

# LF Research 2025 Sponsorship Prospectus



## What is LF Research?

LF Research systematically investigates open source collaboration, communities, and industry dynamics to establish independent facts and reach new conclusions about the use and impact of open source in solving challenges around the world.

Explore areas of new systemic risks or opportunities Identify best practices and how to leverage open source

Demystify the myths and misconceptions of open source value

Provide expertise and data-driven paths forward



## Frameworks for Analysis

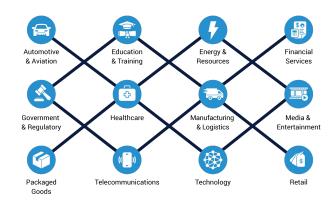
#### **Technology Domain**

- AI, ML, Data & Analytics
- Blockchain
- CI/CD & Site Reliability
- Cloud
- Containers & Virtualization
- Cross-Technology
- DevOps
- IoT & Embedded
- Linux Kernel
- Networking & Edge
- Open Hardware
- Open Source Best Practices
- Safety-Critical Systems
- Security
- Storage
- System Administration
- System Engineering
- Web & Application Development

#### Geography



#### **Industry Vertical**



#### **Ecosystem**





## What Makes LF Research Unique? "Open source first."

The Linux Foundation is at **the center of 100,000+ open source leaders, engineers and end users,** working at some of the world's most important companies.

Engaging our network of open source practitioners allows us to deliver primary research that creates:



A **richer, more complete understanding** of the uniqueness of open source development vs. product development

**In-depth insight** from our community's expertise that hones in on the critical topics.

**Actionable conclusions** to inform decision makers.

**Open data** available for other analysts to incorporate into their work.



Dozens of unique reports published since inception in April, 2021.

100s of deliverables.

1000s of open data points.













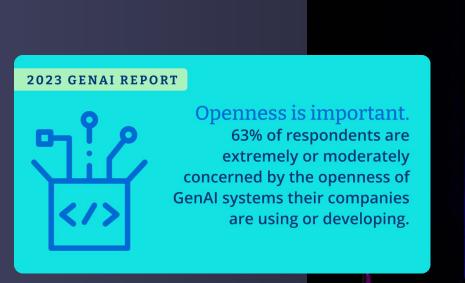








## Al\_Dev Keynote, December 2023: "Organizations prefer open source GenAl technology."







## Open Source in Finance Forum, September 2024: "OSS delivers business value."



## OSSEU Keynote, September 2023: "OSS is critical to European industries."



Open source is widely viewed to be vital to the future of industry **sectors** by 91% of survey respondents, 72% of which



# Benefits of Research





### Driving Decision Making for Projects, Enterprises, & Governments

- Determining the next certification that **OpenSSF** should build to provide the most value to their community.
- Understanding CNCF project penetration rates to tune project development strategies and influence investment.
- Exploring how to best invest in, grow, and position the **OpenSearch** product to support the needs of its community.
- Ensuring market relevance of a **LF Education's** cybersecurity skills matrix
- Measuring ROI for a leading chip manufacturer's open source software involvement.
- Communicating the stark differences between open and closed standards and how organizations are pivoting to an open approach because of its ability to drive rapid innovation.



## Engage Stakeholders & Test Hypotheses: Workshops & Executive Roundtables

#### intel

INVITES YOU TO A

#### Blockchain & **Sustainability Roundtable**

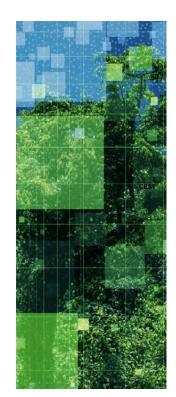


FRIDAY, JULY 29 10:30 A.M. TO 12:30 P.M. EDT

OVERVIEW

This Roundtable brings together thought leaders from across the Web3 ecosystem who are 1) working towards making blockchains more sustainable and 2) implementing blockchain technology to help mitigate the effects of climate change (through carbon accounting, accountability, and offset verification).

**RSVP BY FRIDAY, JULY 15** 







## Roundtable Report Deliverable



Web3 gives us a new way of organizing and incentivizing the work of society where individuals own and control their assets.



A neutral dashboard running on a public blockchain could help the industry align incentives and confirm claims about recycling practices.



The read-write-own Web3 is about asserting rights of personhood, privacy, and property of open and trustworthy data ecosystems.



