



# Open Innovation & Open Source

Lessons Learned in the  
Mozilla Community

## Image Credit

The Great Wave off Kanagawa ([http://en.wikipedia.org/wiki/The\\_Great\\_Wave\\_off\\_Kanagawa](http://en.wikipedia.org/wiki/The_Great_Wave_off_Kanagawa))  
by Hokusai (1760-1849; <http://en.wikipedia.org/wiki/Hokusai>)



# Leadership by Open Innovation in the Telecoms, IT and Media Industries

April 24, 2008  
Haus der Bayerischen  
Wirtschaft, München

## Image Credit

The Great Wave off Kanagawa ([http://en.wikipedia.org/wiki/The\\_Great\\_Wave\\_off\\_Kanagawa](http://en.wikipedia.org/wiki/The_Great_Wave_off_Kanagawa))  
by Hokusai (1760-1849; <http://en.wikipedia.org/wiki/Hokusai>)



# CULTURAL

# DIVIDE

## Recommended Reading

• Open Sources: A Brief History of Hackersdom (<http://www.oreilly.com/catalog/opensources/book/raymond.html>)

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Engraving of Dr. Georges Gilles de la Tourette by M. Pirou

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Taken at Jamie Zawinski's DNA Lounge

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Original image can be found at <http://www.flickr.com/photos/ioerror/37869115/>

# The Meaning of Free in Free Software

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## Recommended Reading

- The Free Software Definition (<http://www.gnu.org/philosophy/free-sw.html>)
- The Open Source Definition (<http://www.opensource.org/docs/definition.php>)

# The Meaning of Open in Open Source

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# The Meaning of Open in Open Source

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- Freely Run

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- The Open Source Definition (<http://www.opensource.org/docs/definition.php>)

# The Meaning of Open in Open Source

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- Freely Run
- Freely Study

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# The Meaning of Open in Open Source

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- Freely Run
- Freely Study
- Freely Modify

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# The Meaning of Open in Open Source

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- Freely Run
- Freely Study
- Freely Modify
- Freely Share

## Recommended Reading

- The Free Software Definition (<http://www.gnu.org/philosophy/free-sw.html>)
- The Open Source Definition (<http://www.opensource.org/docs/definition.php>)

# The Meaning of Open in Open Source

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- Freely Run
- Freely Study
- Freely Modify
- Freely Share
- Commercial **and** Non-Commercial

## Recommended Reading

- The Free Software Definition (<http://www.gnu.org/philosophy/free-sw.html>)
- The Open Source Definition (<http://www.opensource.org/docs/definition.php>)



# Free Software & Open Source

Technology Enabling Existing  
Social Models

## Recommended Reading

• Wikipedia: University (<http://en.wikipedia.org/wiki/University>)

## Image Credit(s)

Laurentius de Voltolina (14 c.)



The Mozilla Foundation

A Public Benefit Non-Profit  
Organization for Net Users

**Recommended Reading**

- The Mozilla Manifesto (<http://www.mozilla.org/about/mozilla-manifesto.html>)
- Wikipedia: The Mozilla Foundation ([http://en.wikipedia.org/wiki/Mozilla\\_Foundation](http://en.wikipedia.org/wiki/Mozilla_Foundation))

