LF Research
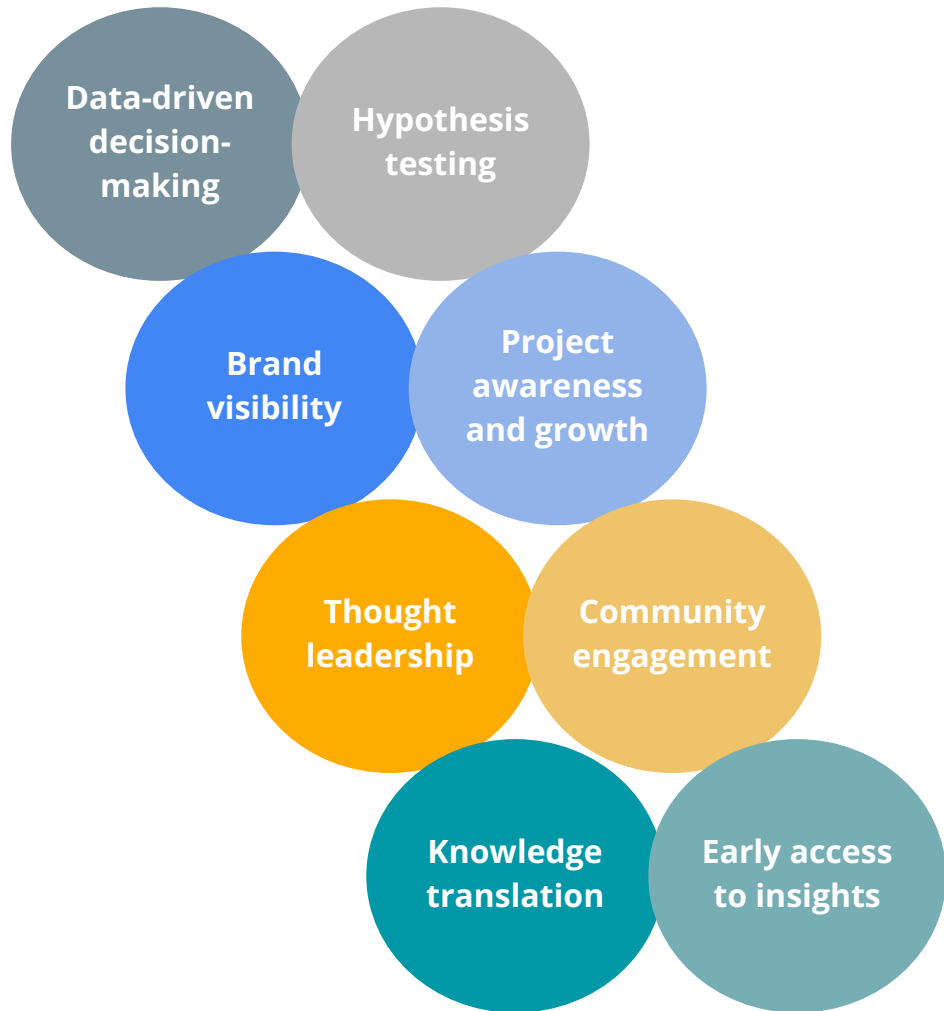
Sponsorship Prospectus

Benefits of Sponsoring Research

Data-driven decision-making

Hypothesis testing

Brand visibility

Project awareness and growth

Thought leadership

Community engagement

Knowledge translation

Early access to insights

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

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.

"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

#Research

THE **LINUX** FOUNDATION

Why the World Needs an Open Source Digital Wallet Right Now

January 2023

by Gordon Graham

With a foreword by ...

Mentorship in Open Source

Exploring the Intrinsic, Economic, and Career Value of Mentorship Programs

January 2023

Jason Perlow, Editorial Director, The Linux Foundation

Foreword by Julia Lawall, Senior Scientist, French National Research Institute for Digital Science and Technology (Inria Paris)

In partnership with
CLOUD NATIVE · ELISA · HYPERLEDGER
OpenSSF

World of Open Source

Enabling Global Collaboration

How Open Source Leaders Are Confronting the Challenges of Fragmentation

January 2023

Anthony D. Williams, DEEP Centre Inc.

Foreword by
Yue Chen, Head of Technology Strategy, Futurewei Technologies, Inc.
Chris Xie, Head of Open Source Strategy, Futurewei Technologies, Inc.