**Project success** relies on removing silos, taking an interdisciplinary approach, and developing policy in parallel.



Foreword by Scott Chamberlin

Download the report here:



# Examples of Commissioned Research from Companies, Governments, & Projects



## AWS: Awareness & Perception of OpenSearch

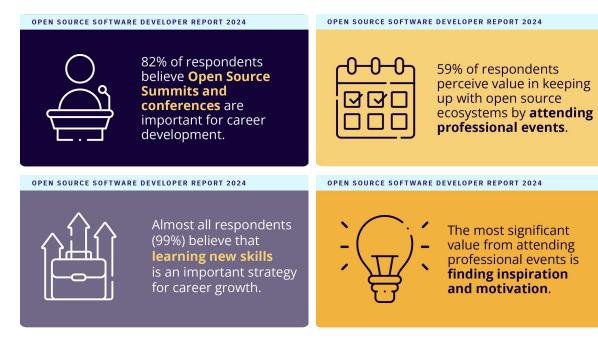






## Intel: Open Source Software Developer Report







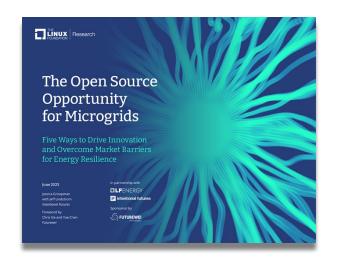
## Natural Resources Canada: Energy Interoperability







## Futurewei: Open Source Opportunity for Microgrids



Open source
accelerates
microgrid design
and time-to-market,
enabling better
modularity, efficiencies,
and open data sharing.



Data standardization, application modularity, demonstration of cost benefits, and market coordination will support greater microgrids interoperability.



Open source enables market innovation toward energy resilience at scale via open source-enabled business models, security, talent pipelines, and cost reductions.



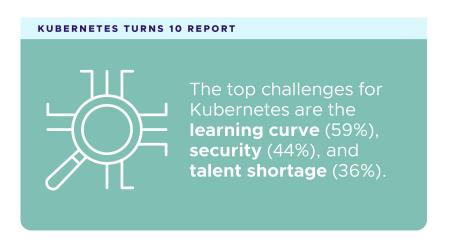
Collaborative and consistent policymaking is needed to revamp energy regulation that is outdated, fragmented, and favorable to centralized grid infrastructure.

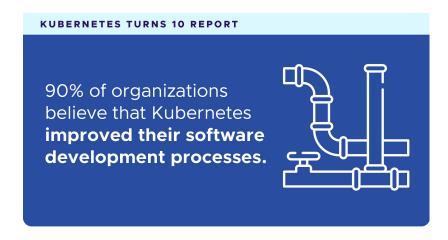




### **CNCF: Kubernetes Turns 10**

We studied different aspects of the awareness and impact of Kubernetes in celebration of the project's 10th anniversary, revealing positive perceptions & creating opportunities for constructive feedback.







## TODO: The Impact of OSPOs on Management & Strategy

Our latest study from the TODO Group & LF Research shows the **significance of OSPOs** once again, in terms of their impact on open source use, contribution, and organizational open source strategy.



There is still room for growth. Our study shows that while 77% of large organizations have an OSPO, only 19% of small organizations have one. Implementing an OSPO is key for awareness of open source software use and dependencies, and they can improve license compliance and increased transparency. The report advocates for greater adoption to capitalize on these benefits.



#### How Research Benefits Different Stakeholders

**Government**: educating policymakers on the value and adoption of open source

**Enterprise**: capturing and communicating the business case for open source

**Society**: promoting open technology projects for sustainable development

#### **OPEN SOURCE IN EUROPE'S PUBLIC SECTOR**



Outdated procurement processes, limited technical competences, and a lack of managerial buy-in are preventing the public sector from realising the full potential of OSS.



64% of respondents report increased business value from OSS use in 2024, and 56% report increased benefits from OSS contributions.

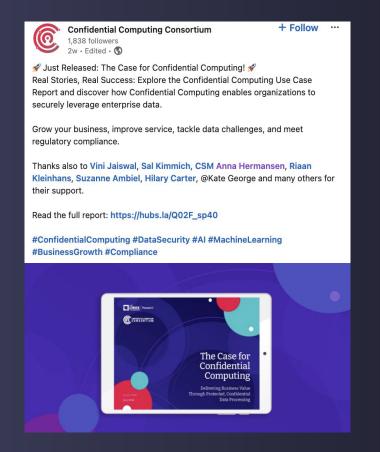
#### **2024 GENERATIVE AI SURVEY**



82% of respondents agree that **open source AI is critical for a positive AI future.** 



## Research Deliverables as Marketing Collateral



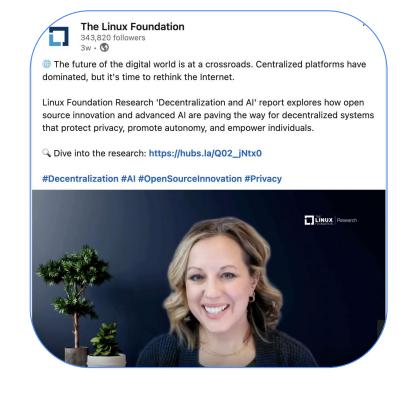




## LF Research Marketing Reach

- LF email distribution: ~1,000,000
- LF Research email subscribers: 2,500
- Average number of downloads: 500
- **X followers**: 566,000
- LinkedIn followers: ~350,000

\*reports are published under CC-BY-ND and are available for publication on any website.