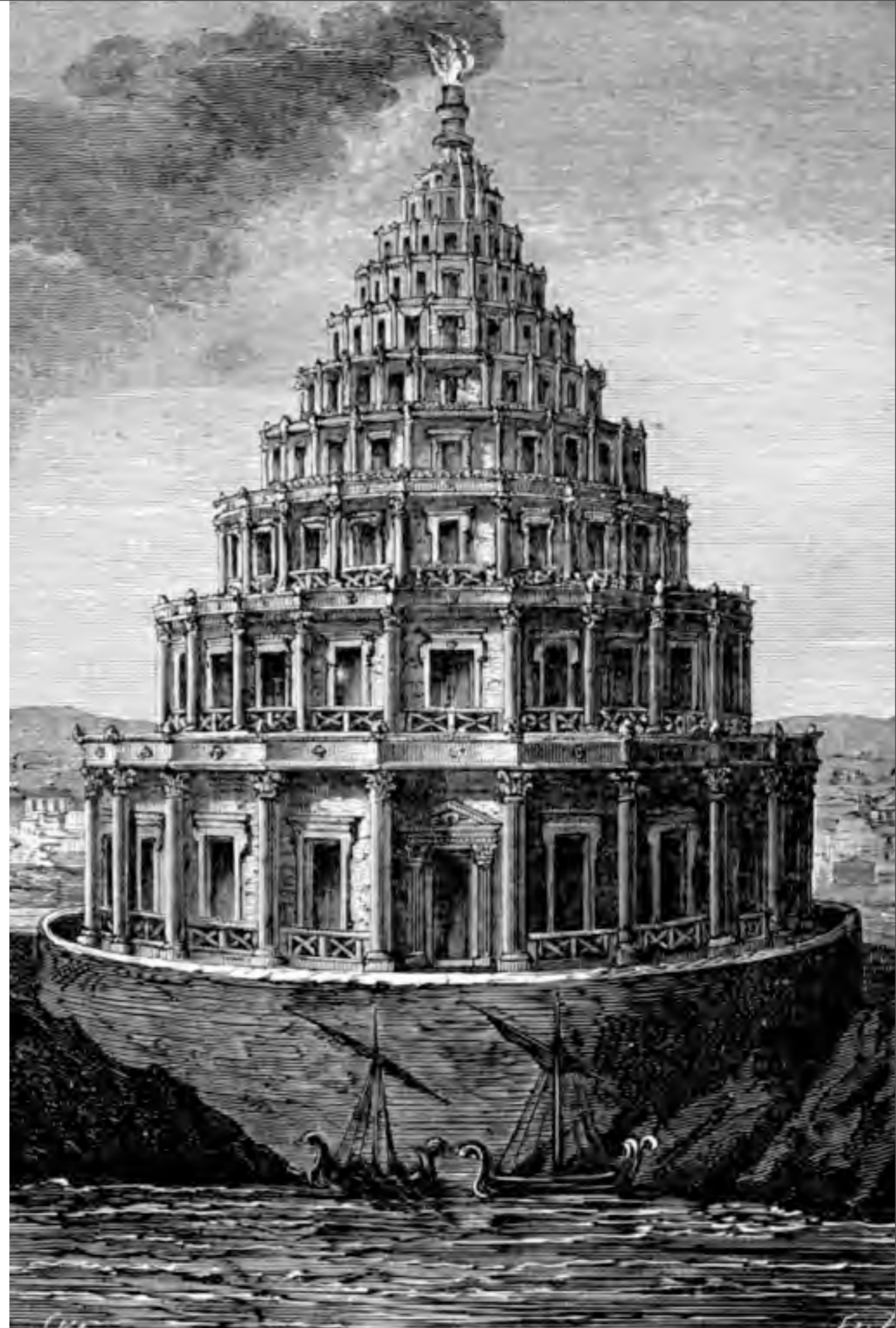
**Image Credit(s)**

Mozilla logo designed by Shepard Fairey ([http://en.wikipedia.org/wiki/Shepard\\_Fairey](http://en.wikipedia.org/wiki/Shepard_Fairey))

