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LF Research
2026 Sponsorship Prospectus

What is LF Research?

LF Research applies empirical methodologies to systematically investigate open source collaboration, communities, and industry dynamics, establishing independent facts and reaching new conclusions about the use and impact of open source in solving challenges around the world.

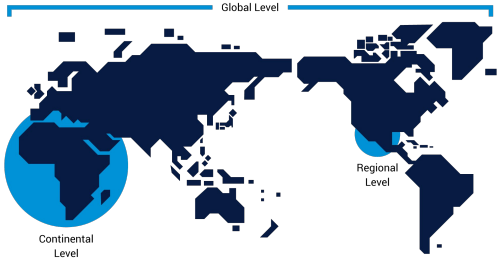
- Explore areas of new systemic risks or opportunities
- Identify best practices and how to leverage open source
- Demystify the myths and misconceptions of open source value
- Provide expertise and data-driven paths forward

Frameworks for Analysis

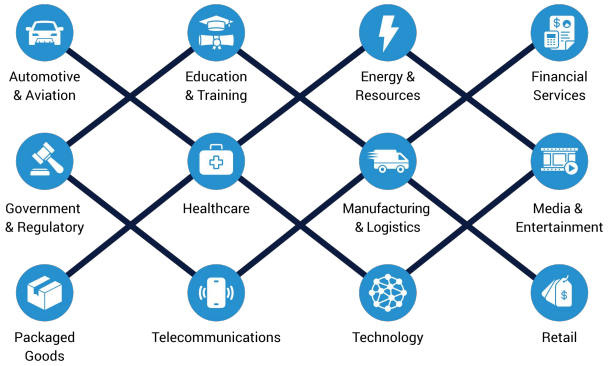
Technology Domain

- 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

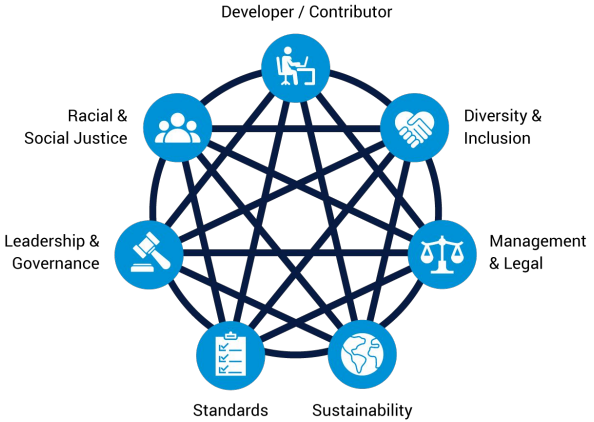
Geography



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.

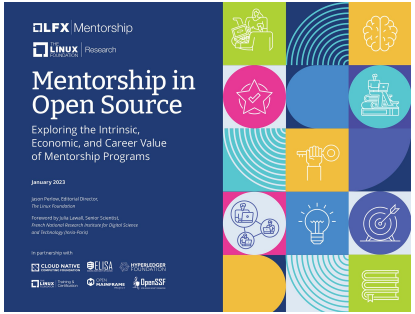
Actionable conclusions to inform decision makers.

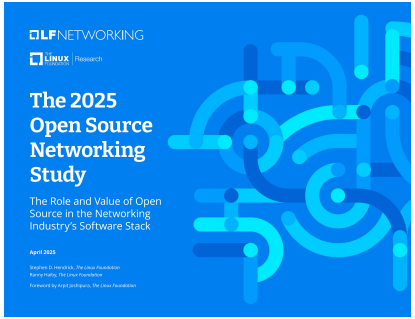
Open data available for other analysts to incorporate into their work, and publications released under Creative Commons license.

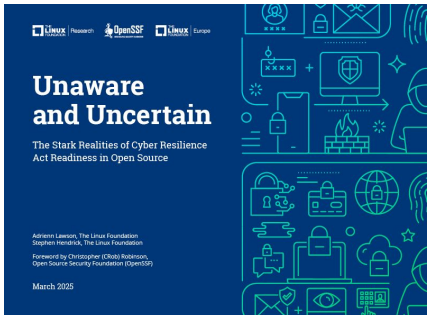
Dozens of unique reports published since inception in April, 2021.

100s of deliverables.

1000s of open data points.







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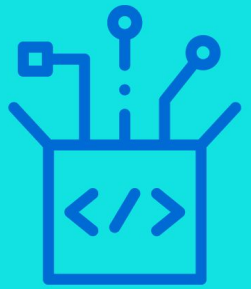
AI_Dev Keynote, December 2023:
“Organizations prefer open source GenAI technology.”

2023 GENAI REPORT



Openness is important.

63% of respondents are extremely or moderately concerned by the openness of GenAI systems their companies are using or developing.

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Open Source in Finance Forum, September 2024: “OSS delivers business value.”

