Users, markets, community - how & where to grow in the next 5 years

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Agenda

- Marketing – a short Introduction

- The next five years will bring up…
  - Which issues will we have to address in the next three to five years in regards of…
    - Users
    - Markets
    - Community
  - And what about those cards?

- …and action!
  - Or: How do I convince a lot of people to work on the things I care about?
Marketing?

- Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably.”

  *The Chartered Institute of Marketing 2012*
How do I operate those pencils?
Looking at a typical LibreOffice user:

Which issues would we expect to have to address in three to five years?
Looking at the LibreOffice market:

Which issues would we expect to have to address in three to five years?
Marketing again

- Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably.”

  *The Chartered Institute of Marketing 2012*

- But…
  - …who are the “customers” of LibreOffice?
  - …and what means “profitably”
Looking at *LibreOffice community:*

Which issues would we expect to have to address in three to five years?
• At last, it ends up in a simple question:

*How do I convince a lot of people to work on the things I care about?*

*(Proposal from FOSDEM meeting)*
See you at FOSDEM in Brussels