# One Axiom

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Externalities Win



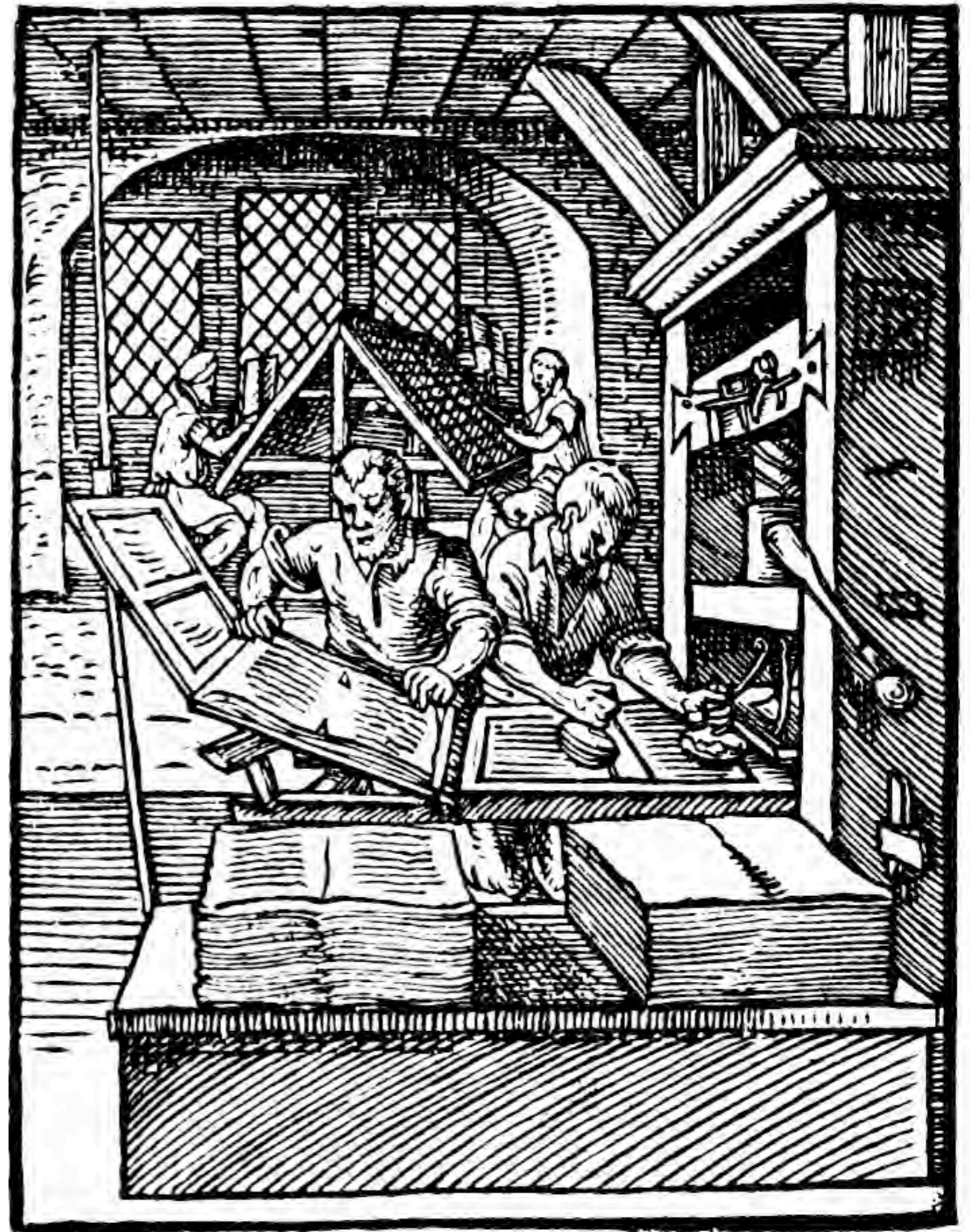
## Recommended Reading

- Kevin Kelly: Better Than Free ([http://www.kk.org/thetechnium/archives/2008/01/better\\_than\\_fre.php](http://www.kk.org/thetechnium/archives/2008/01/better_than_fre.php))