THE 2024 STATE OF OPEN SOURCE IN FINANCIAL SERVICES

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

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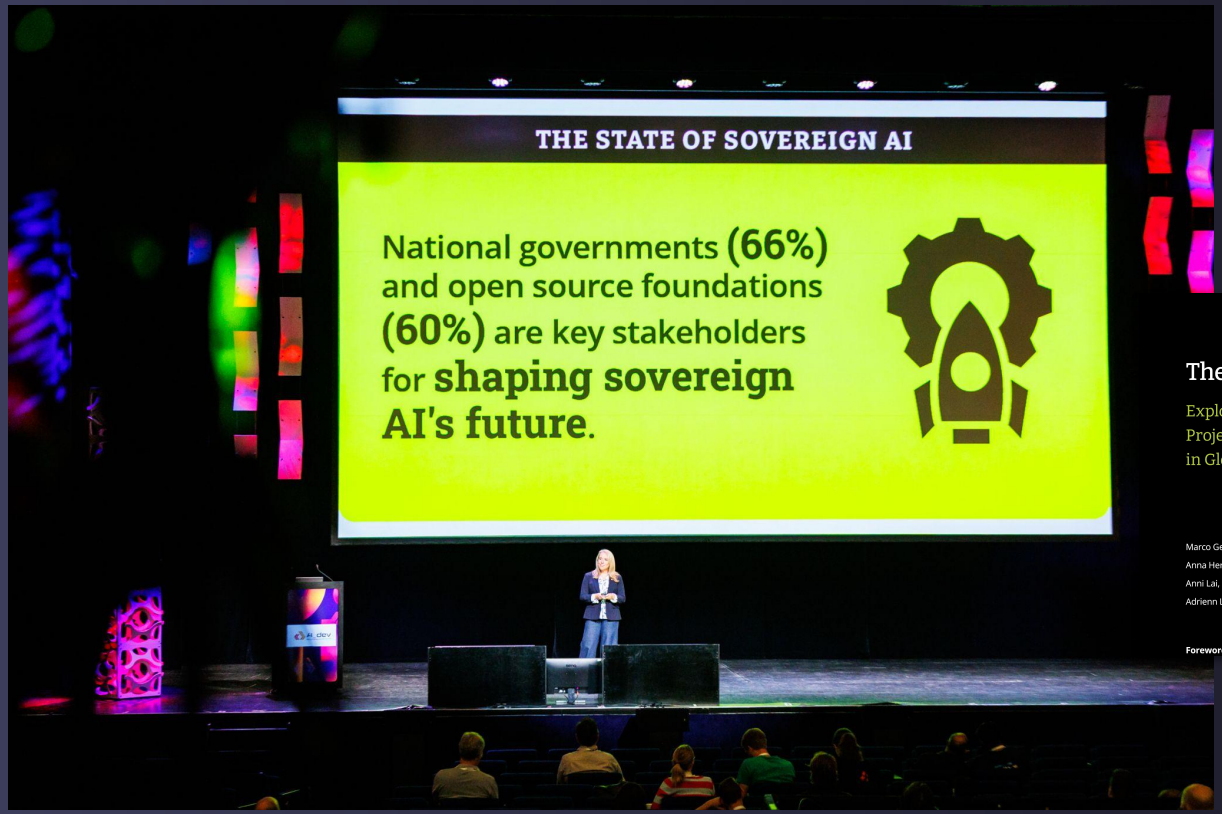
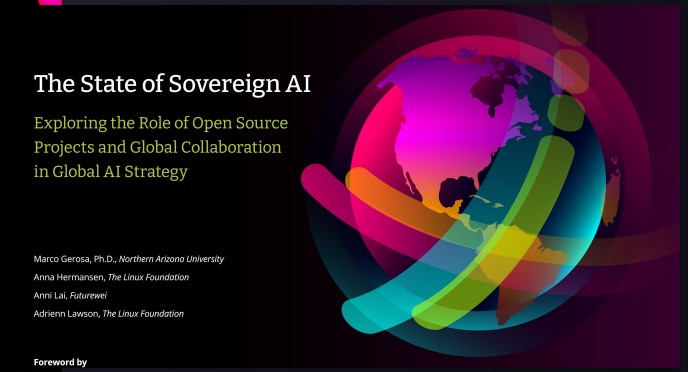
AI_Dev Keynote, September 2025: “Governments and foundations shape Sovereign AI.”

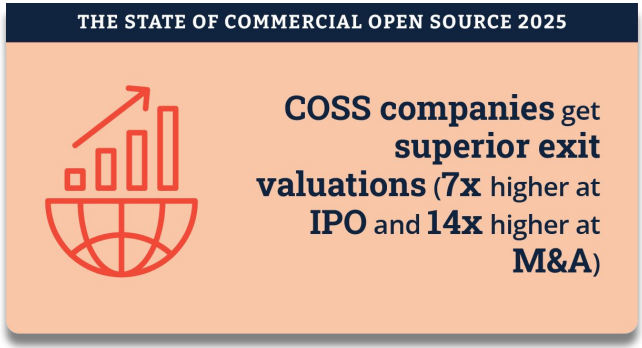




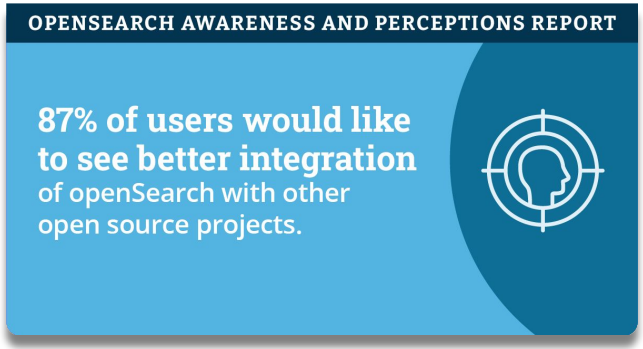
Benefits of Research

How Research Benefits Different Stakeholders

Government: Inform policymakers on the value of open source.

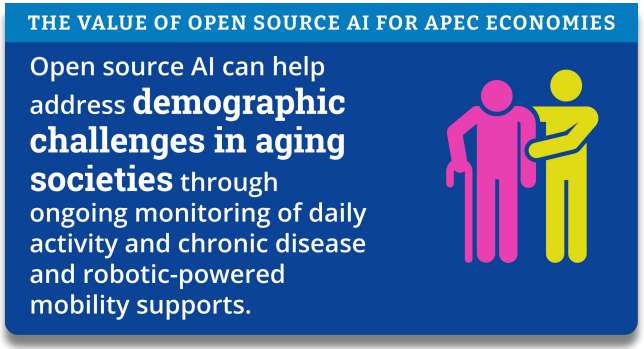


Enterprise: Insight to inform investment, funding, & ROI



Projects: Data to drive strategy & operating budgets.

Society: Evidence into open source for social good.

