



Board of Directors Meeting Open Source Applications Foundation

September 19, 2002

Agenda

- **Mission Statement**
- **Organization Update**
- **Marketing**

Mission Statement

Game Plan

THE MISSION

To create and gain wide adoption of productivity application software of uncompromising quality via Open Source

THE CHALLENGE

To build a sustainable, innovative alternative despite market stagnation

Envision the Dream

- **design a new application to manage email, appointments, contacts and tasks**
- **easily share information with people at work, friends, and family**
- **be good to ordinary as well as advanced users**
- **do not requires a dedicated server or complex administration**
- **offer choice of platforms: Windows, Mac, and Linux**
- **above all, never compromise user experience**

Build the Product

- **secure seed funding**
- **assemble world-class team of developers who are passionate about applications**
- **talk to users and understand their needs**
- **employ a modern architecture: XML, P2P networking, semantic database, cross-platform tool kit**
- **build on open source components: Python, Jabber, wxWindows**

Gain Adoption in the Market

- **target the requirements of individuals, groups, and small-to-medium enterprises**
- **provide simple migration paths from existing products for individuals and organization**
- **implement “killer features” and order of magnitude improvements in key capabilities**
- **make source and object code publicly available at no charge**

Sustain the Project

- **work with open source community to extend and evolve code base**
- **encourage firms to offer complementary fee-based services, support, customization and consulting**
- **employ flexible (“Sleepycat”) license: completely free for developers who redistribute their source code**
- **receive fair license fees from proprietary developers to help fund our core development**
- **maintain our non-profit status to ensure all work contributed by the community benefits the community**

Think Long-term

- **evolve code into an open, robust platform for high-quality, intelligent, distributed, cross-platform applications**
- **tackle other productivity applications**

Organization Update

Organization

- **7 Full-time (4 employees, 1 consultant, 2 volunteers)**
- **New hire: Jed Burgess**
- **Pro Bono or reduced rate consulting & services:
Finance & Administration, Human Resources, Legal,
Naming, Writing**
- **Recruiting**
- **Advisory Board / Weblog**

Marketing Update

Marketing

- **User research**
- **Market requirements project**
- **Naming**
- **Public Relations**
- **Web site & mailing lists**