# Printing Press

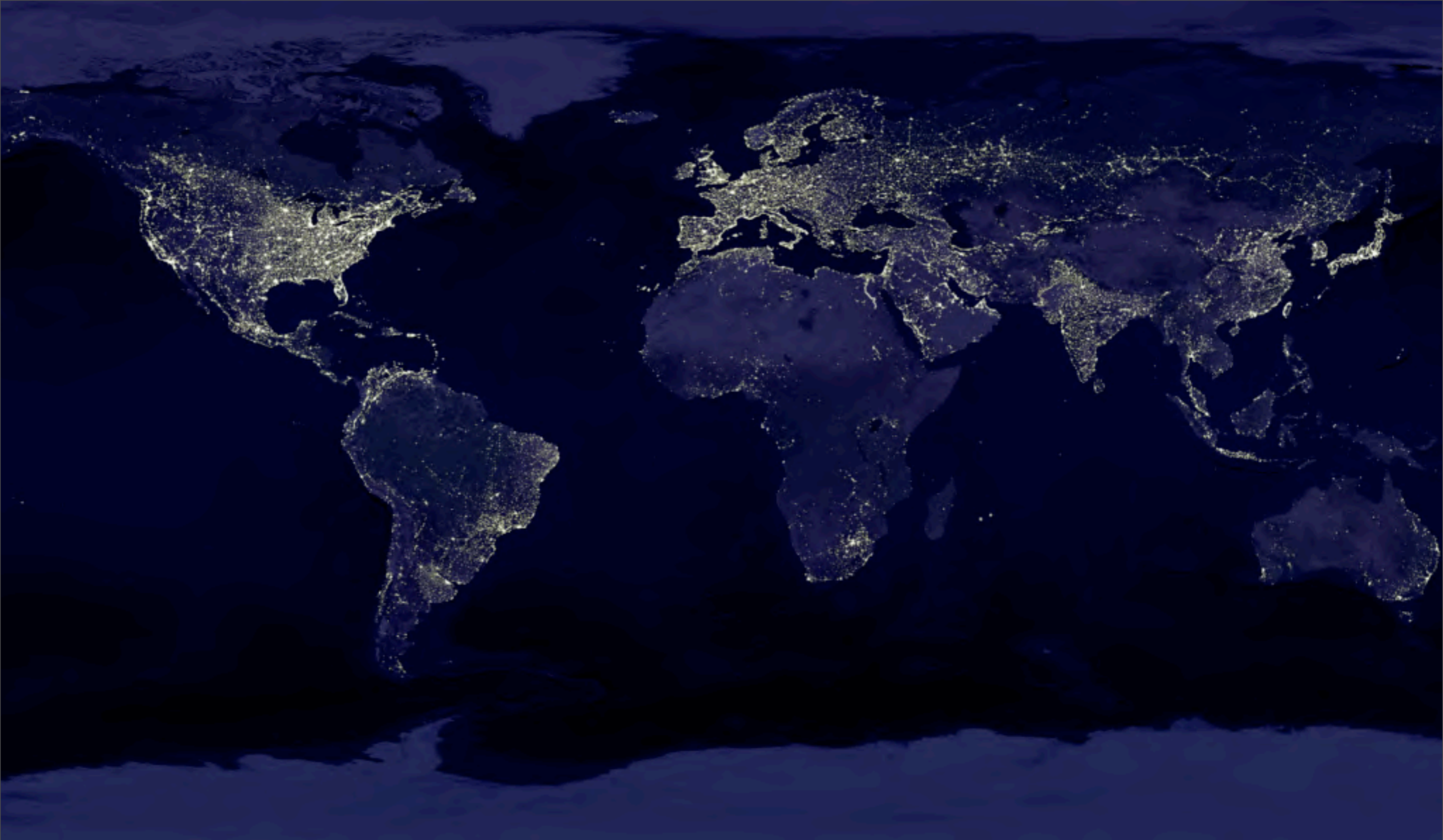
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1450



## Recommended Reading

- Wikipedia: Printing (<http://en.wikipedia.org/wiki/Printing>)
- Wikipedia: The Spread of Printing ([http://en.wikipedia.org/wiki/Spread\\_of\\_printing](http://en.wikipedia.org/wiki/Spread_of_printing))
- Wikipedia: Johannes Gutenberg ([http://en.wikipedia.org/wiki/Johannes\\_Gutenberg](http://en.wikipedia.org/wiki/Johannes_Gutenberg))



