



3Os and IP awareness raising for collaborative ecosystems

# **3Os and IP Awareness raising for collaborative ecosystems**

**Grant Agreement No. 101007385**

## **ZOOM Final Conference**

# **Open Source for Business: Licensing, Investment and Business Models**

## **Agenda**

**27 September 2024**

**Brussels, Belgium**



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## 27 September 2024, Friday, 10.00 – 17.30 CET

Time	Activity
09.30 – 10.00	Registration & Welcome Coffee
10.00 – 10.15	<b>Opening by</b> <b>Elisa Morganti</b> , Innovation Project Manager at HIT – Hub Innovazione Trentino, Italy
10.15 – 11.00	<b>Keynote: Open Data Stewardship and the Role of Data Institutions</b> Speaker (tba)
11.00 – 11.15	Coffee Break
11.15 – 12.00	<b>Building a Responsible Open Data Business</b> <i>This panel brings together experts, entrepreneurs, and thought leaders to explore how organisations can harness open data. The panel will focus on examples that use open data to build commercial applications, the role of open data in building digital twins, and the impact of initiatives like the Open Data Contract Standard on building trust in the data economy. We'll also explore the concept of data products and how companies 'productise' their data, as well as what lies ahead for those in the business of data transactions.</i> Speakers: <b>Jean-Georges "jgp" Perrin</b> , LF AI Bitol Project <b>Jutta Suksi</b> , VTT Technical Research Centre of Finland <b>Robbie Morrison</b> , Open Energy Modelling Initiative
12.00 – 12.30	<b>ZOOM Toolkit Introduction</b> <i>This is a dynamic 30-minute session where we dive into the ZOOM Toolkit – an essential resource for fostering collaboration, innovation, and intellectual property awareness in collaborative ecosystems. Whether you're a developer, entrepreneur, or legal professional, this session will offer insights and practical guidance into the various components of the toolkit. The session will be extended over lunch where participants would be able to attend a live demonstration of the toolkit at our booth.</i>
12.30 – 13.30	Lunch

13.30 – 14.15	<p><b>Keynote: Why Invest in Open Hardware Projects and Companies?</b></p> <p>Speaker (tba)</p>
14.15 – 15.00	<p><b>How to run an open hardware company?</b></p> <p><i>Open hardware projects are at the forefront of breakthrough innovations rooted in science and engineering. Their impact extends beyond profit margins; they address sustainable development goals and environmental challenges. Unlike software startups, hardware ventures face substantial barriers to entry. These companies employ advanced manufacturing practices that require skilled workforces and entail higher labour costs. In this panel, we discuss the ingredients of the success of some well-known open hardware companies like Arduino and Adafruit, their licensing and business models, and what it takes to run a successful open hardware company.</i></p> <p>Speakers: (tba)</p>
15.00 – 15.15	Coffee Break
15.15 – 15.45	<p><b>ZOOM community launch</b></p> <p><i>In this session, we are going to inaugurate the ZOOM community – a collaborative hub for experts, innovators, and thought leaders. This dynamic community aims to co-design open source projects that empower businesses, investors, consultants, and legal advisors. Together, we’ll create practical tools, frameworks, and methodologies to enhance licence management, align business models, and ensure open source supply chain compliance across open source software, hardware and data projects.</i></p>
15.45 – 16.30	<p><b>Keynote: Open Source: The Costco Model of Software Business</b></p> <p>Heather Meeker, Tech Law Partners, OSS Capital</p>
16.30 – 17.15	<p><b>Commercial Open Source Software and AI – Business Models and Licences</b></p> <p><i>Open source software and artificial intelligence (AI) are powerful tools driving innovation and collaboration. In this panel, we delve into the intersection of commercial open source software and AI, exploring the legal considerations, licensing models, and business strategies that shape this</i></p>

	<p><i>landscape. From training data to deployment, understanding the licensing options and the business opportunities is critical for responsible and effective AI development. Can we have the equivalents of RedHat and Debian in open source AI? What would they look like? How do global AI governance processes shape the business and licensing models of open source AI? Join us as we demystify the complexities and discuss how organisations can navigate the challenges while harnessing the potential of open source AI.</i></p> <p>Speakers:</p> <p><b>Felix Reda</b>, GitHub</p> <p><b>Timo Väliharju</b>, COSS ry</p> <p><b>Stefano Modafferi</b>, University of Southampton, BDVA</p>
17.15 – 17.30	<b>Closing Words</b>
17.30 – 18.30	Light Cocktail and Networking