

mozilla foundation

Vision and Roadmap Strawman

**board discussion
december 10, 2008**



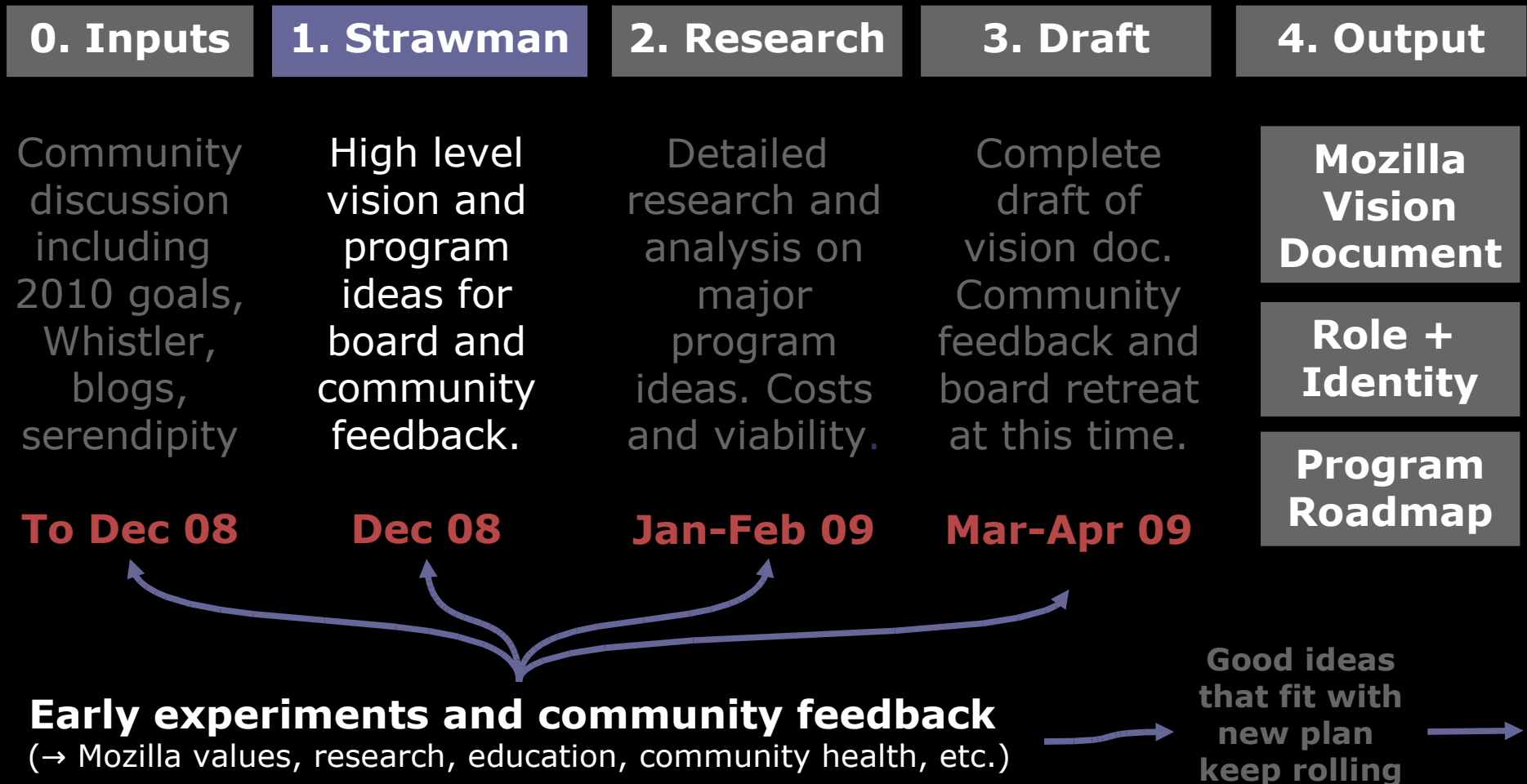
Part 0

Process and Context



Process: Vision and Roadmap

We are here.