# The Birth of the Internet

1969

## Recommended Reading

- Wikipedia: The History of the Internet ([http://en.wikipedia.org/wiki/History\\_of\\_the\\_Internet](http://en.wikipedia.org/wiki/History_of_the_Internet))
- Reidar Conradi's Internet History (<http://www.idi.ntnu.no/~conradi/internet-history.html>)

## Image Credit

Earth's City Lights ([http://visibleearth.nasa.gov/view\\_rec.php?id=1438](http://visibleearth.nasa.gov/view_rec.php?id=1438)) by NASA (<http://www.nasa.gov/>)



PC Revolution

1980's

#### Recommended Reading

- [http://en.wikipedia.org/wiki/History\\_of\\_personal\\_computers](http://en.wikipedia.org/wiki/History_of_personal_computers)
- <http://en.wikipedia.org/wiki/Engelbart>

#### Image Credit

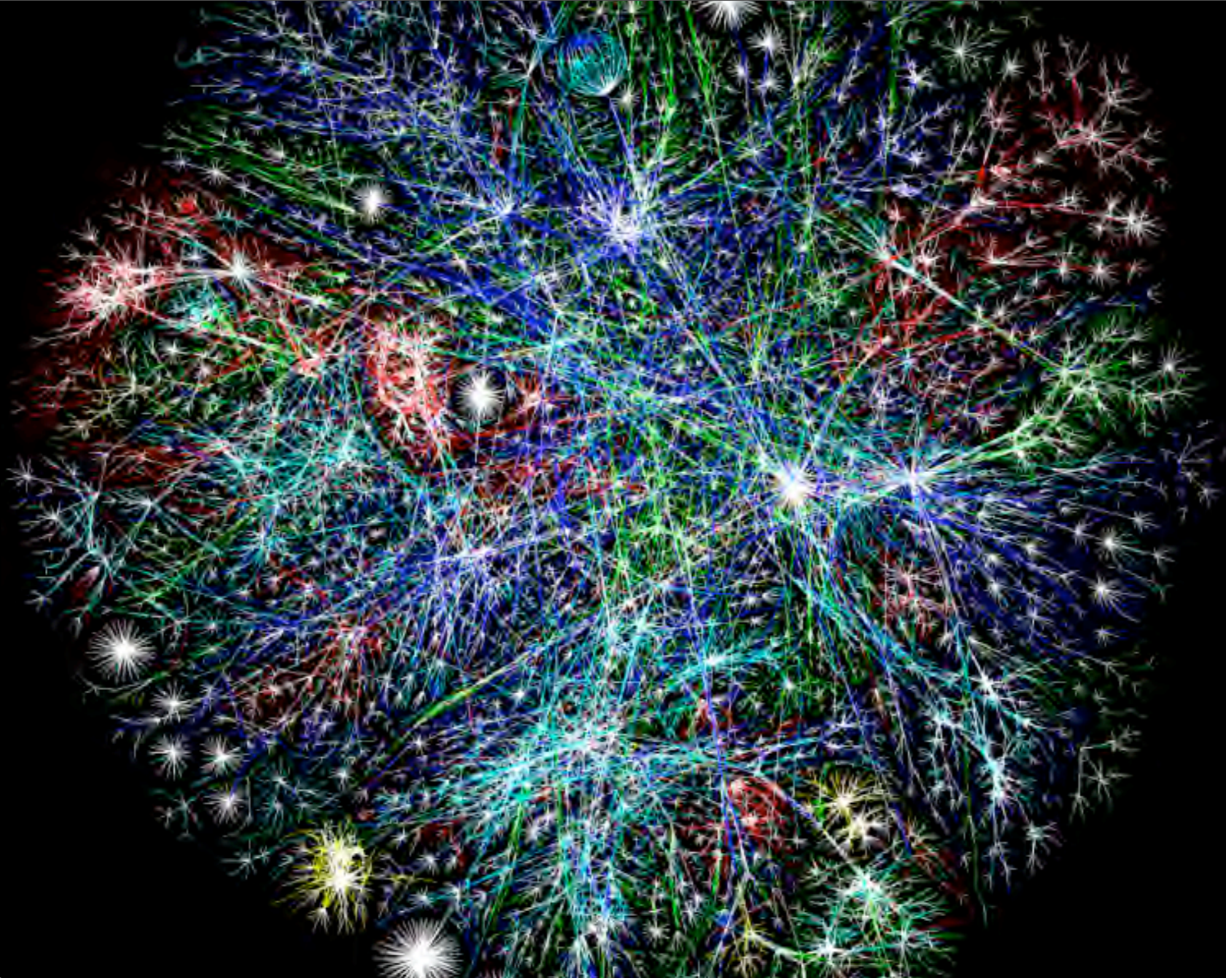
Commodore 64 ([http://fr.wikipedia.org/wiki/Commodore\\_64](http://fr.wikipedia.org/wiki/Commodore_64))