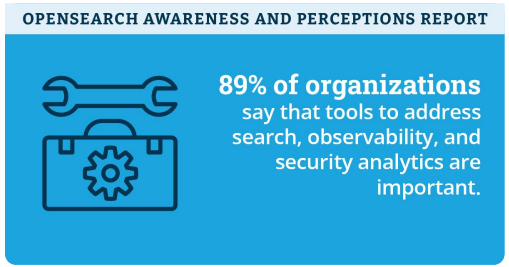


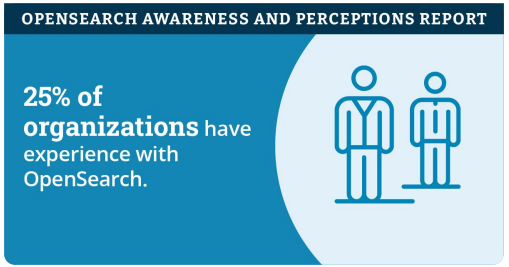
Examples of Sponsored Research from Companies, Governments, & Projects

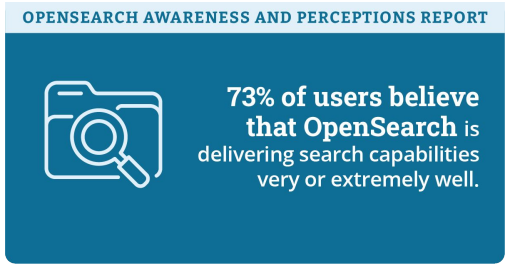
Canonical: Open Source as Europe's Strategic Advantage

Foreword by Cédric Gégout, Canonical
Download at linuxfoundation.org/research/world-of-open-source-eu-2025

AWS: OpenSearch Awareness & Perceptions Report







Foreword by Jonah Kowall
Download at linuxfoundation.org/research/opensearch-awareness-study-2024

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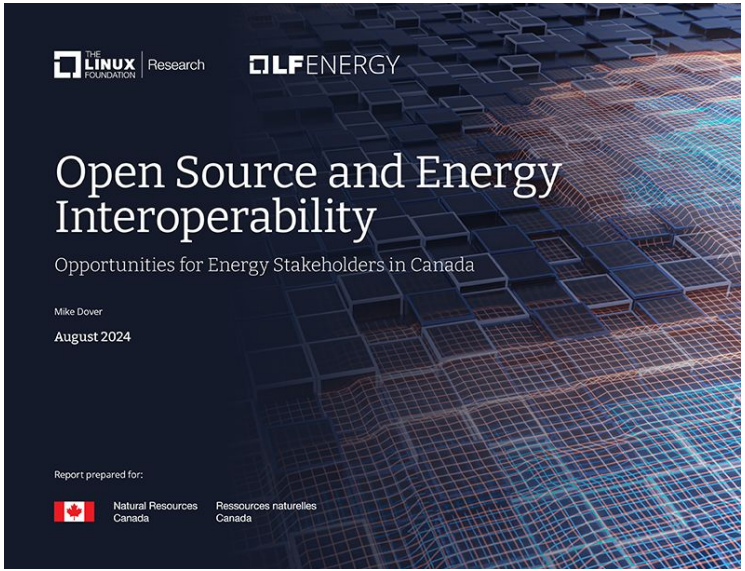
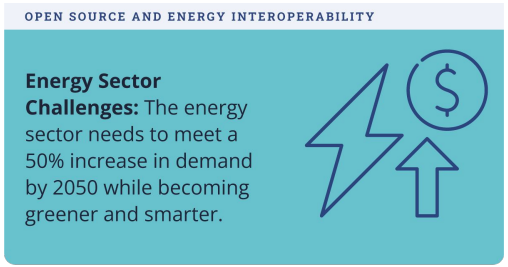
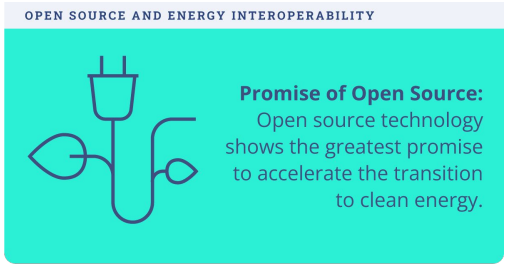
Natural Resources Canada: Energy Interoperability

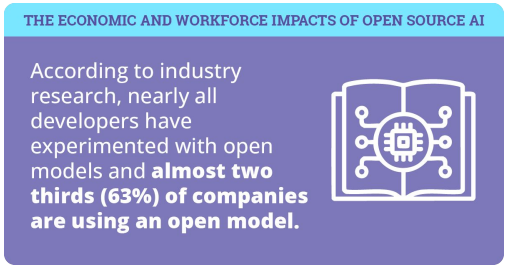


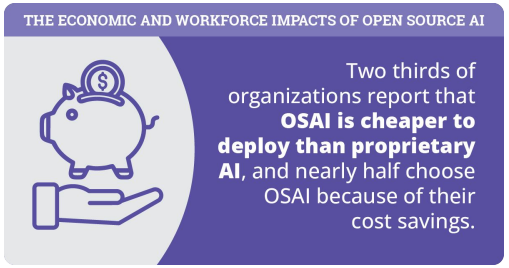


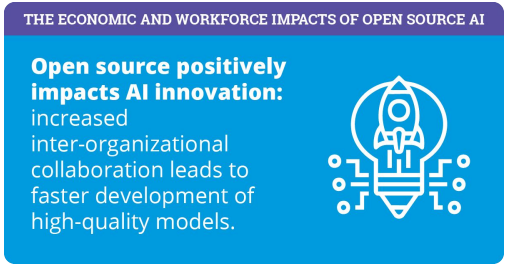


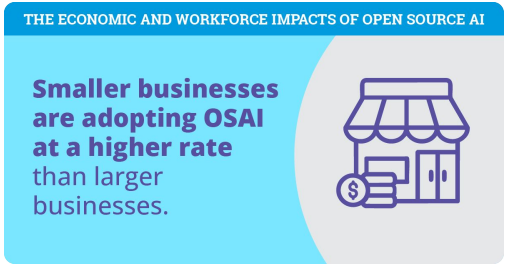
Download at linuxfoundation.org/research/canadian-energy-interoperability

