Part 0

Process and Context
Early experiments and community feedback
(→ Mozilla values, research, education, community health, etc.)
Proposed **Mozilla-wide 2010 goals** include:

1. Deepen Mozilla’s role as a **centerpiece of the Internet**
2. Provide leadership in **data**
3. **Mobile** (as part of one, unified, open web)
4. Continue **Firefox** mindshare and marketshare momentum

Mozilla Foundation programs should link into and support the final version of Mozilla 2010 goals.
Part 1

What is the role of Mozilla Foundation?
The big picture

Mozilla Foundation

Vision + goals

Policy + process

Web (MoCo)
- FireFox
- Fennec
- and more

Messaging (MoMo)
- Thunderbird
- and more

Labs (MoCo)
- Weave
- Ubiquity
- and more

Programs (MoFo)
- Access
- Education
- Research
- ?

scaled + leveraged

not yet scaled + leveraged

Vibrant Mozilla community
Mozilla Foundation

Vision + goals

Policy + process

Web (MoCo)
- FireFox
- Fennec
- and more

Messaging (MoMo)
- Thunderbird
- and more

Labs (MoCo)
- Weave
- Ubiquity
- and more

Programs (MoFo)
- Access
- Education
- Research
- ?

Applying resources

resources used to

define + steward

create critical mass

nurture + grow

significant resources

lots of small bets

Vibrant Mozilla community
Who does what?

Mozilla Foundation

Vision + goals
Policy + process

Web (MoCo)
FireFox
Fennec
and more

Messaging (MoMo)
Thunderbird
and more

Labs (MoCo)
Weave
Ubiquity
and more

Programs (MoFo)
Access
Education
Research

Vibrant Mozilla community

foundation establishes dedicated subsidiaries to create products
community contributes and guides direction

more people
fewer people

foundation staff offer support
foundation staff drive programs (spindles)
MozFoundation

focus + vision
run program councils
resource coordination
grant giving
events

MozCorp
sit on councils
infrastructure
expertise
people
grants

MozMessaging
sit on councils
infrastructure
expertise
people
grants

MozEurope etc.
community
sit on councils
execution
people
grants?

Companies + Foundations
infrastructure
expertise
people
grants

.orgs .edus
expertise
grant recipients
collaborate
execution

Community leaders
execute + lead
module owners
peers

Vibrant Mozilla community
grant recipients. contribution. execution.
Part 2
What programs should internal staff focus on?
(note: we can't do all of these)
Mozilla as community support

1. **Opportunity:** 'Give back' and nurture goodwill in Mozilla and other open source community.

2. **Activities:** Small grants and other support for smaller Mozilla and open source projects.

3. **Community:** Broader Mozilla and open source.

4. **Q1 experiments:** Continue small grants. Develop Bugzilla fundraising business plan.

5. **Assessment:** Well established, understood and important. Small but real revenue potential.
Mozilla as accessibility champion

1. **Opportunity:** Mainstream a11y as core concern and activity of web developers.

2. **Activities:** Drive a11y into mainline web dev tools, continue support for open source a11y.

3. **Community:** Developers and companies focused on a11y and usability in general.

4. **Q1 experiments:** a11y push for Firebug, <video> a11y.

5. **Assessment:** Established and respected. Moderate revenue from grants possible.
Mozilla as research catalyst

1. **Opportunity:** Solve big open web tech and user problems that no one else will tackle.

2. **Activities:** Networks of researchers work with Mozilla. Papers. Summits. Software.

3. **Community:** Academic and corp researchers.

4. **Q1 experiments:** Proof of concept built around VM performance research.

5. **Assessment:** Deep desire to do this. How to do it in leveraged way still fuzzy. Significant revenue from grants possible, but multi-years out.
Mozilla as open source education

1. **Opportunity:** Mainstream open source as participatory education, and build a Mozilla contributor pipeline.

2. **Activities:** Mozilla courses. Easier community entry points for students. Course materials.

3. **Community:** Students. Professors. Mozillians.

4. **Q1 experiments:** Seneca resources available to students everywhere. MozEurope course.

5. **Assessment:** Seneca is good, but not scaling yet. Moderate revenue from grants possible.
Mozilla + open government

1. **Opportunity:** Mozilla plays major role helping gov'ts embracing participation and openness.

2. **Activities:** Materials, speaking and support on open tech and how-to-do mass participation.

3. **Community:** Experienced Mozillians working alongside governments at all levels.

4. **Q1 experiments:** Small bits of speaking at government tech and transparency events.

5. **Assessment:** Wave may be cresting – we don't know. Revenue potential unlikely.
Mozilla as consumer movement

1. **Opportunity:** Activate millions of Firefox users as promoters of Mozilla values and principles.

2. **Activities:** Starts w/ events, grows into local orgs that run consumer education campaigns.

3. **Community:** Bloggers. Students. People already in our 'community of values'.

4. **Q1 experiments:** Focused series of BarCamp-like events to seed local organizing. Mostly Europe.

5. **Assessment:** Lots of interest. Still vague and abstract. Significant revenue possible, but risky.
Part 3

Brainstorm.

Research. Education. Government. Any foundation could do these. Are we being too conservative?