

LF Research 2026 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

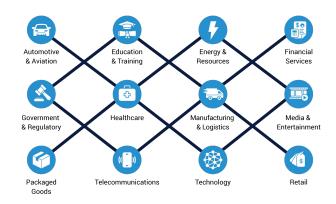
Technology Domain

- 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

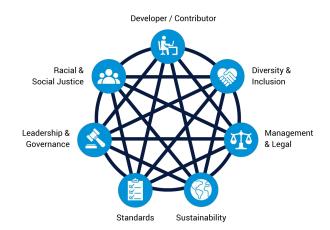
Geography



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.













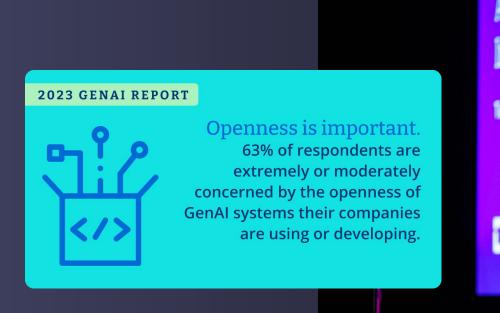








Al_Dev Keynote, December 2023: "Organizations prefer open source GenAl technology."

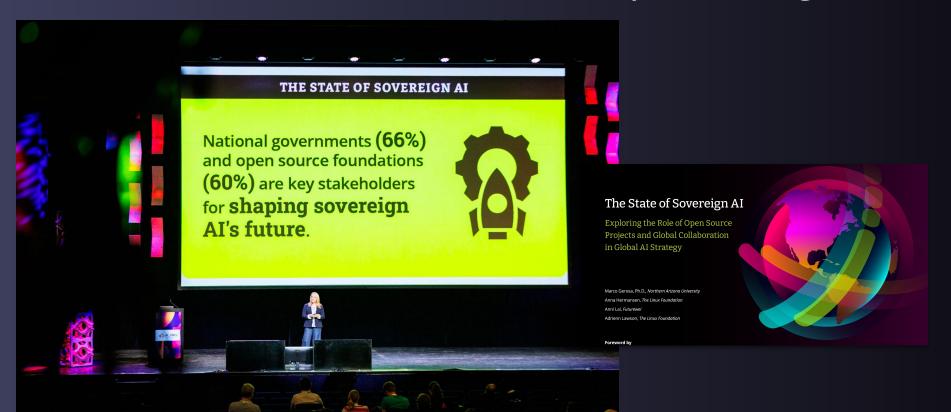




Open Source in Finance Forum, September 2024: "OSS delivers business value."



Al_Dev Keynote, September 2025: "Governments and foundations shape Sovereign Al."



Benefits of Research





How Research Benefits Different Stakeholders

Government: educating policymakers on the value of open source.

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

Society: promoting open source for trusted technology 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.

THE STATE OF COMMERCIAL OPEN SOURCE 2025



COSS companies get superior exit valuations (7x higher at IPO and 14x higher at M&A)

2024 GENERATIVE AI SURVEY



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



Examples of Sponsored Research from Companies, Governments, & Projects



Canonical: Open Source as Europe's Strategic Advantage













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

AWS: OpenSearch Awareness & Perceptions Report





that OpenSearch is

very or extremely well.

delivering search capabilities



48% of users would like to see OpenSearch training and certification courses.



Foreword by Jonah Kowall

Download at linuxfoundation.org/research/opensearch-awareness-study-2024



Natural Resources Canada: Energy Interoperability

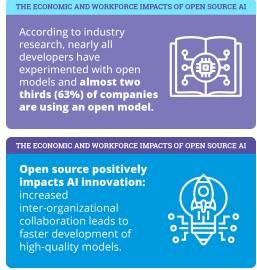


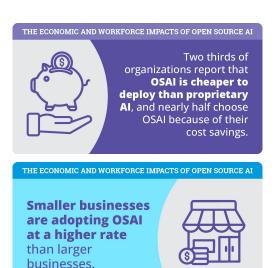
Download at linuxfoundation.org/research/canadian-energy-interoperability



Meta: Workforce & Economic Impacts of OSAI





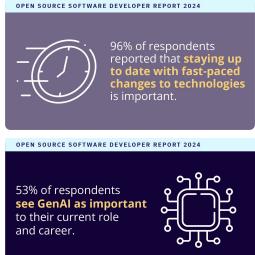


Download at <u>linuxfoundation.org/research/economic-impacts-of-open-source-ai</u>



Intel: Open Source Software Developer Dynamics









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.





