

# Open Innovation at Mozilla

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Open Innovation is...  
democratizing  
Innovation



# Today

- Open source is the poster child for a truly open innovation system and thus widely studied – often with direct references to Mozilla (\*)
- Mozilla thrives on its open, participatory, meritocratic (and sometimes chaotic) innovation processes
- Mozilla has 230m users with 1,000+ Code Contributors (-> User Innovators) and 8,000+ Add-Ons (-> Ffx/Tbird as a product platform)



# Behind the Curtain

- Yet Mozilla - as most other open source projects - struggles with the fact that innovation is coming from a relatively small (in comparison to its user base) core of contributors
- Furthermore, the vast majority of these innovators are coders – which means...
- Mozilla misses out on massive innovation potential!



Where do we want to go?



# Our Vision

- Make innovation truly open and participatory:
  - Create a framework/tool/space for open, participatory innovation
  - Tap into (new) lead user bases in diverse disciplines
  - Foster dialog and cross-pollination
  - Create an open and freely shared innovation repository



# What this means for Mozilla?

→ More Innovators

→ More Innovation



How do we get there?





# Framework

- Development of a robust and scalable framework for innovation in a truly open, collaborative and sharing environment
- Framework to be based on current research, best practices and working implementations
- Framework will be available under an open license



# Tools / Space

- Development of a set of tools to facilitate the multiple aspects of innovation
- Creation of an open innovation space for the wider Mozilla community
- Creation of a repository of ideas/mockups/prototypes
- All tools & information to be released under open licenses



# Communicate

- Create and foster dialog about open innovation – with a special focus on the very nature of Mozilla and how this differs from other open innovation efforts
- Create programs to spread the “invitation to innovate” to a wide and diverse group of people



# Early results



# Events & Programs

- Mozilla Labs nights (California)
- Mozilla Labs Café (Paris and London)
- Concept Series (Online)



# Technology

- **Ubiquity:** command line & local mashup
- **Personas:** light theming of Firefox
- **Weave:** sync profiles between Firefox instances
- **Bespin:** online collaborative text editor



...now let's participate!



# Thank you!

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