In partnership with
ECLIPSE · LF NETWORKING · LF AI & DATA · Linux Europe

Sponsored by
FUTUREWEI

A Road Map to Improve the Effectiveness and Impact of Enterprise Open Source Development

February 2023

Ibrahim Haddad, Ph.D., Vice President, Strategic Programs (AI & Data)

Foreword by Jessica Murillo, VP and Delivery Practice Leader, IBM

Web3 and Sustainability

How We Can Reduce the Climate Impact of Blockchains, How Blockchains Can Help Reduce Our Own

January 2023

Foreword by:
Tamara Kneese, Director of Developer Engagement, Intel Corporation
Zane Griffin Talley Cooper, Graduate Technical Intern, Intel Corporation

In partnership with
Research

Measuring the Economic Value of Open Source

A Survey and a Preliminary Analysis

May 2023

Henry Chesbrough, Luiss University and UC Berkeley

Foreword by Irving Wladawsky-Berger, MIT Sloan School of Management

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2023 State of Tech Talent Report

Acquiring and Retaining Technical Talent in 2023

May 2023

Jason Perlow, Editorial Director, The Linux Foundation
Stephen Hendrick, Vice President, The Linux Foundation

Foreword by Clyde Seepersad, SVP & General Manager, Linux Foundation Training & Certification

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World of Open Source

Open Source Innovation as a Potential Lever for Economic Recovery

Insights from a Linux Foundation Challenge Session at the 9th World Open Innovation Conference

March 2023

Colleen Osborne, The Linux Foundation

Foreword by Professor Henry Chesbrough, Maire Tecnimont Professor of Open Innovation and Sustainability, Luiss University, and Faculty Director, Garwood Center for Corporate Innovation, Haas School of Business, UC Berkeley

In partnership with WOIC 2022

TODO

The Business Value of the OSPO

An Exploration of Why Organizations Create, Sustain, and Expand Open Source Program Offices (OSPOs)

March 2023

Emily Omier, Positioning & Messaging Consultant, Emily Omier Consulting
Chris Aniszczyk, CTO, Cloud Native Computing Foundation
Ana Jiménez Santamaria, OSPO Program Manager, TODO Group

With forewords by Georg Kunz, Open Source Manager, Ericsson; Leslie Hawthorn, Sr. Manager, Red Hat OSPO and Kimberly Craven, Sr. Director, Red Hat OSPO, Office of the CTO

In partnership with
API7.AI · FINOS · FUTUREWEI · Training & Certification

Recommended Practices for Hosting and Managing Open Source Projects on GitHub

March 2023

Ibrahim Haddad, Ph.D., Vice President, Strategic Programs (AI & Data), The Linux Foundation

Foreword by Jeff McAffer, Senior Director of Product, GitHub

The Open Source Opportunity for Microgrids

Five Ways to Drive Innovation and Overcome Market Barriers for Energy Resilience

June 2023

Jessica Groopman with Jeff Johnston, Intentional Futures

Foreword by Chris Xie and Yue Chen, Futurewei

In partnership with LF ENERGY · Intentional Futures

Sponsored by FUTUREWEI

2023 Energy Transformation Readiness Study

Survey-based insights into energy sector digitalization through open source

June 2023

Adrienne Lawson, The Linux Foundation
Marco Gerosa, The Linux Foundation

Foreword by Hilary Carter, Tori Research and Communications, The Linux Foundation

In partnership with LF ENERGY and others

The 2023 State of Open Standards

Empirical Research on the Transition to Open Standards

July 2023

Jory Burson, The Linux Foundation

Foreword by Dr. Jochen Friedrich, IBM

Open Source Maintainers

Exploring the people, practices, and constraints facing the world's most critical open source software projects

July 2023

Alex Salkever, Linux Foundation Research

Foreword by Shuah Khan, Fellow, The Linux Foundation

Standing Together on Shared Challenges

Report on the 2023 Open Source Congress

Anthony Williams, President and co-founder, DEEP Centre
Foreword by Yue Chen and Chris Xie, Futurewei Technologies, Inc.