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

Data sharing, education, and goal alignment

will support energy incumbents as they face economic hurdles and uncertainty in the adoption of microgrids.



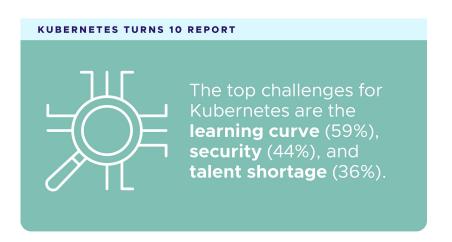


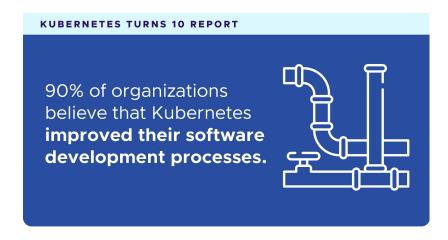
Resistance to technical adoption and talent gaps can be diminished through a focus on education, community access. and skills development.



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 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.



Engage Stakeholders & Test Hypotheses: Workshops & Executive Roundtables

intel INVITES YOU TO A Blockchain & **Sustainability Roundtable** A virtual, invitation-only event in partnership with 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 Deliverable: Pathways to Open Data

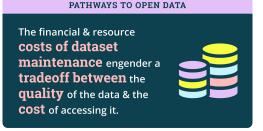




accessible for universal use, leading to new avenues for innovation, greater reliability, & increased trust.



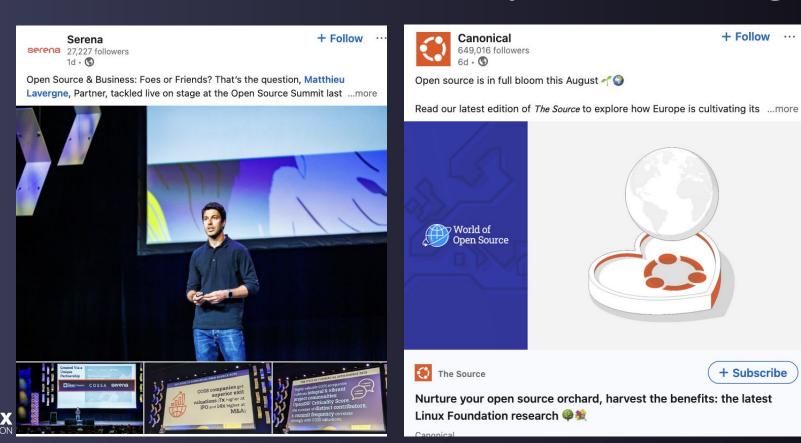
"Semi-open" data platforms allow for collaborators to share best practices and other pre-competitive data while maintaining their competitive advantage.



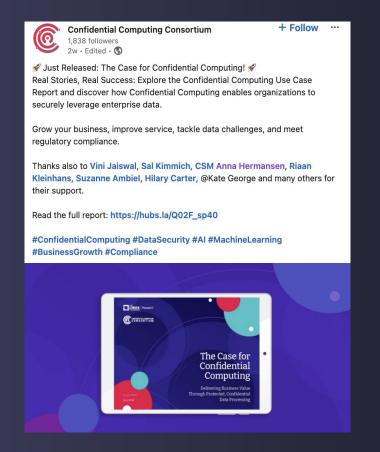


Foreword by Henry Chesbrough LUISS University, UC Berkeley Download at linuxfoundation.org/research/pathways-to-open-data

Research Deliverables in Enterprise Marketing



Research Deliverables in Project Marketing







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.





The Linux Foundation

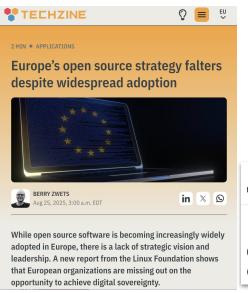
370,131 followers

Al is transforming how organizations build their teams. 2.1x more companies in Japan are expanding their workforce rather than reducing it due to Al. But this rapid expansion is intensifying the talent shortage, especially in ...more

2.1x more organizations have expanded rather than reduced their workforce due to Al, intensifying the talent shortage.