Context: 2010 goals

Proposed **Mozilla-wide 2010 goals** include:

1. Deepen Mozilla's role as a **centerpiece of the Internet**
2. Provide leadership in **data**
3. **Mobile** (as part of one, unified, open web)
4. Continue **Firefox** mindshare and marketshare momentum

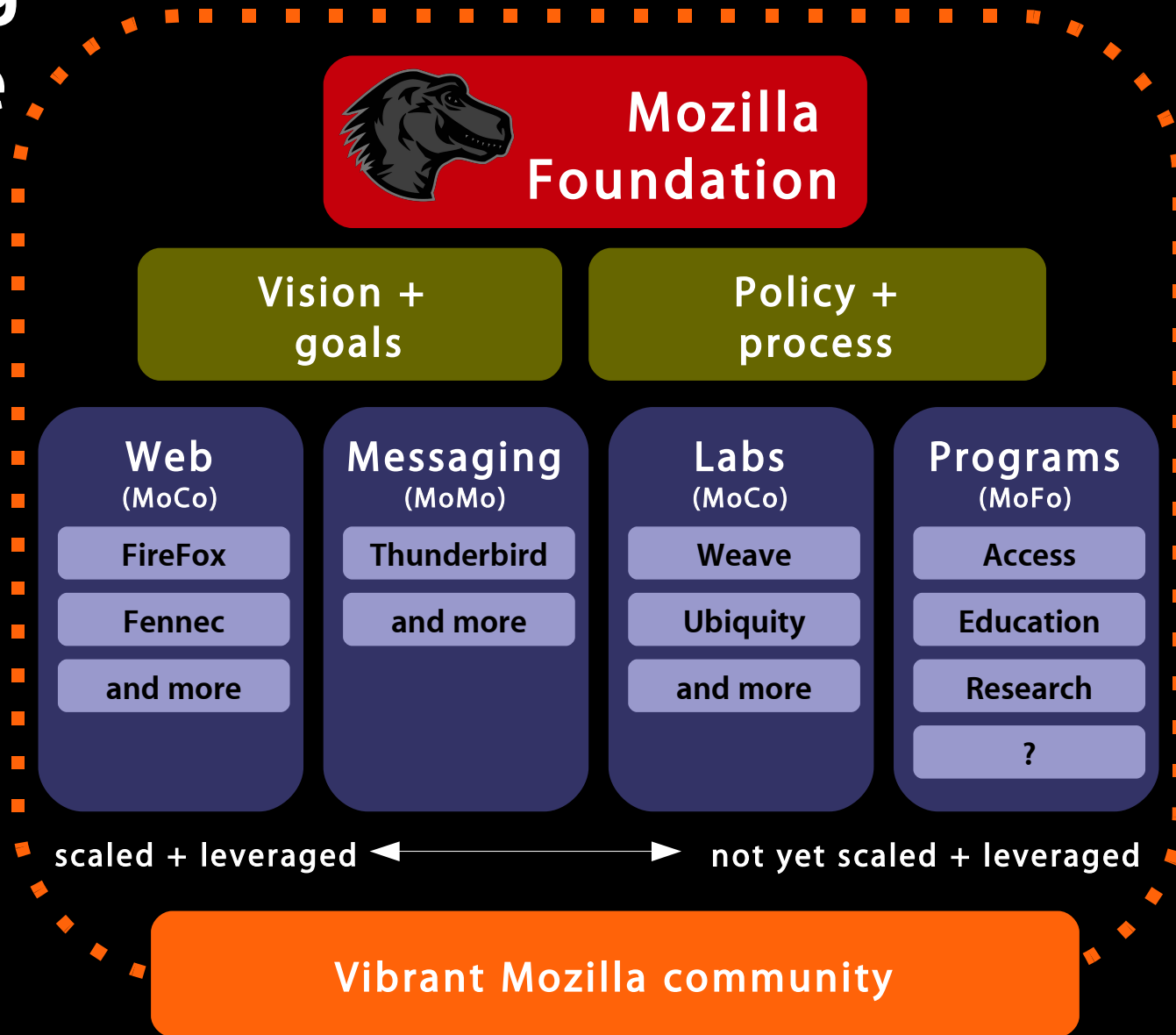
Mozilla Foundation programs should link into and support the final version of Mozilla 2010 goals.

