



LibreOffice
The Document Foundation



ROME
CONFERENCE

Users, markets, community - how & where to grow in the next 5 years

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Agenda

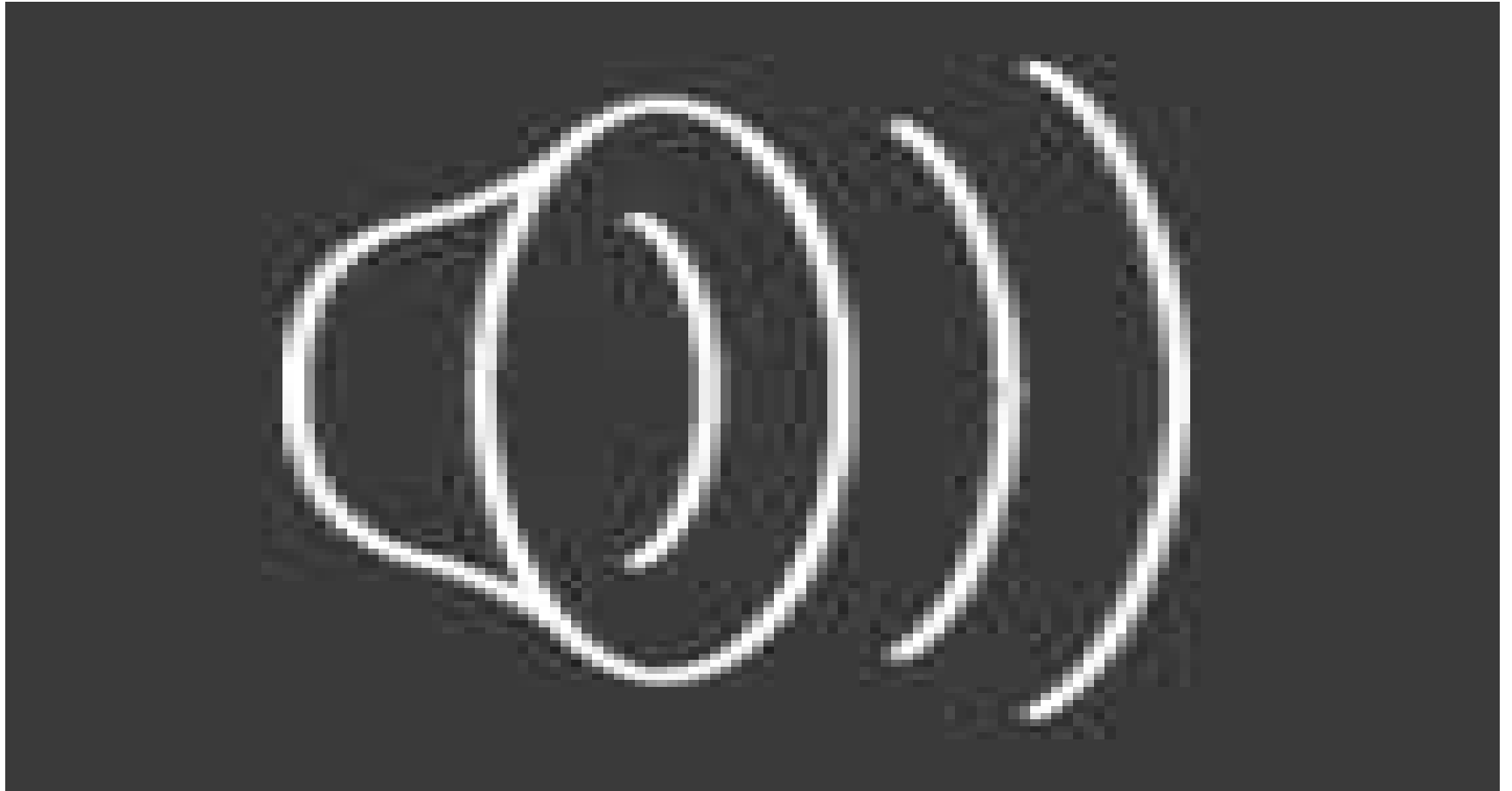
- Marketing – a short Introduction
- The next five years will bring up...
 - Which issues will we have to address in the next three to five years in regards of...
 - ...Users
 - ...markets
 - ...Community
 - And what about those cards?
- ...and action!
 - Or: How do I convince a lot of people to work on the things I care about?

Marketing?

- Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably.”

The Chartered Institute of Marketing 2012

How do I operate those pencils?



Looking at a typical
LibreOffice *user*:

Which issues would
we expect to have to
address in three to
five years?

Looking at the
LibreOffice *market*:

Which issues would
we expect to have to
address in three to
five years?

Marketing again

- Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably.”

The Chartered Institute of Marketing 2012

- But...
 - ...who are the “customers” of LibreOffice?
 - ...and what means “profitably”

Looking at *LibreOffice* *community*:

Which issues would we
expect to have to
address in three to five
years?

Action Items

- At last, it ends up in a simple question:

How do I convince a lot of people to work on the things I care about?

(Proposal from FOSDEM meeting)

See you at FOSDEM in Brussels



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