LF Research in the News

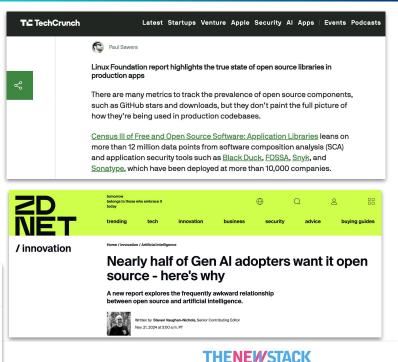




The banking sector has expanded its approach to open source, from implementing new rules on how to use data with open banking to contributing to full open-source banking platforms. According to the most recent Fintech Open Source Foundation (FINOS) report, the number of contributions by fintech and banking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



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





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.





Industry Sectors



Topics

Technology

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".

Recognizing Research Engagement: Credly Badges



2025 CONTRIBUTOR







- 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	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

^{*3}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 \$*	
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.



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



Research Sponsorship Benefits (recurring studies)	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	V Tier 2 size
Acknowledgment: Company/project logo included in "thank you to sponsors" page	V	V	~
Community insight: Receive a unique survey collector link & dataset (sample permitting)	V	V	~
Influence: Survey instrument / questionnaire review prior to fielding	V	V	V
Early access: Preview of the research findings	V	V	V
Showcase: Box feature in the report (POV / testimonial / "postcard")	V	V	×
Back cover branding: Company/project boilerplate on the report's backpage	V	×	×
Thought leadership: Authorship of the report foreword, inclusion in event CFPs / related promotional activities.	V	×	×
Cost (in USD)	\$50,000	\$15,000	\$5,000



Examples of Front Cover Branding







Tier 1: Canonical

Tier 2: CIP, OpenSSF, Yocto, Zephyr

Tiered Sponsor Branding: Back Cover & Inside Back Cover



ABOUT THE AUTHORS

BIANCA TRINKENREICH is an assistant professor of Computer Science at Colorado State University and a research analyst at LE Research. Her research on software engineering and open source software has resulted in several awards in top-tier venues. She serves on the program committees of renowned conferences and as both a reviewer and editor for several journals. Dr. Trinkenreich has a Ph.D., a master's in informatics, and a 85 in computer science. She also has more than 20 years of IT industry experience. For more information, visit biancatrins, github.lo.

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.

ACKNOWLEDGMENTS

We thank all the people who participated in the survey. Special thanks to Linux Foundation collegues for their involvement in the various stages of the research process: Ana Jiménez Santamaria, Chris Aniszczyk, Hilary Carter, Anna Hermansen, Christina Oliviero, and the LF Creative Services team. Thanks to CNCF, FinOps, and FossID for their support of this research, and thanks to our survey distribution partners:

CHACSS

@ CURIOSS

GitHub

InnerSource Commons



open source initiative®



THE 2025 STATE OF OSPOS AND OPEN SOURCE MANAGEMENT 1.35



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 of others) on open source, which has shown that open 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 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

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

THE STATE OF COMMERCIAL OPEN SOURCE 2025

TESTIMONIAL THE POV



KEVIN CROSBY Sr. Director, Open Source Funding



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HO: 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.

THE STATE OF COMMERCIAL OPEN SOURCE 2025



Title Sponsor:

Foreword authorship: 500 to 1,000 words

Leadership Sponsor:

Featured 100-word testimonial / POV

Survey Distribution Partners & Branding

Research study distribution partners receive **brand recognition** in the survey shareables, and in the report publication, with the aim of generating a target of 100 survey completes.

- Distribute a unique survey collector link on email & social media.
- Receive early access to survey data and research report findings.
- Creates opportunities to understand your community's engagement and insights vis a vis the broader LF distribution.





Learn more! Visit https://www.linuxfoundation.org/research



LINUX FOUNDATION RESEARCH

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



SUBSCRIBE TO MAILING LIST



"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.

#Research





LF Research Team



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Sam Boysel Data Scientist

Anna Hermansen Sr. Researcher & Ecosystem Manager



Thank you to Linux Foundation Project Partners





















































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Natural Resources









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The 2023 State of









Energy energy sector digitalization through open source

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