From Closed Source to Open Source

The Journey of Glue42

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Meet Glue42
Four Open Source Strategies and Incentives
1. By-product of your main one
2. A talent attractor and an influence, reputation builder

- Facebook
- Google
- Microsoft
- Atom
- TypeScript
- Angular
3. Lite, Community, Personal, etc.

- Only the pro version

  "Share this to your friends to get access to that"

  "Buy now to get rid of the ads!"

  "Only for personal usage"
4. The Red Hat Model
8 Benefits and Challenges

A technical / product / org perspective
1. Competitors Will Use our Code!

Code is not your greatest asset, but the people who produced it
2. No Security through Obscurity

The ultimate proof that your product really passes those checks
3. The toolchain

The more you give, the more you will receive
4. Dev to Dev Communication Channel
5. Engineers on the frontline
6. Attract Talent
7. Remote and global by default
8. Sales and Marketing!

Where are my MQLs, Petyo?!!!
Summary: Benefits and Challenges