Meta: Workforce & Economic Impacts of OSAI



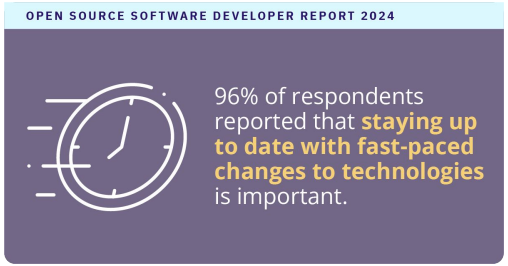


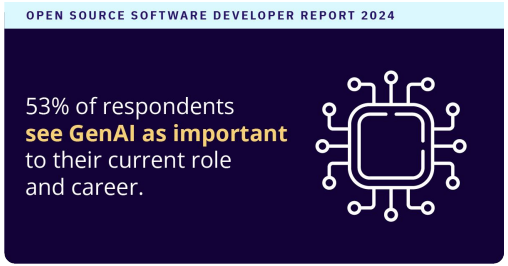




Download at linuxfoundation.org/research/economic-impacts-of-open-source-ai

Intel: Open Source Software Developer Dynamics

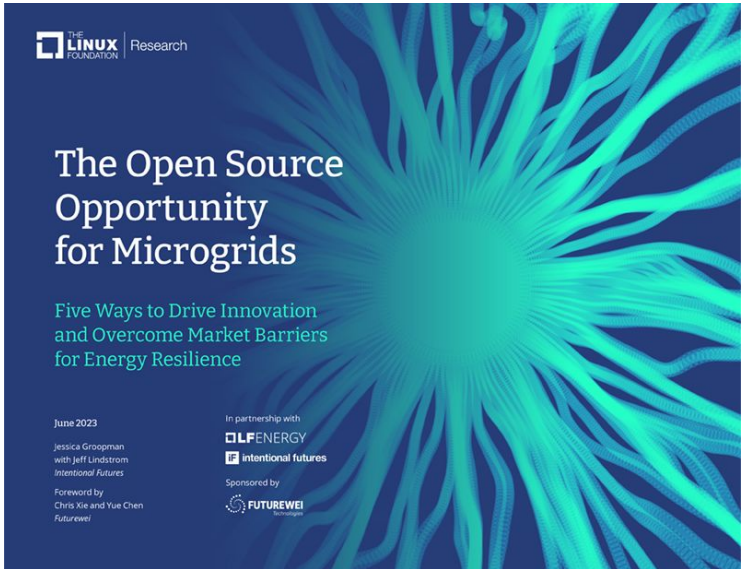




Foreword by Arun Gupta, Intel

Download at linuxfoundation.org/research/open-source-developer-survey-2024

Futurewei: Open Source Opportunity for Microgrids



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

Data sharing, education, and goal alignment will support energy incumbents as they face economic hurdles and uncertainty in the adoption of microgrids.

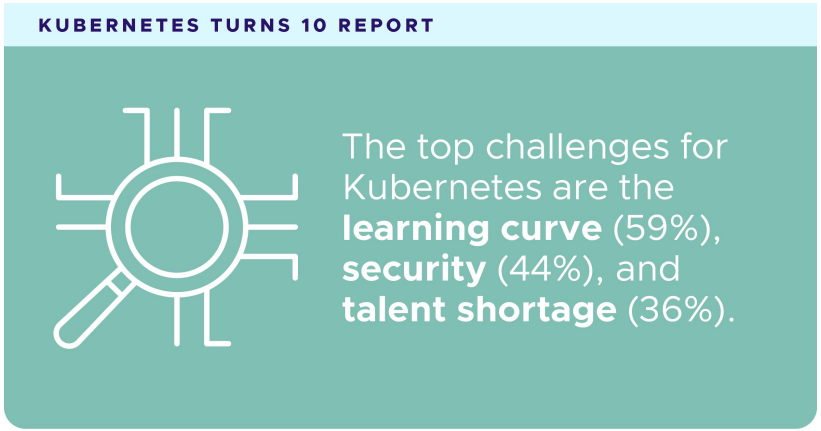
The diverse group of stakeholders—from utilities to governments to communities—need **a central hub to collaborate, engage, and build the microgrid landscape.**

Resistance to technical adoption and talent gaps can be diminished through a focus on **education, community access, and skills development.**

Foreword by Chris Xie and Yue Chen, Futurewei
Download at linuxfoundation.org/research/open-source-opportunity-for-microgrids

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.



Foreword by Joe Beda
Download at linuxfoundation.org/research/kubernetes-turns-10

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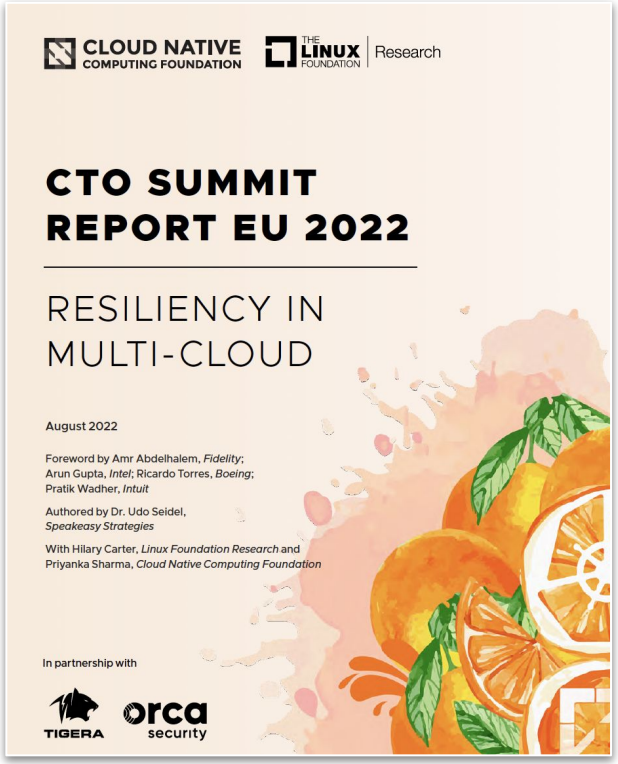
TODO: The Impact of OSPOs on Management & Strategy

Our latest study from the TODO Group & LF Research shows the **significance of OSPOs** once again, in terms of their impact on developer experience, ecosystem influence, and code quality.

