

**EOSA MASTERCLASS #1**



European  
Open Source  
**Academy**

# Building and Sustaining Open Source Impact

How open source business owners and corporate users can drive the change.

Amandine Le Pape



Funded by  
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# Lesson #1: Recognising the Open Source Opportunity



# Masterclass Overview

**Lesson #0** – The Story of Matrix and Element

**Lesson #1** – Recognising the Open Source Opportunity

Lesson #2 – Foundational Elements for the Success  
of an Open Source Business

Lesson #3 – Leveraging the Right Enablers

Lesson #4 – Finding Business Models That Work

Lesson #5 – Navigating the Corporate Buyer's Dilemma

Lesson #6 – Driving Open Source Impact through Procurement and  
Policy

# Recognising the Open Source Opportunity

In this lesson we will be looking at two different angles:

- What is the impact of open source and why is it important to the world?
- And beyond looking to have an impact: why building an open source business is remotely a good idea?

# The Impact of Open Source

**Open source software and hardware have a much wider reach than just the technology itself.**

⇒ **Economic Impact**

How can open source make a change to the economy of a country or region (e.g. the EU)?

⇒ **Societal Impact**

How does open source influence society and reflect its progress?

⇒ **Business Impact**

How will embracing open source support a business and make it thrive?

# Economic Impact

- **Economic growth**

- Contributing to open source is an investment → An increase of 10% in open source contributions in the EU would generate between 0.4% and 0.6% additional GDP per year\*

- **Competitiveness**

- The core of the technology is a common → businesses can focus on differentiation and bringing value while users are free from vendor lock-in

- **Innovation**

- More eyes on the problem can more easily bring innovative solutions
- Both researchers and anyone else can work on a given problem

- **Job creation**

- A bigger market creates more jobs, e.g. an increase of 10% in open source contributions in the EU would generate more than 600 additional ICT start-ups per year\*

# Societal Impact

- **Innovation and collaboration**

- Enables startups & research by lowering costs.
- Accelerates AI, science, and global collaboration.
  - OSS enables scientific reproducibility—researchers can share code and data publicly.
- Developers worldwide can contribute without geographic or corporate barriers.