Photographed by Bill Bertram (<http://commons.wikimedia.org/wiki/User:Pixel8>)

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Original image can be found at <http://en.wikipedia.org/wiki/Image:Commodore64.jpg>





# The World Wide Web

1991

## Recommended Reading

- [http://en.wikipedia.org/wiki/History\\_of\\_the\\_World\\_Wide\\_Web](http://en.wikipedia.org/wiki/History_of_the_World_Wide_Web)

## Image Credit

Map of the Internet from <http://www.opte.org/maps>

# Browser Wars

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1995 - 1998



## Recommended Reading

• Wikipedia: The Browser Wars ([http://en.wikipedia.org/wiki/Browser\\_wars](http://en.wikipedia.org/wiki/Browser_wars))

## Image Credit

The Jabberwocky (<http://en.wikipedia.org/wiki/Jabberwocky>)

Illustrated by John Tenniel (1820 - 1914; [http://en.wikipedia.org/wiki/John\\_Tenniel](http://en.wikipedia.org/wiki/John_Tenniel))



Open Sourcing Netscape

1998

**Recommended Reading**

- Open Sources: Freeing the Source – The Story of Mozilla (<http://www.oreilly.com/catalog/opensources/book/netrev.html>)

**Image Credit**

Banksy (<http://www.banksy.co.uk>)



**Are you fed up with your web browser?**

You're not alone. We want you to know that there is an alternative...



Introducing Mozilla

# Firefox 1.0

"I've spent a lot of time today trying to fix my browser. I've tried Firefox. Now I can't remember it. Pop-up blocking, some blocking out of cookies, a lot of it... not so simple (related)"

— Anonymous user, New York

"I've spent a lot of time today trying to fix my browser. I've tried Firefox. Now I can't remember it. Pop-up blocking, some blocking out of cookies, a lot of it... not so simple (related)"

— Anonymous user, New York

"I've spent a lot of time today trying to fix my browser. I've tried Firefox. Now I can't remember it. Pop-up blocking, some blocking out of cookies, a lot of it... not so simple (related)"

— Anonymous user, New York

Firefox 1.0 is the first browser to work with all the sites that you visit. It's fast, it's secure, and it's a lot of fun to use. — [Download Firefox 1.0](#)

Firefox 1.0 is the first browser to work with all the sites that you visit. It's fast, it's secure, and it's a lot of fun to use.

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Firefox 1.0

2004



Firefox 2.0

2006

**Recommended Reading**

- Spread Firefox (<http://spreadfirefox.org>)

**Image Credit**

Google Maps (<http://maps.google.com/>)



## Hunting the Future

Design for Congruence of  
Internal & External Value

**Image Credit**  
Banksy (<http://www.banksy.co.uk>)

# Questions?

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zak@mozilla.org



## Image Credit

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