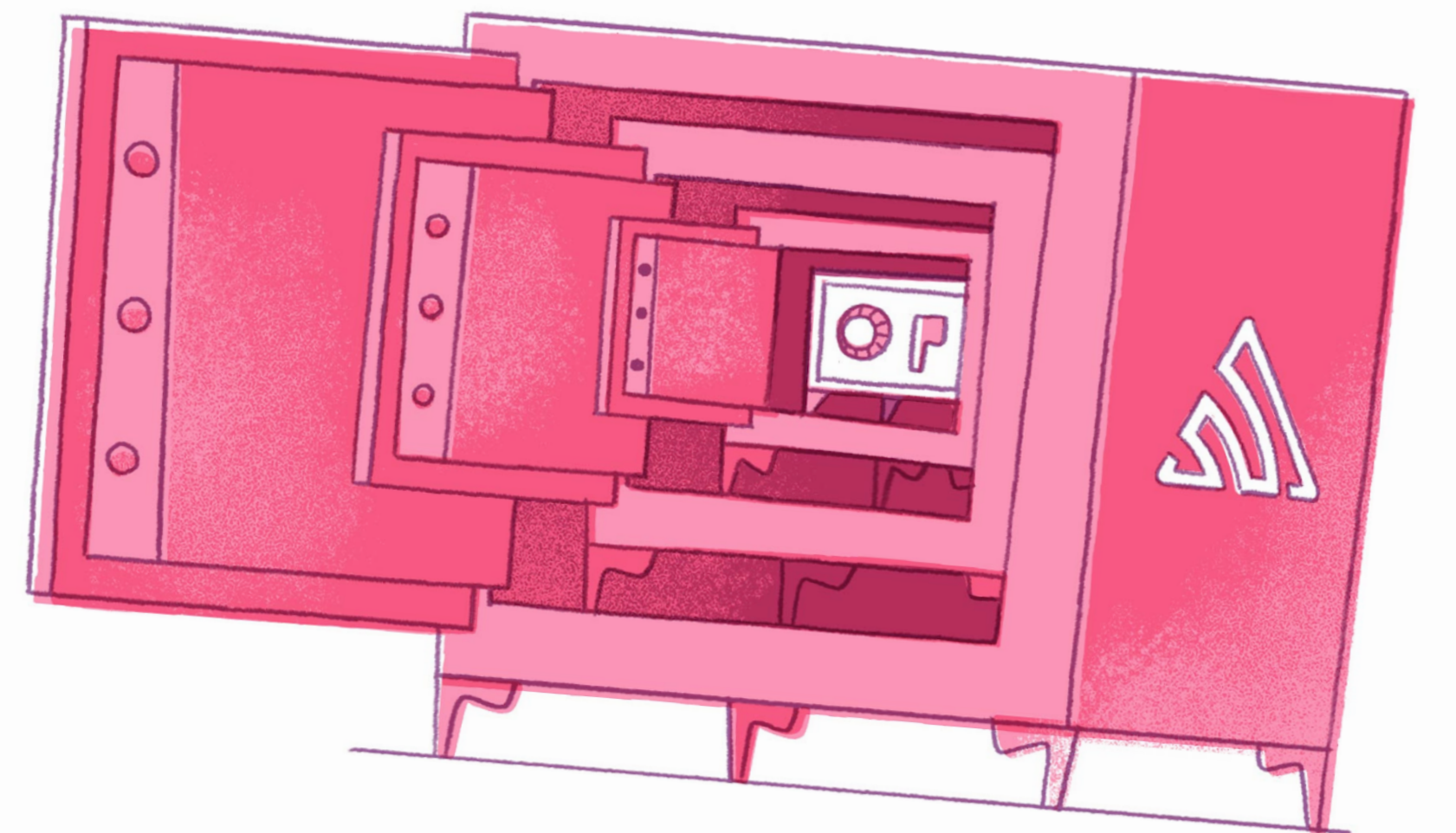# The Snowball Effect of Open Source

Armin @mitsuhiko Ronacher

Sentry

Hi I'm Armin
and I Love
and Live
Open Source

Armin's Open Source est. 2004

Flask, Werkzeug, Jinja, Twig, Pygments, Sphinx, Insta, Sentry, …

Flask, Werkzeug, Jinja, Twig, Pygments, Sphinx, Insta, Sentry, …

The Open Source Lifestyle

Direct and Open Communication

Outcome Based Networking

Conflict Resolution and Diplomacy

International Community Building

How Jinja met Sentry — how I met David

2004
The Journey Begins

"Microsoft is bad, let's use Linux"

hacked around on phpBB for Ubuntu, wanted to port it to Python

an itch to scratch:
Python didn't have the right tools

Jinja was born

2007-03-26T17:48:20 <zeeg> have any of you looked into jinja?

2007-03-26T17:51:52 <mitsuhiko> zeeg: me. but i don't count ;)

2007-03-26T17:56:38 <mitsuhiko> zeeg: if you have questions fell free to poke me :)

an itch to scratch:
Group Django Errors in a Database

Sentry was born

```
commit 3c2e87573d3bd16f61cf08fece0638cc47a4fc22 (HEAD)
Author: David Cramer
Date:    Mon May 12 16:26:19 2008 +0000

    initial working code
```

independent projects, not much in common, but we kept crossing paths

went to the same
conferences

used by the same communities

similar licensing
ideas

endurance and perseverance

adjusting to
change

I expected Jinja to die a long time ago

Projects adjust to new environments

JavaScript changed things

Licensing Matters

You can't force people to contribute back

Do you want people to walk away?

I want everybody to use it

A license is only as good as your enforcement

Non Monetary Payoffs

got my first job
via Open Source

I found international relationships via Open Source

Sentry got its first customers via Open Source

Sentry benefits and shares contributions to core technologies

Money Matters

maybe you need a business model and revenue stream

not every Open Source project must make money, but make that call early

services are easier to monetize, libraries need subsiziding

consider license restrictions to stay true to your goals.

Open Source in Companies

some things take a lot of effort, and many folks need to do it

There are benefits to collaboration, and very few risks to a business

Take a bold step and Open Source internal tech and start collaborating

Want to talk / questions?

twitter.com/@mitsuhiko