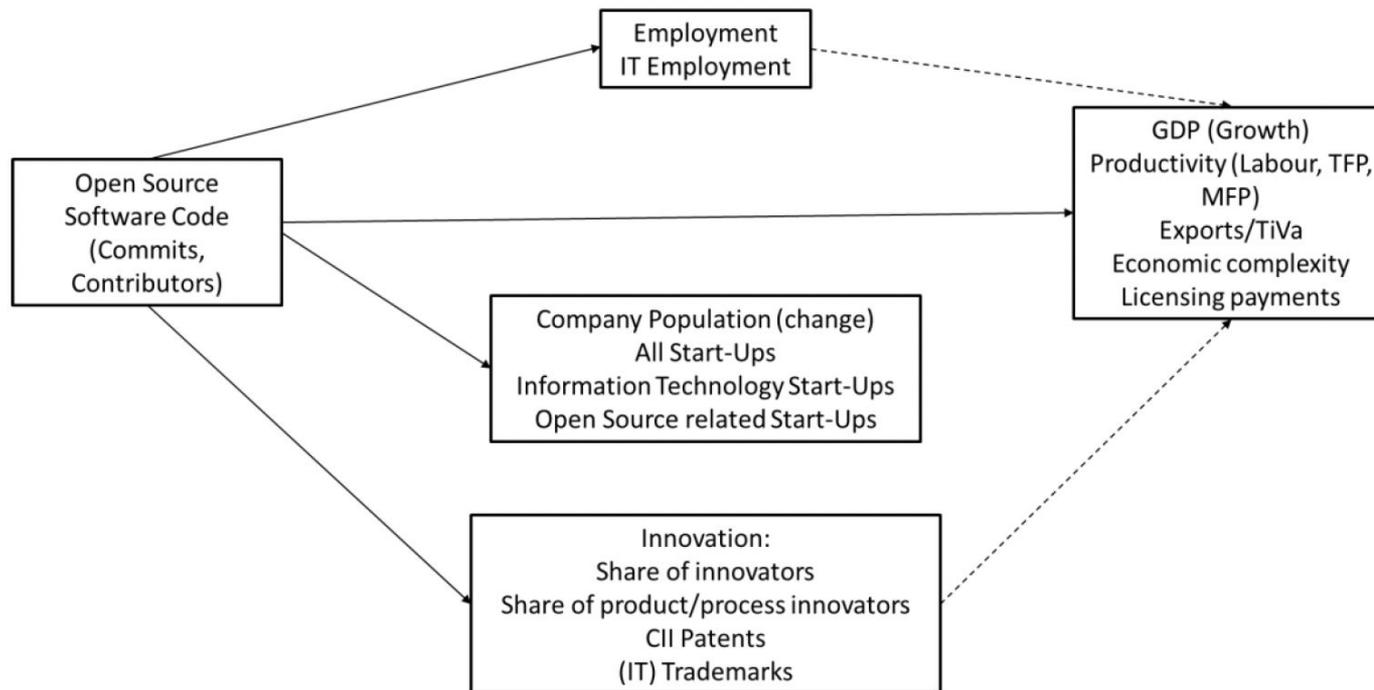
- **A cultural movement**

- Promotes democracy of knowledge → anyone can learn from and contribute to the source code.
- Builds digital literacy and education → students can study real-world codebases.
- Encourages transparency and trust → e.g. in security software, elections tech, or digital rights
- Brings accessibility (both in terms of impairment but also in terms of audience) → anyone can go and play with the software

# Business Impact

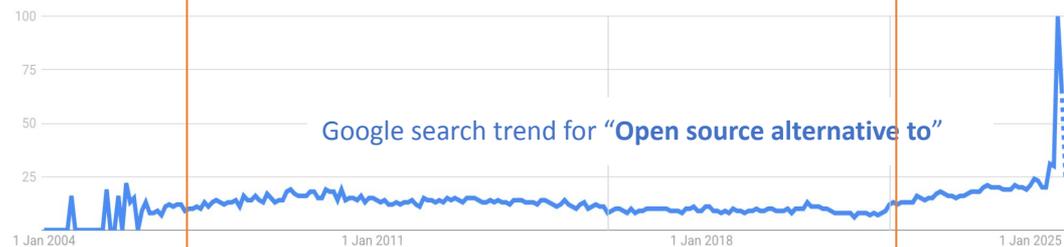
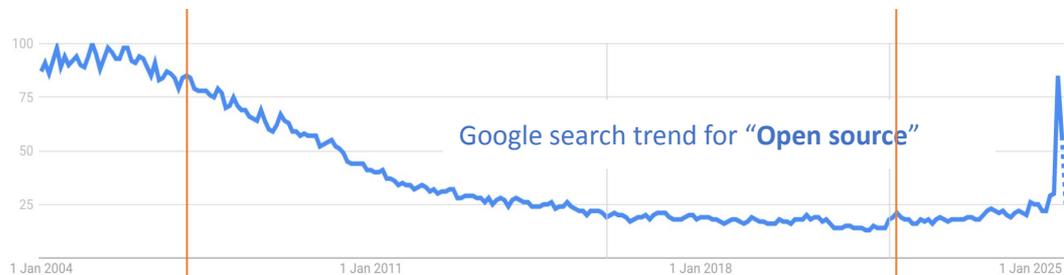
- **Accelerate innovation**
  - Reduce the costs of experimentation
  - Leverage the community ideas and contribution to find technical solutions and innovate faster
- **Cost savings**
  - Share maintenance and quality assurance, accelerate development and potentially time to market
- **Focus on differentiating value rather than reinvent the wheel**
  - Participate in building the commodity in the open, embracing collaboration with the rest of the community, and focus efforts on the value differentiating your product in the ecosystem
- **Improved reputation and visibility**
  - Remove vendor lock-in, create a new marketing channel and brings visibility to investors and potential hires
- **Influence**
  - Opportunity to see one's product be accepted as a standard
  - Prominent position in a community will give an organisation influence on its progress
- **Higher code quality and developer satisfaction**