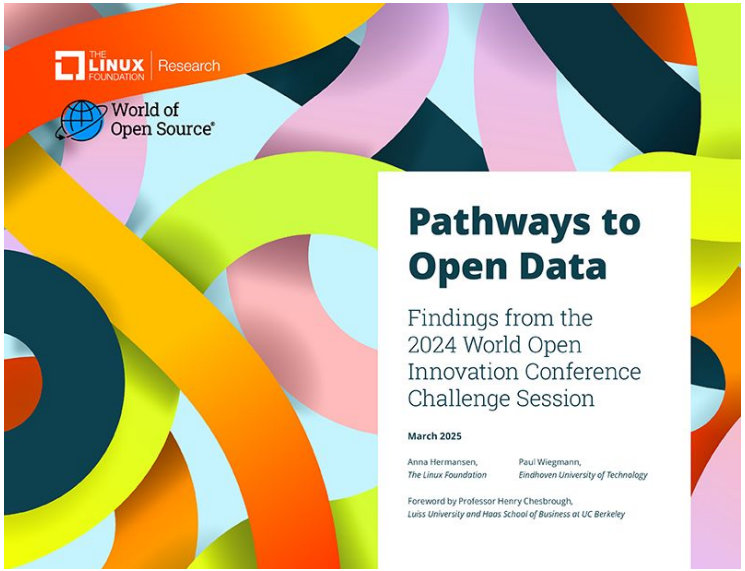
OSPOs are **increasingly managing Generative AI risks** (70% in 2025 compared to 65% in 2024). There is still **room for growth**. Our study shows that only half of OSPOs (49%) using **internal compliance procedures**. The report advocates for greater adoption of OSPOs to improve **governance, sustainability, and education** on open source best practices.

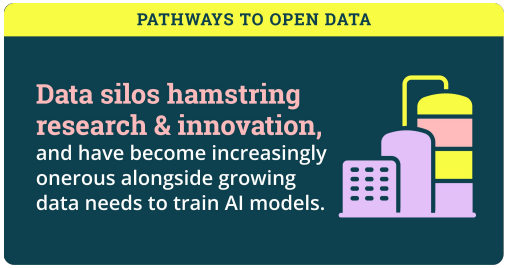
Download at linuxfoundation.org/research/ospo-2025

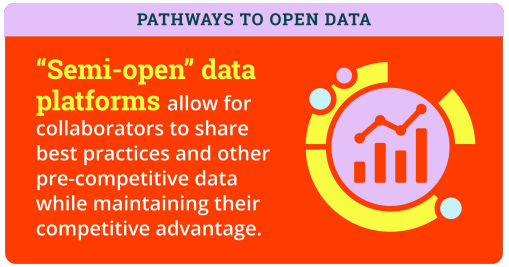
Engage Stakeholders & Test Hypotheses: Workshops & Executive Roundtables

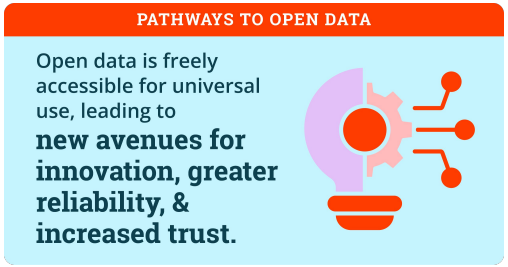


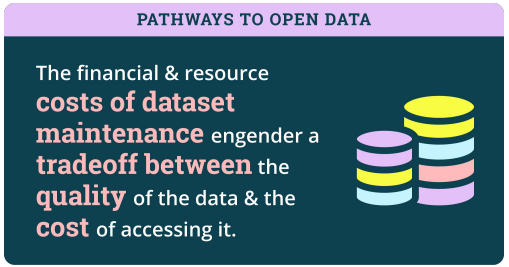
Roundtable Deliverable: Pathways to Open Data











Foreword by Henry Chesbrough LUISS University, UC Berkeley
Download at linuxfoundation.org/research/pathways-to-open-data

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Research Deliverables in Enterprise Marketing

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Open Source & Business: Foes or Friends? That's the question, Matthieu Lavergne, Partner, tackled live on stage at the Open Source Summit last ...more

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Open source is in full bloom this August 🌱🌍

Read our latest edition of *The Source* to explore how Europe is cultivating its ...more

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Research Deliverables in Project Marketing

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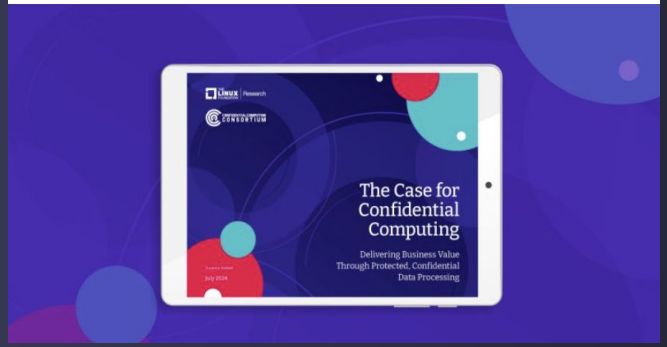
🚀 Just Released: The Case for Confidential Computing! 🚀
Real Stories, Real Success: Explore the Confidential Computing Use Case Report and discover how Confidential Computing enables organizations to securely leverage enterprise data.

