

# Open Source Strategy Session

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- Education session for executives setting open source strategy
- Presentations and discussions on variety of topics, including:
  - Development model
  - Product strategy
  - Licensing strategy
  - Revenue generation strategy
- Potential guest speakers:
  - Matt Aslett, 451 Group 'OS Is Not a Business Model'
  - Actuate Case Study

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- Why?
  - Benefit for Foundation member companies
  - Potential recruiting tool for new members
- Who?
  - Invitation-only event; participants must be executive level
  - Target 30 participants
- When?
  - Sunday, March 22, 1:00-6:00pm (before EclipseCon)
  - Santa Clara
- Question?
  - Do Board members think this is a good idea and would they send a participant?