December 2023

Sponsored by FUTUREWEI

Hyperledger Foundation 2023 Brand Study

How Benefits and Challenges Create Opportunities for the Enterprise Blockchain Brand

October 2023

Anna Hermansen, Linux Foundation Research
Foreword by David Treat, Accenture

World of Open Source

Japan Spotlight 2023

Open source trends, challenges, and opportunities in Japan

December 2023

Adrienn Lawson, The Linux Foundation
Stephen Hendrick, The Linux Foundation

The 2023 State of Open Source in Financial Services

November 2023

Hilary Carter, Linux Foundation
Cara Delia, Red Hat
Tosha Ellison, FINOS
Grizz Griswold-Busch, Scott Logic

Stephen Hendrick, Linux Foundation
Philip Hollwer, GitHub
Andrew Lawson, Linux Foundation

Foreword by Gabriele Columbro, Chief Operating Officer, FINOS

In partnership with
GitHub · Red Hat · Scott Logic · FINOS

A New Direction for the Mobile Industry

Making the Case for More Open and Transparent Mobile Software

In partnership with
NativeScript · OpenJS Foundation · OpenMapTiles · Mobile Native

Sponsored by FUTUREWEI

Open Source for Sustainability

How Projects under the Linux Foundation Are Helping to Advance the UN Sustainable Development Goals
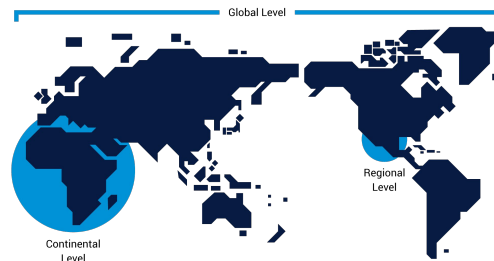
September 2023

Kirsten D. Sandberg

Foreword by Bilel Jamoussi, International Telecommunication Union
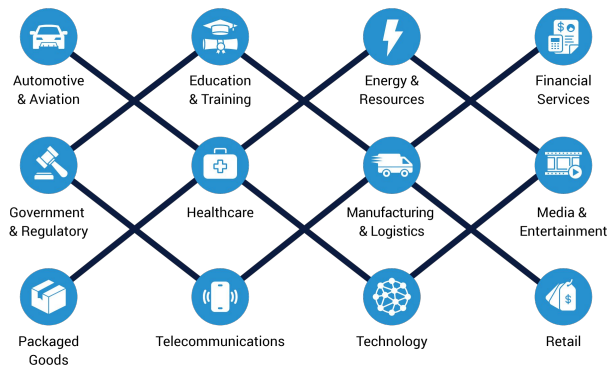
Frameworks for Analysis

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
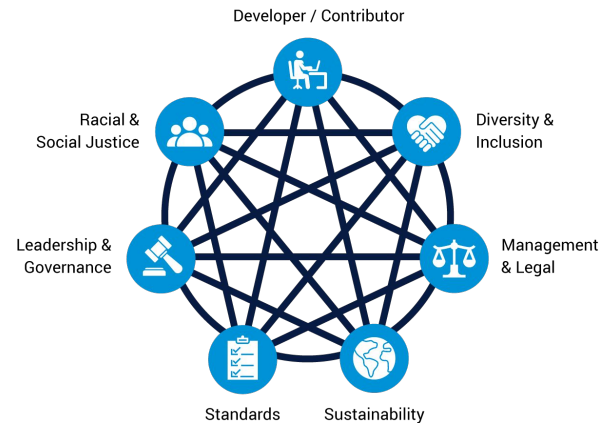- System Engineering
- Web & Application Development

Geography

Global Level

Regional Level

Continental Level

Industry Vertical

Automotive & Aviation

Education & Training

Energy & Resources

Financial Services

Government & Regulatory

Healthcare

Manufacturing & Logistics

Media & Entertainment

Packaged Goods

Telecommunications

Technology

Retail

Ecosystem

Developer / Contributor

Racial & Social Justice

Diversity & Inclusion

Leadership & Governance

Management & Legal

Standards

Sustainability

7

Positively Impact Your Project's or Organization's Reputation

One of LF's biggest strengths is its strong research and data — where it outperforms both the tech sector and other associations

Research and Data: **Does the organization contribute accurate, reliable research & data?**
The Linux Foundation vs. tech company average and association average