Grow your business, improve service, tackle data challenges, and meet regulatory compliance.

Thanks also to Vini Jaiswal, Sal Kimmich, CSM Anna Hermansen, Riaan Kleinhans, Suzanne Ambiel, Hilary Carter, @Kate George and many others for their support.

Read the full report: https://hubs.la/Q02F_sp40

#ConfidentialComputing #DataSecurity #AI #MachineLearning #BusinessGrowth #Compliance



LF Energy
6,180 followers
2w •

A new report, "Open Source and Energy Interoperability" from LF Research and LF Energy thanks to sponsorship from Natural Resources Canada (NRCan), explores how open source solves the issue of ...more

LF Research Publication Reach

- **LF email distribution**: ~1,000,000
- **LF Research email subscribers:** 2,500
- **Average number of report downloads**: 500
- **X followers**: 566,000 (as at Sep ‘25)
- **LinkedIn followers**: ~375,000 (as at Sep ‘25)

*Reports & infographics are published under CC-BY-ND and are available for widespread publication and distribution.

LF Research in the News

TECHZINE

2 MIN • APPLICATIONS

Europe's open source strategy falters despite widespread adoption

BERRY ZWETS
Aug 25, 2025, 3:00 a.m. EDT

While open source software is becoming increasingly widely adopted in Europe, there is a lack of strategic vision and leadership. A new report from the Linux Foundation shows that European organizations are missing out on the opportunity to achieve digital sovereignty.

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.

TechCrunch

Latest Startups Venture Apple Security AI Apps Events Podcasts

Paul Sawers

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

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 how they're being used in production codebases.

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 Sonatype, which have been deployed at more than 10,000 companies.

diginomica

human intelligence • enterprise insights

Open source is global by design - Europe's challenge is to keep it that way

ZDNET

tomorrow belongs to those who embrace it today

trending tech innovation business security advice buying guides

/ innovation

Home / Innovation / Artificial Intelligence

Nearly half of Gen AI adopters want it open source - here's why

A new report explores the frequently awkward relationship between open source and artificial intelligence.

Written by Steven Vaughan-Nichols, Senior Contributing Editor
Nov. 21, 2024 at 3:00 a.m. PT

THENEWSTACK

ComputerWeekly.com

IT Management | Industry Sectors | Technology Topics

The Linux Foundation's *Open source maturity in Europe report* 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 individual dashboards to illustrate engagement.

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How to Collaborate:

1. Commission a custom study
2. Co-sponsor one of the studies in our agenda

Commissioning a Study: Questions to Consider

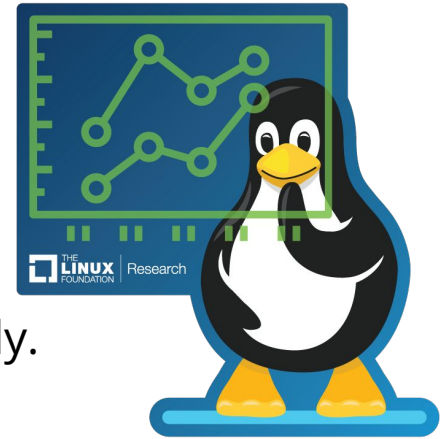
Objective setting:

- 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 LF Research Brief to scope your study.



Data Collection: LF Research Forum

The Linux Foundation Research Forum (LFRF) 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	Total $* 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

*3rd 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 $*
LF Research	4 to 6	1,500 to 3,000	$2,000	$25,000 - $35,000
LF Research	6 to 8	3,000 to 7,500	$2,500	$35,000 - $50,000
LF Research	8 to 12	7,500 to 10,000	$3,000	$50,000 - $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 / introductions to preferred 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.

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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
- 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

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Sponsoring a study from our 2026 agenda

Research Sponsorship Benefits **(per multistakeholder study, see 2026 agenda)**	**Title** **(1 available)**	**Leadership** **(4 available)**	**Innovation** **(8 available)**
Front cover branding: Company/project logo on the report cover & promo graphics	✅ Tier 1 size	✅ Tier 2 size	✅ Tier 2 size
Acknowledgment: Company/project logo included in "thank you to sponsors" page	✅	✅	✅
Community insight: Receive a unique survey collector link & dataset (sample permitting)	✅	✅	✅
Influence: Survey instrument / questionnaire review prior to fielding	✅	✅	✅
Early access: Preview of the research findings	✅	✅	✅
Showcase: Box feature in the report (POV / testimonial / "postcard")	✅	✅	❌
Back cover branding: Company/project boilerplate on the report's back page	✅	❌	❌
Web page branding: Company/project logo on research report landing page	✅	❌	❌
Thought leadership: Authorship of the report foreword, inclusion in event CFPs / related promotional activities.	✅	❌	❌
Cost (in USD)	**$50,000**	**$15,000**	**$5,000**

Examples of Front Cover Branding

Tier 1: Canonical

Tier 2: CIP, OpenSSF, Yocto, Zephyr

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Tiered Sponsor Branding: Back Cover & Inside Back Cover

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The Commercial Open Source Startup Alliance (COSSA) is a newly-founded organization dedicated to strengthening the discipline of commercial open source. COSSA delivers shared data, mentorship, and best practices to support entrepreneurs and investors building the next generation of open source companies. Discover more at **http://cossa.io.**

THE LINUX FOUNDATION | Research

Founded in 2021, **Linux Foundation Research** explores the growing scale of open source collaboration, providing insight into emerging technology trends, best practices, and the global impact of open source projects. Through leveraging project databases and networks, and a commitment to best practices in quantitative and qualitative methodologies, Linux Foundation Research is creating the go-to library for open source insights for the benefit of organizations the world over.