## LF Research in the News

TechRepublic

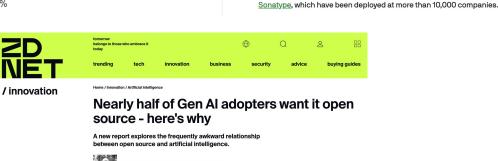
## Only 29% of Companies Laid Off IT Staff in 2023, Reveals Linux Foundation Study

The 2024 State of Tech Talent Report from the Linux Foundation revealed that just 29% of organizations reduced their technical headcount last year.

May 2, 2024

#### **Forbes**

The banking sector has expanded its approach to open source, from implementing new rules on how to use data with open banking to contributing to full open-source banking platforms. According to the most recent Fintech Open Source Foundation (FINOS) report, the number of contributions by fintech and banking contributors to open-source projects has from 429,258 contributions in 2021 to 595,860 contributions in 2023.



T⊑ TechCrunch

Paul Sawers

production apps



Latest Startups Venture Apple Security Al Apps | Events Podcasts

Linux Foundation report highlights the true state of open source libraries in

how they're being used in production codebases.

There are many metrics to track the prevalence of open source components, such as GitHub stars and downloads, but they don't paint the full picture of

Census III of Free and Open Source Software: Application Libraries leans on

more than 12 million data points from software composition analysis (SCA) and application security tools such as Black Duck, FOSSA, Snyk, and

#### **ComputerWeekly.com**

IT Industry Technology Topics

The Linux Foundation's <u>Open source maturity in Europe report</u> paints a robust picture, stating that between 2022 and 2024, "more than half of the respondents each year reported seeing an increased business value from using OSS compared to the previous year".

#### Show Me the Data: the FINOS 2024 Survey

FINOS and the Linux Foundation surveys the financial services community every year to gauge open source adoption and key challenges.

The authors of the report discussed the results of the survey at the conference, including Tosha Ellison, strategic advisor at FINOS, Colin Eberhardt, CTO Scott Logic, Hillary Carter, SVP Linux Foundation, and Cara Delia, senior principal community architect at Red Hat.

## Recognizing Research Engagement: Credly Badges





**Contributor** badges are issued to individuals in the open source community who have supported the research development process, as:

- Author / co-author / ghostwriter
- Foreword author
- Survey author
- In-kind contributor
- Data analyst

**Localization Partner** badges are issued to individuals who have assisted in the localization of surveys and reports.

**Badges appear on LFX** <u>individual dashboards</u> to illustrate engagement.



## How to Collaborate



## Commissioning a Study: Questions to Consider

#### **Objective setting:**

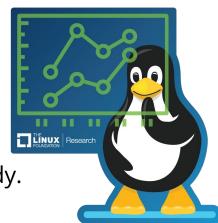
- What is the goal of the research?
- Who is the target audience for the research?
- What is the hypothesis to be tested, or headlines desired from research?
- When is the research to be launched and published?

#### **Methodology & logistical considerations:**

- Survey, qualitative, dataset analysis, or a combination?
- Access to stakeholders & subject matter experts?
- Budget & timelines?

**Get started!** Complete the <u>LF Research Brief</u> to scope your study.





#### Data Collection: LF Research Forum

The <u>Linux Foundation Research Forum (LFRF)</u> was founded in 2024 and brings together Linux Foundation subscribers, members, and partners who have a common interest in open source and are willing to share their knowledge by participating in surveys, interviews, or other research activities. LFRF was created to reduce our frequent shortfall in data collection and reliance on 3rd party panel providers, and attribute panel response cost savings to support LF travel scholarships.

Data collection by LFR across the LF community (multiple lists, multiple attempts), research partners, and LFRF members is on a best efforts basis.

- Data collection from the LF community is managed by LFR at no cost to the project.
- Data collection from partners is orchestrated by the sponsor and managed by LFR at no additional cost
- Shortfalls in data collection based on target sample size can often be addressed by purchasing completes from a 3rd party panel provider typically \$24 to \$30 based on region and quality. Data collection from 3rd party panel providers is negotiated and managed by LFR but the cost is borne by the sponsor. There is no LFR markup.



## Pricing Scale: Survey-Based Research Commissions (custom)

The following table shows how LF Research prices track based on common volumes of questions, completes, and insights.

Changes to # question, # completes, #insights all offer opportunities to reduce price.