Left chart:
+9.1
Linux: 79.2
Tech company average: 70.1

Right chart:
+3.9
Linux: 79.2
Association average: 75.3

THE LINUX FOUNDATION
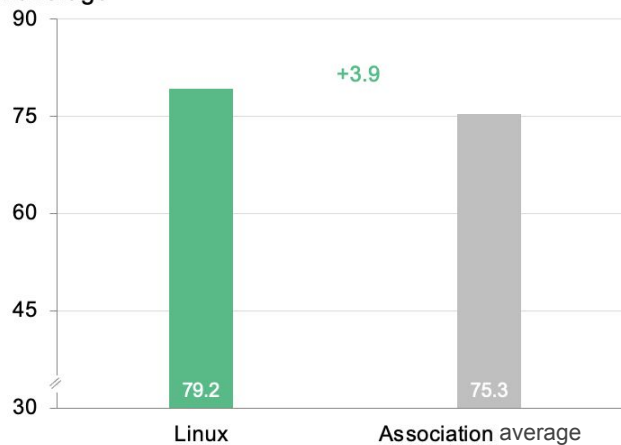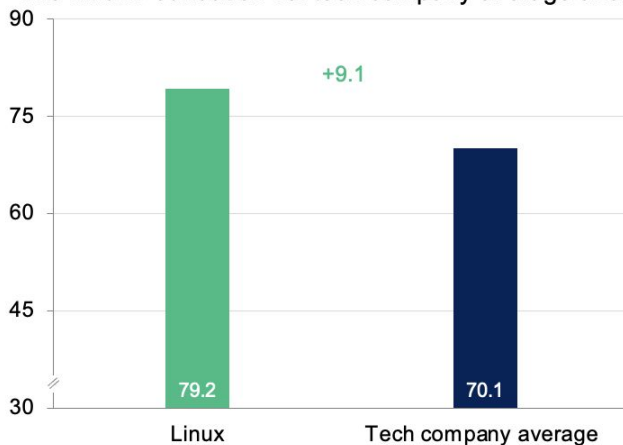
How LF Research Drives Data-Driven Decision Making for Projects

- Determining the next course 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 **Training & Certification** cybersecurity skills matrix
- Measuring and advocating for **a leading chip manufacturer's** open source 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.

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LINUX
FOUNDATION

Validating the Open Source Value Proposition, Using Data

The Value of Open Source, Around the World

On a global average, **90%** of organizations surveyed **USE OPEN SOURCE AT A MODERATE, SIGNIFICANT, OR WIDESPREAD LEVEL**.

OSS USE

77% of organizations in Europe, 71% in the Americas, and 56% in Asia Pacific **BELIEVE THAT BENEFITS EXCEED THE COSTS OF OSS USE**.

OSS VALUE

A total of 68% of respondents believe that **OSS IS MORE SECURE THAN CLOSED SOURCE SOFTWARE**.

OSS SECURITY

OSS use brings many benefits, including **IMPROVED PRODUCTIVITY & SOFTWARE QUALITY, & A LOWER COST FOR SOFTWARE**.

OSS VALUE

THE LINUX FOUNDATION

Source: Global Spotlight 2023

The Value of Open Source Use / Consumption

OPEN SOURCE MATURITY IN EUROPE

Open source is increasingly seen as critical digital infrastructure, with experts calling for long-term investments in people and ecosystems.

OPEN SOURCE MATURITY IN EUROPE

74% of individual respondents cite learning and personal development as key motivators for contributing to open source.

OPEN SOURCE MATURITY IN EUROPE

The top three sectors that would benefit most from open source are IT (37%), government (36%), and higher education (30%).

OPEN SOURCE MATURITY IN EUROPE

Confidence in the security of OSS is high, with 73% in 2023 and 76% in 2024 believing OSS to be more secure than closed software.

Source: Europe Spotlight 2024

THE LINUX FOUNDATION

The Value of Open Source Technical Upskilling & Training

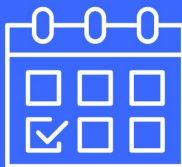98% of organizations consider upskilling an important **strategy, with 36% rating it extremely important.**

**Certifications rank higher than college or university degrees (23% to 16%) when asssessing technical skills.**

External hiring is both lengthy and risky: It takes on average **10 months to hire & onboard new technical hires,** and **nearly 40% experience turnover**.

2024 STATE OF TECH TALENT REPORT

Cloud (55%), DevOps (51%), Cybersecurity (49%), & AI/ML (43%) stand out as the key technology domains prioritized for staffing.

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Source: 2024 State of Tech Talent Report
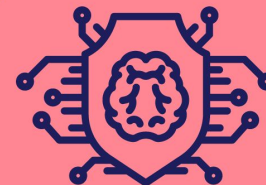
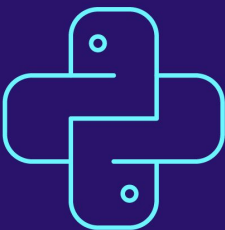# The Value of Courseware to Close Technical Talent Gaps

50% of professionals identify **a lack of training as a major challenge** for implementing secure software development, with this issue being particularly pronounced among data science roles (73%).

53% of professionals, especially those in system operations (72%), have not taken a course on secure software development, largely due to **the lack of awareness about good courses** (44%).

