

The End User: Is It Their Time?



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Trademarks



- Linux is a trademark of Linus Torvalds
- Unix is a trademark of X/Open

In The Beginning.....

...Well, 1994 Any day..

- Patrick D'Cruze of Australia
- Australia was not enough

Linux International Successes

Awareness



- Helped with conferences and trade shows
 - Linux Expo, Linuxworld
 - CeBIT – USA Pavilion, later Linux Pavilion
 - Local User group events (ALS, Ohio, Denver)
 - USELINUX/FreeNIX (USENIX association)
 - International trade shows and conferences
- Wrote lots of articles, gave interviews
- Participated/Designed TV and Radio programs

Linux International Successes

- Encouraged and funded Certification efforts
 - LPI
- Started Linux Standard Base project
 - Eventually became Free Standards Group
- Started Linux Mark Institute to protect “Linux”
 - Defended the mark against multiple attacks

Linux International Successes



- Helped with many Government OSS studies
- Gave talks at many schools and universities

Now there are 60,000,000 end users (est.)

What Is An End-User?



- Someone who uses software
 - Programmers
 - Value-Added Resellers
 - Consultants
 - Educators
 - Business people
 - Mom&Pop(TM)
- Not System Vendors or Commercial Software Houses

What Do End Users Need?

Help in “Doing Things”

- Not reading news (that is Slashdot and Magazines)
- Not getting software (that is SourceForge and Freshmeat)
- Not making standards...etc.

What Type of “Help”?

- Information on planning
- Guidance on execution
- Templates to help make things easier and more consistent.
 - A “look and feel” of Free and Open Source Software...if you want it.
- Funding for projects

What Type of “Things”?



- Putting on small events
- Approaching their
 - representatives
 - local businesses
 - local schools
- Finding resources
- Planning, funding and executing projects
- Communicating world wide

What Other “Things”?

- What other “Things”?
 - Student OSS Exchange programs
 - Speaker bureaus
 - LUG organizations

Will It Be FREE?



- Of course...and gratis too!
 - Worldwide
 - Internationalized
- Charge for services used
 - Charges reflective of economic climate
 - Money collected to be used in local economy
 - Stimulate local FOSS jobs

“Show me the code”

Membership



- **Voting Members**
 - Individuals only
- **Sustaining Members (Non-voting)**
 - Corporations, businesses

Governance



- Board of Directors (Elected)
 - Fiscally and Legally responsible
 - ***Boring!***
- Advisory Board – where action is
 - Special Interest Groups
 - Forums
 - Wikis
 - Mailing Lists
- International Chapters and Affiliates

How Will You Make Money?



- Don't worry...we have it covered
 - A real business plan
 - Some paid positions
 - Non-profit corporation(s)
- Is it sustainable?
 - Yes

When?



- Soon, building web site now
- Free voting membership first
 - Users to help design the organization
- Paid services later

Questions?



WORLD DOMINATION
THROUGH
WORLD COOPERATION