# The Impact of Open Source



**Why should you even consider building on open source?**

# The Rise of Household Awareness



2007

The GAFAM accelerate \*

Mar 2022

Ukraine war

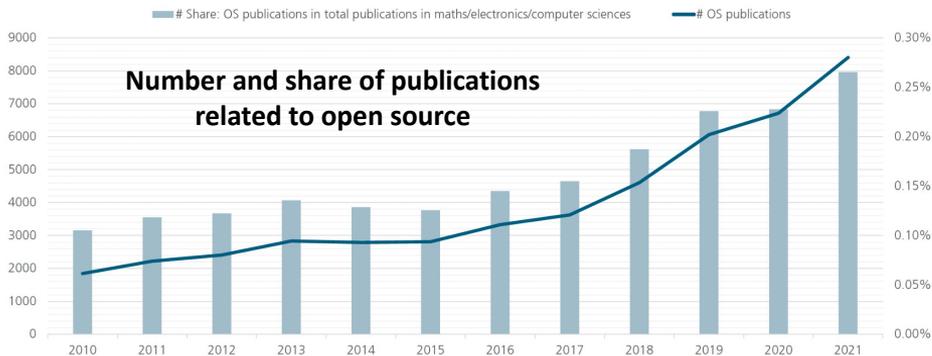
→ switch in geopolitical context

After the glory days of early 2000s of building big closed companies, the **trend is starting to reverse towards more openness:**

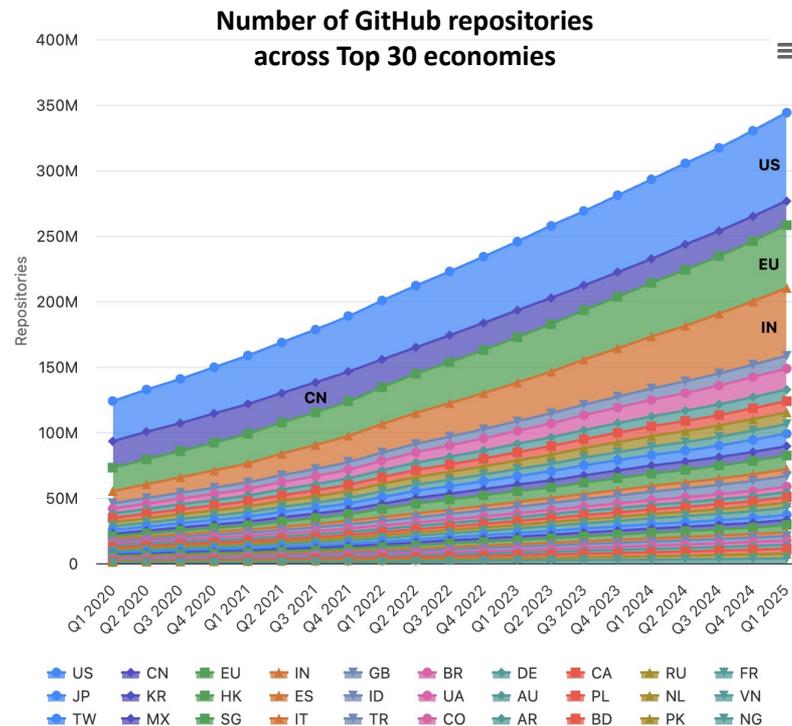
- Tech which was bleeding edge 20y ago has been commoditised and rebuilt in the open.
- The geopolitical climate since 2022 has raised awareness around digital sovereignty.
- Debates around open source AI shine a light on the concept of open source in consumer media.

# From Researchers to Builders: Interest is Rising

- The **number of open source repositories** continues to grow
- At the same time, **researchers are increasingly studying** the open source ecosystem and its impacts.



Source: Elsevier - SCOPUS; calculations by Fraunhofer ISI.