Python is highly favored for language-specific training, with 71% of respondents expressing a preference, although C and Java are selected more frequently when respondents rank their top choices.

To start mitigating the need for more secure software development education, the OpenSSF selected **Security Architecture as the topic of a new course**.

Source: Secure Software Development Education 2024 Survey

The Value of Open Standards

Organizations prefer open standards 7 times more than other standards

7X

72% of organizations say their customers prefer products and services based on open standards

72%

64% **64% of organizations say open standards delivered increasing value over the past three years**

86% of organizations report there is a need for an open standards video streaming codec

Source: State of Open Standards 2023

Industry Value of Open Source: Financial Services

THE 2024 STATE OF OPEN SOURCE IN FINANCIAL SERVICES
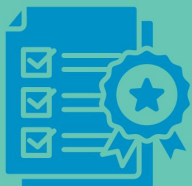
Cross-industry collaboration, industry standards, and open data are the *top areas* of financial services that can benefit from open source.

THE 2024 STATE OF OPEN SOURCE IN FINANCIAL SERVICES

50% of respondents agree that OSS use would increase with better understanding of the *nontechnical value proposition of OSS.*

THE 2024 STATE OF OPEN SOURCE IN FINANCIAL SERVICES

84% of respondents agree that using OSS *delivers business value* to their organization.

THE 2024 STATE OF OPEN SOURCE IN FINANCIAL SERVICES

45% (up 10% from last year) agree that *AI/ ML is important* to the future of the industry.

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Source: State of Open Source in Financial Services 2024

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 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.

ECONOMIC VALUE OF OPEN SOURCE

The median respondents report that **the economic value of OSS is 1 to 2 times the cost** of its use.

LINUX FOUNDATION & THE SDGs

The LF manages a massive portfolio of digital public goods & provides the legal structures, funding sources, tools, growth mechanisms, & governance models for measuring community health that make sustainable development possible.

THE LINUX FOUNDATION

Research Deliverables are High-Value Marketing Collateral

18

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 individual dashboards 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
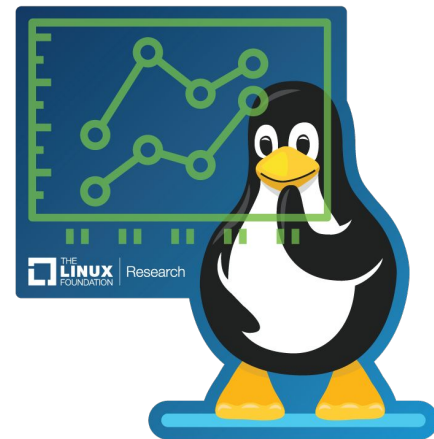
How Survey-Based Research Prices Scale

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	# Completes	# Insights	$ Questions	$ Completes	$ Charts	$ Insights	Total $* Based on LF completes
LF Research	15	200	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	300	30	$20,250	$4,200 - $8,400	$4,000	$20,250	$48,700 - $52,900
LF Research	40	400	45	$27,000	$5,600 - $11,200	$6,000	$30,375	$68,975 - $74,575
LF Research	50	500	60	$33,750	$7,000 - $14,000	$8,000	$40,500	$89,250 - $96,250

*Minimum total costs assumes 50% completes from LF community.
Does not include travel should presentation at events be requested.

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How Qualitative Research Prices Scale

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 introductions to interviewees by project community.
Does not include travel should presentation at events be requested.

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Sponsoring Core Research

	Leadership	Innovation	Support
Logo placement	Tier 1	Tier 2	Tier 2
Acknowledgement in report	x	x	x
Branding recognition in survey announcement and other shareables	x	x	x
Early access to survey findings	x	x	
Opportunity to suggest questions and topics during instrument development (survey, interview guide)	x		
Opportunity to review the research report prior to publication	x		
Company bio and social media links on back page of report	x		
Cost (in USD)	$15,000	$5,000	$2,500

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In-Kind Sponsorship

If you do not have the funds to commission or sponsor, in-kind sponsorship is also available! By contributing in this way, you will receive **branding recognition** on the report cover and deliverables, as well as **acknowledgement** of your support in the report.

We take in-kind sponsorship in the form of:

- Survey distribution in your email and social channels; and
- Introduction to subject matter experts, as interviewees and/or peer reviewers.
- Actively participate in the report distribution and promotion

We benefit greatly from in-kind sponsors who have connections in the open source community to help increase our research participants and readers.

To sponsor a research project, email us at
research@linuxfoundation.org

To receive new research reports and surveys,
subscribe today!