



European Commission  
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Conselho Nacional de Desenvolvimento  
Científico e Tecnológico



# EU Brazil Cloud Connect

EU Brazil Cloud Computing for Science

RIOSOFT

AGENTE SOFTEX

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# Challenges for Startups offering Open Source Software (OSS) in Brazil



# Booming Business



- Linux ->
- BigData -> Hadoop, NoSQL
- SDN ->  OPEN DAYLIGHT
- Open Cloud Manifesto



openstack



Open Source Internet of Things



# Challenges for OSS Startups

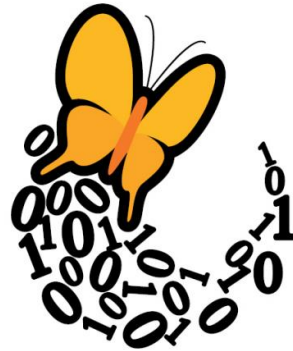
Traditional Startup (innovation)	OSS Startup (expertise)
Differentiated technology is created	Sale of services around the ecosystem and build-up of customer intelligence
Sales of a few deals to show proof points	Invest to build influence in the ecosystem: contribute directly to the code base
A number of major growth rounds are raised to build out distribution channels in order to reach IPO	Start offering training
<b>OR</b>	Add commercial packaging of the technology
The company is sold to someone with existing distribution channels	Optional: Build value-added components above and around the technology

<http://techcrunch.com/2015/04/12/the-real-reason-open-source-startups-fail>



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# OSS in Brazil



Associação  
Software Livre.Org



Software Público Brasileiro



Portal do

## Software Público Brasileiro

MINISTÉRIO DO PLANEJAMENTO, ORÇAMENTO E GESTÃO



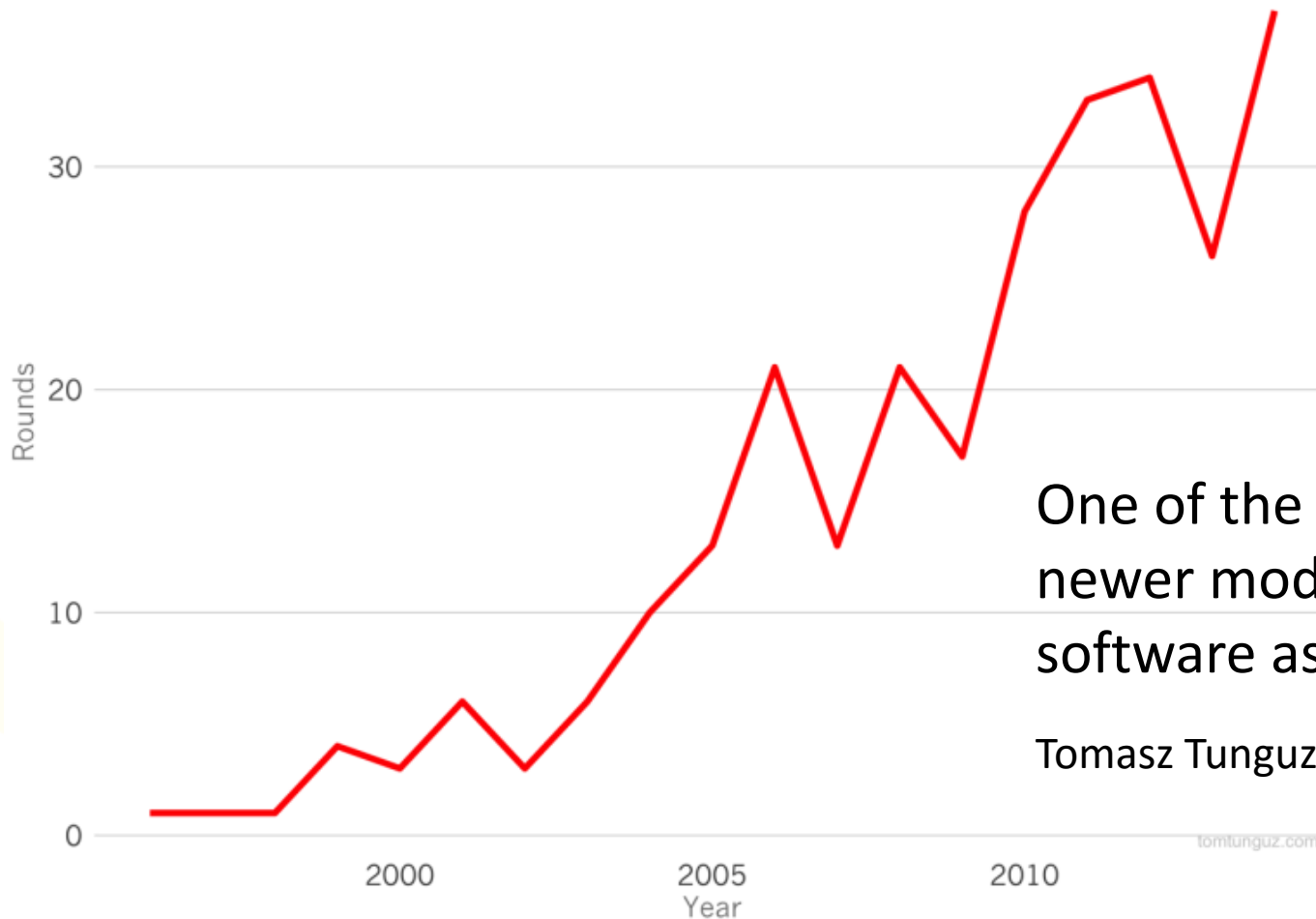
# Challenges in Brazil

- Government push for Free OSS (focus on costs)
- Lack of understanding on OSS
- Many pseudo-OSS initiatives
- Software Público Brasileiro is not OSS
- Hard to find service providers in the portal
- Lack of resources for public universities
- Lack of incentive for academic and startups partnerships



# OSS Startups Financing

Number of Open Source Financings Increasing Steadily



One of the most interesting newer models is open-source software as a service (SaaS)

Tomasz Tunguz, Redpoint Ventures

<http://venturebeat.com/2015/06/16/the-disruptive-effect-of-open-source-startups/>



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# Thanks !

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