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ADRIENN LAWSON serves as Director of Quantitative Research at The Linux Foundation, where she leads data-driven initiatives to understand open source ecosystems. With expertise in social data science from the University of Oxford and a background spanning academic and governmental research, she brings methodological rigor to analyzing distributed collaboration networks. At the Linux Foundation, Adrienn leads a team conducting cross-sectional research across industry verticals and geographic regions to provide comprehensive insights into open source dynamics. Her work encompasses empirical investigations into regulatory compliance, the implications of AI, and sustainable funding models. She produces evidence-based recommendations that inform strategic decision-making within the open source community.

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Tier 1: Title partner boilerplate included alongside presenting partners.

Tier 2: Leadership, Innovation & Distribution partner logos in the report's Acknowledgment section.

Tiered Sponsor Benefits: Foreword authorship & Showcase feature

For years, questions have lingered over whether open source companies could deliver the kind of growth, defensibility, and returns that venture capital demands. Though research (including my own) has shown the importance of open source to startups, these questions about companies that have open source at the core of their business model remain. The evidence in this report makes the answer clear: not only can such companies become successful, they often do so more effectively than their proprietary counterparts.

Drawing on a quarter century of venture data, the picture that emerges is striking. Companies built on open source foundations routinely achieve higher valuations at exit — in some cases, several multiples greater than those of closed-source peers. They are not slower to reach those milestones, nor do they require more capital to get there. Instead, they tend to turn resources into enterprise value with greater efficiency. The effect is particularly pronounced in technology segments where developer adoption drives market leadership, such as with developer tools, DevOps platforms, and core infrastructure, areas where open source approaches are not the exception, but the rule.

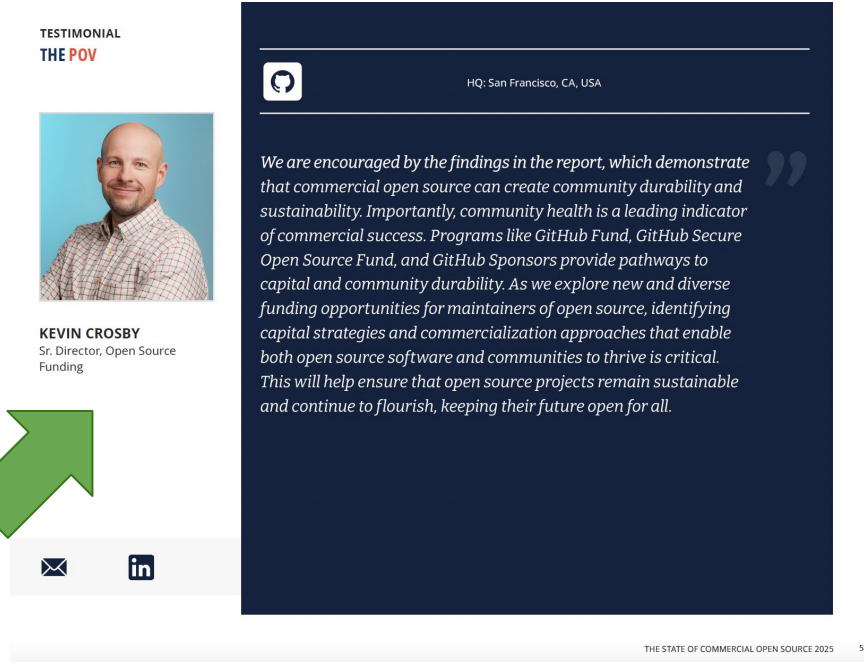
Equally important is what the data reveals about the interplay between commercial performance and community strength. Far from existing in separate spheres, the two move together. Projects with broader contributor bases, higher diversity among contributors, and strong indicators of technical importance to the community (such as the OpenSSF Criticality Score) are consistently associated with higher company valuations.

Perhaps most encouraging for open source projects is that investment does not signal the beginning of a community's decline. On the contrary, the report finds that funding often sparks measurable growth: more contributors, more organizational participation, faster release cycles, and increased downstream adoption. The positive link between community vitality and company value actually strengthens as companies progress to later funding rounds, suggesting a reinforcing cycle where commercial resources and community engagement fuel each other. This report offers a data-backed framework to help investors identify promising opportunities and to give communities confidence that commercial partnerships can amplify their work rather than undermine it.

These results echo my own academic research (and that of others) on open source, which has shown that open collaboration drives innovation and creates measurable economic value for firms. The trends in this report, including stronger valuations, faster growth, and the interplay of community and commercial success, align with a broader body of evidence that open source is not just viable but strategically advantageous.

The future of software will be shaped in the open. By aligning the incentives of capital and community, we have the opportunity to create technologies that are not only commercially successful, but also resilient, widely adopted, and deeply collaborative. The data makes the case; it's now up to all of us to act on it.

Frank Nagle
Chief Economist, The Linux Foundation
Research Scientist,
The Massachusetts Institute of Technology



TESTIMONIAL
THE POV

KEVIN CROSBY
Sr. Director, Open Source Funding

HQ: San Francisco, CA, USA

We are encouraged by the findings in the report, which demonstrate that commercial open source can create community durability and sustainability. Importantly, community health is a leading indicator of commercial success. Programs like GitHub Fund, GitHub Secure Open Source Fund, and GitHub Sponsors provide pathways to capital and community durability. As we explore new and diverse funding opportunities for maintainers of open source, identifying capital strategies and commercialization approaches that enable both open source software and communities to thrive is critical. This will help ensure that open source projects remain sustainable and continue to flourish, keeping their future open for all.