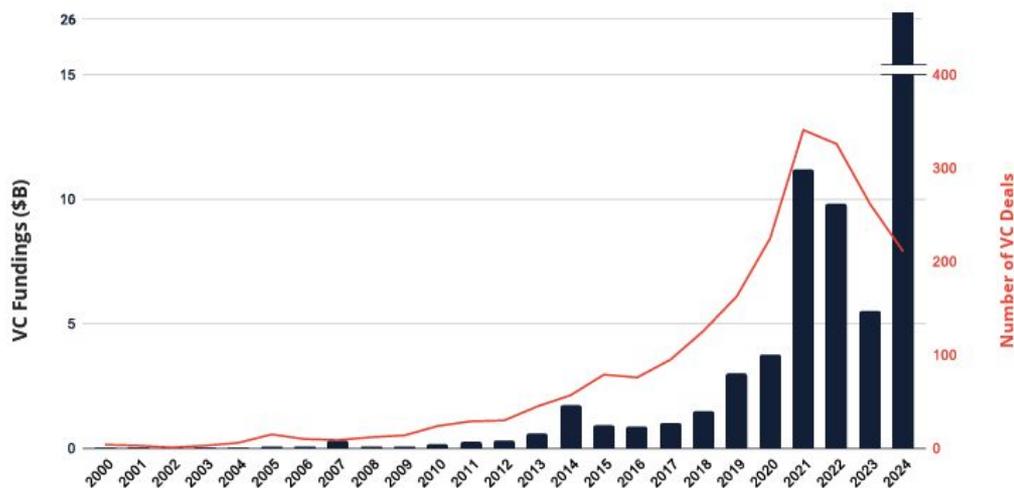


Source: <https://innovationgraph.github.com/global-metrics/repositories>

# The Trend Can't Escape the Funders!

- **VC funding is often perceived as evil** by the open source ecosystem.
- But the **increase in interest is a clear recognition of the value unlocked by open source.**

Yearly Deal Count and VC Funding in COSS



Source: [The State of Commercial Open Source report 2025](#)

**Impact is a good thing,  
and a positive trend will obviously help,  
but does the business case make sense?**

## Facts

3.5x

The additional amount companies would need to spend on software if OSS did not exist.



**Reduced investment.**

\$8.8T

The demand-side value of widely-used open source software.



**Large Total Addressable Market (TAM).**

10:1

The estimated correlation between commits and company valuation.



**Increased valuation.**

# Business Case

So we're talking about a philosophy that:

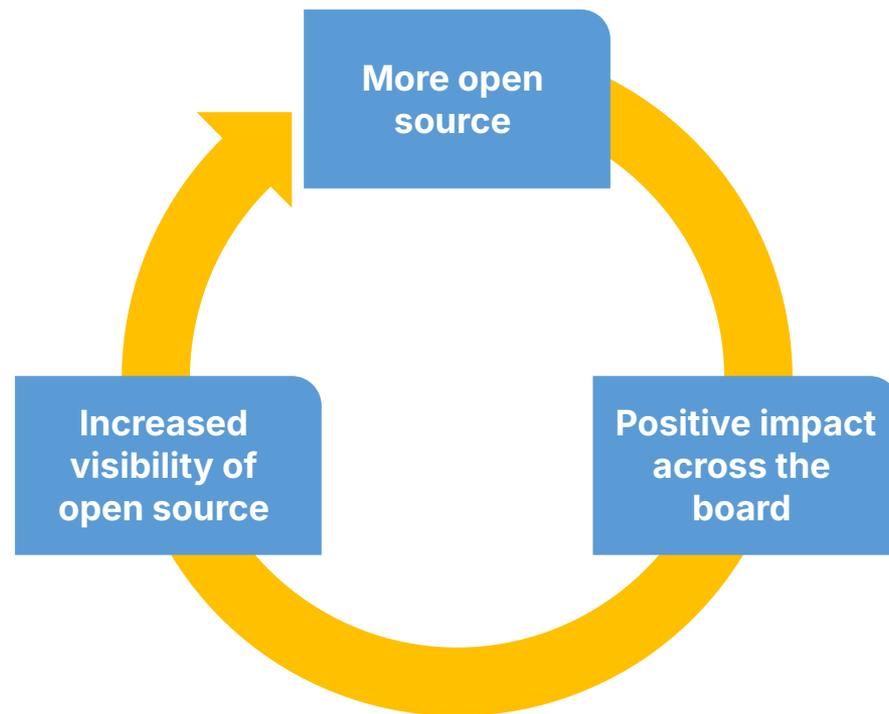
- Reduces investment
- Grows the addressable market of a company
- Increases the valuation of a company

⇒ From a pure business perspective, we can safely conclude that open source brings additional value to a business.

Although there is a condition that to be successful it needs to be implemented properly.

# Kicking off a Virtuous Circle

If we all agree that open source bring positive impact on several dimensions, businesses and corporate users are well placed to drive the change.



# Summary

- The **traction of open source is growing**, as the world realises its positive impact.
- There even is a business case for it.
- But **funding of projects and commercialisation are hard**.
- **A lot of adjustment is needed** in the way we use and buy open source to make it fully powerful.
- On the plus side, it's a matter of fueling the virtuous circle.

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