Vendor	# Questions	Target # Completes	# Insights	\$ Questions	\$ Completes	\$ Charts	\$ Insights	<b>Total \$*</b> Based on LF completes
LF Research	15	150	15	\$10,125	\$2,800 - \$5,600	\$2,000	\$10,125	\$25,050 - \$27,850
LF Research	20	200	20	\$13,500	\$2,800 - \$5,600	\$3,000	\$15,188	\$34,488 - \$37,288
LF Research	30	250	30	\$20,250	\$4,200 - \$8,400	\$4,000	\$20,250	\$48,700 - \$52,900
LF Research	40	300	45	\$27,000	\$5,600 - \$11,200	\$6,000	\$30,375	\$68,975 - \$74,575
LF Research	50	350	60	\$33,750	\$7,000 - \$14,000	\$8,000	\$40,500	\$89,250 - \$96,250

<sup>\*3</sup>rd party panel completes are charged separately. LF Research will distribute surveys to generate completes on a best efforts basis. Does not include travel should presentation at events be requested, or sample from 3rd party panel providers.



## Pricing Scale: Qualitative Research Commissions (custom)

The following table shows how LF Research prices track based on number of interviewees, word count, and localization requirements.

Changes to # of SME interviews, # of words, #languages all offer opportunities to reduce or increase price.

Vendor	# SME Interviews	Word Count	Second language localization	Total \$* Based on 1 localization	
LF Research	4 to 6	1,500 to 3,000	\$2,000	\$25,000 - \$30,000	
LF Research	6 to 8	3,000 to 7,500	\$2,500	\$30,000 - 35,000	
LF Research	8 to 12	7,500 to 10,000	\$3,000	\$35,000 - \$75,000	
LF Research	12 to 20	10,000 to 15,000	\$3,500	\$75,000 - \$95,000	
LF Research	20 to 30	15,000 words and up	\$5,000 and up	\$95,000 +	

Minimum total costs assumes stakeholder engagement in to interviewees.

Does not include travel should presentation at events be requested. Does not include hiring outside subject matter experts as authors or coordination of research-related workshops.



## Bespoke Workshops and Roundtables: Starting at USD 75K

#### **LF Research supports:**

- Research / program design & planning
- Coordination with sponsor facilitators and/or subject matter expert speakers
- Hiring keynote speakers (costs extra)
- Invitation design
- Invitation brainstorming & support on outreach
- Recording & transcription (if LF hosted)
- Drafting of report (authorship)
- Report production, publication, & distribution

#### **Sponsor benefits:**

- Agenda input
- Speaking opportunities
- Coordination input
- Opportunity to review the research report prior to publication
- Logo placement on event and research deliverables
- About sponsor mention in report
- Embargo pitching of report

#### **Additional considerations:**

- Virtual / in-person event hosting costs
- Engaging the LF Events team



Co-Branding Research: World of Open Source Series, OSPOs, Tech Talent, ++	Leadership	Innovation	Support
Logo placement	Tier 1	Tier 2	Tier 2
Acknowledgement in report	Х	Х	Х
Branding recognition in survey announcement and other shareables	Х	X	х
Planning committee & early access to research findings	Х	Х	
Add up to 3 questions during instrument development (survey, interview guide)	Х		
Opportunity to write the report foreword	Х		
Company bio and social media links on back page of report	Х		
Cost (in USD)	\$15,000	\$5,000	\$2,500
THE LINUX FOUNDATION			

## In-Kind Partnerships

Receive **brand recognition** for helping to distribute surveys and generate qualified respondents, as well as **acknowledgement** of your support in the survey deliverables and on the report inside back cover.

- Distribute unique survey collector links on email & social media
- Introduce subject matter experts, as prospective interviewees
- Conduct peer reviews of research findings
- Actively participate in the report distribution and promotion





## Learn more! Visit <a href="https://www.linuxfoundation.org/research">https://www.linuxfoundation.org/research</a>



LINUX FOUNDATION RESEARCH

We're investigating the impact of open source collaboration to solve the world's most pressing challenges.



SUBSCRIBE TO MAILING LIST



"To us, LF Research is an invaluable program that brings together thought leaders and produces high-quality, strategic open source research. This work paves the way for many groundbreaking open source projects, driving innovation and collaboration across industries as a direct result of their visionary insights."

Chris Xie, Head of Open Source Strategy, Futurewei Technologies Inc.

"Collaborating with Linux Foundation Research on multiple open source research projects has been a valuable experience. Their expertise has provided us with relevant, in-depth insights and actionable data, enhancing our understanding of trends in the open source landscape." Melissa Evers, Vice President, Intel

"LF Research reports are pure gold for understanding better how hashtag#opensource is evolving and changing the European tech landscape now and in the future." Paolo Mainardi, CTO, SparkFabrik





# To sponsor a research project, email us at <a href="mailto:research@linuxfoundation.org">research@linuxfoundation.org</a>

To receive new research reports and surveys, <a href="mailto:subscribe">subscribe</a> today!