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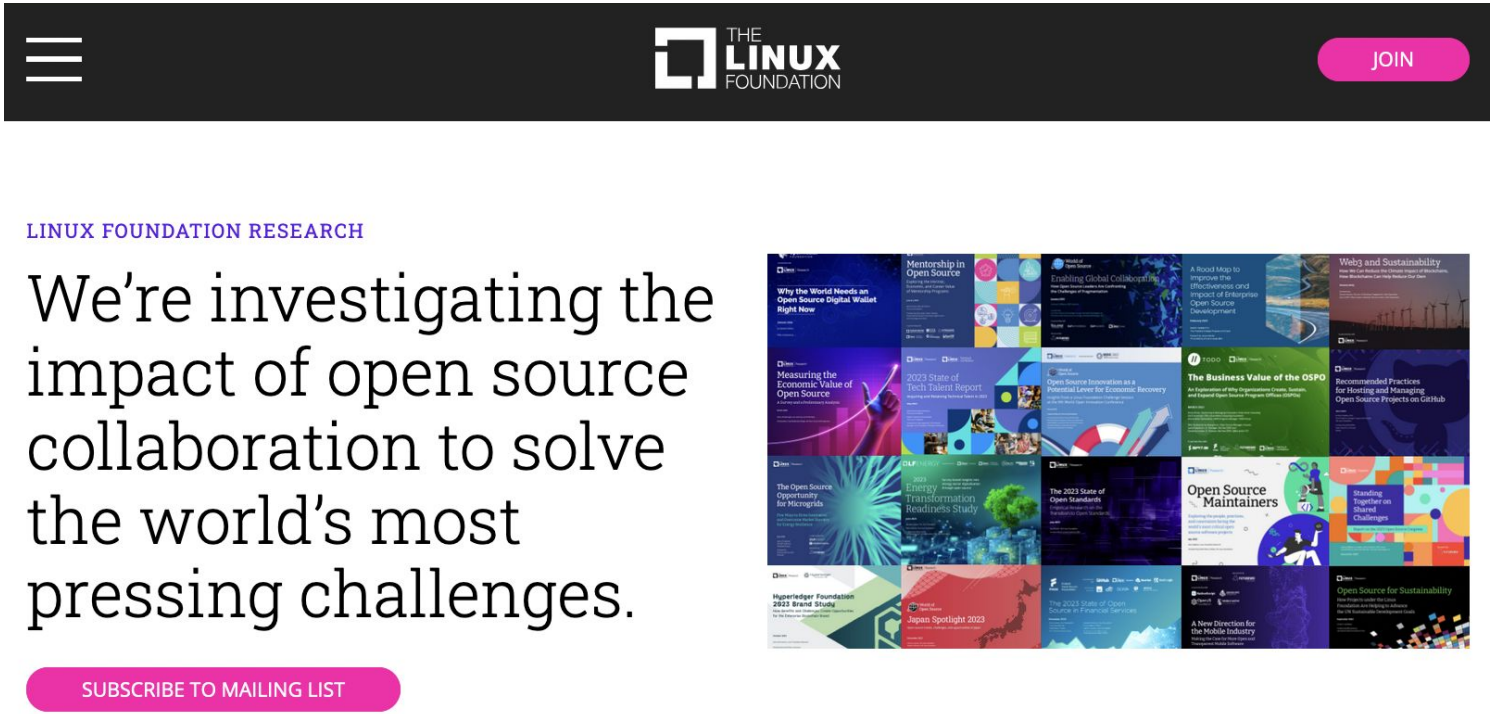

“LF Research reports are pure gold for understanding better how #opensource is evolving and changing the European tech landscape now and in the future.” **Paolo Mainardi, CTO, SparkFabrik**

"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**

"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.**

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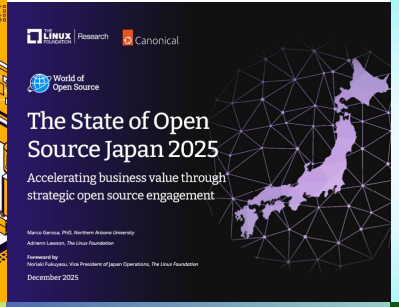

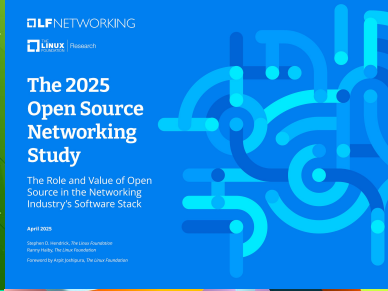

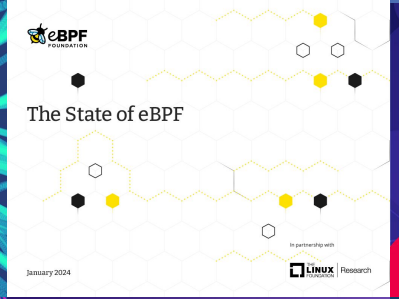

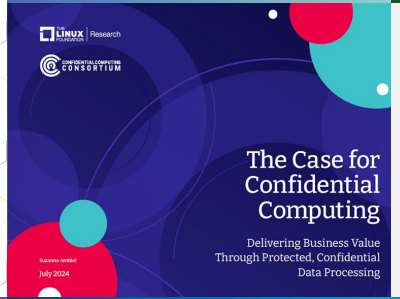

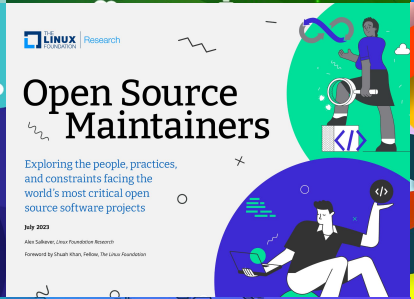

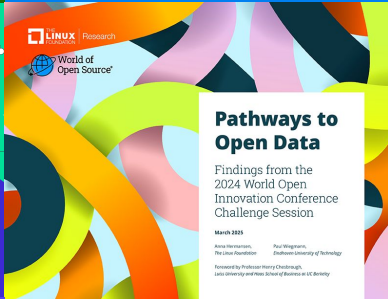

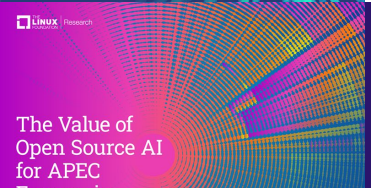

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