Part 1

What is the role of Mozilla Foundation?



The big picture



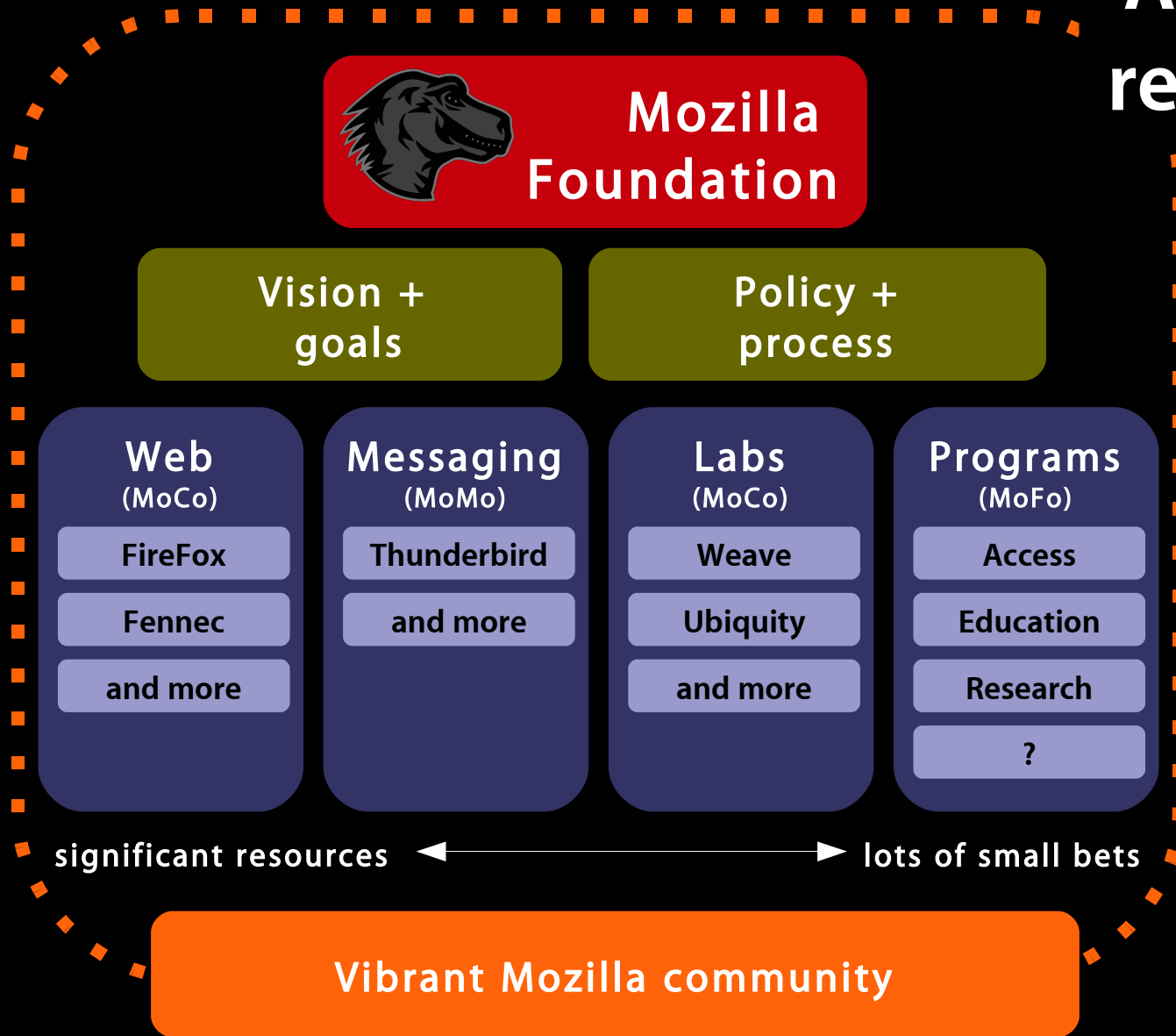
Applying resources

resources used to

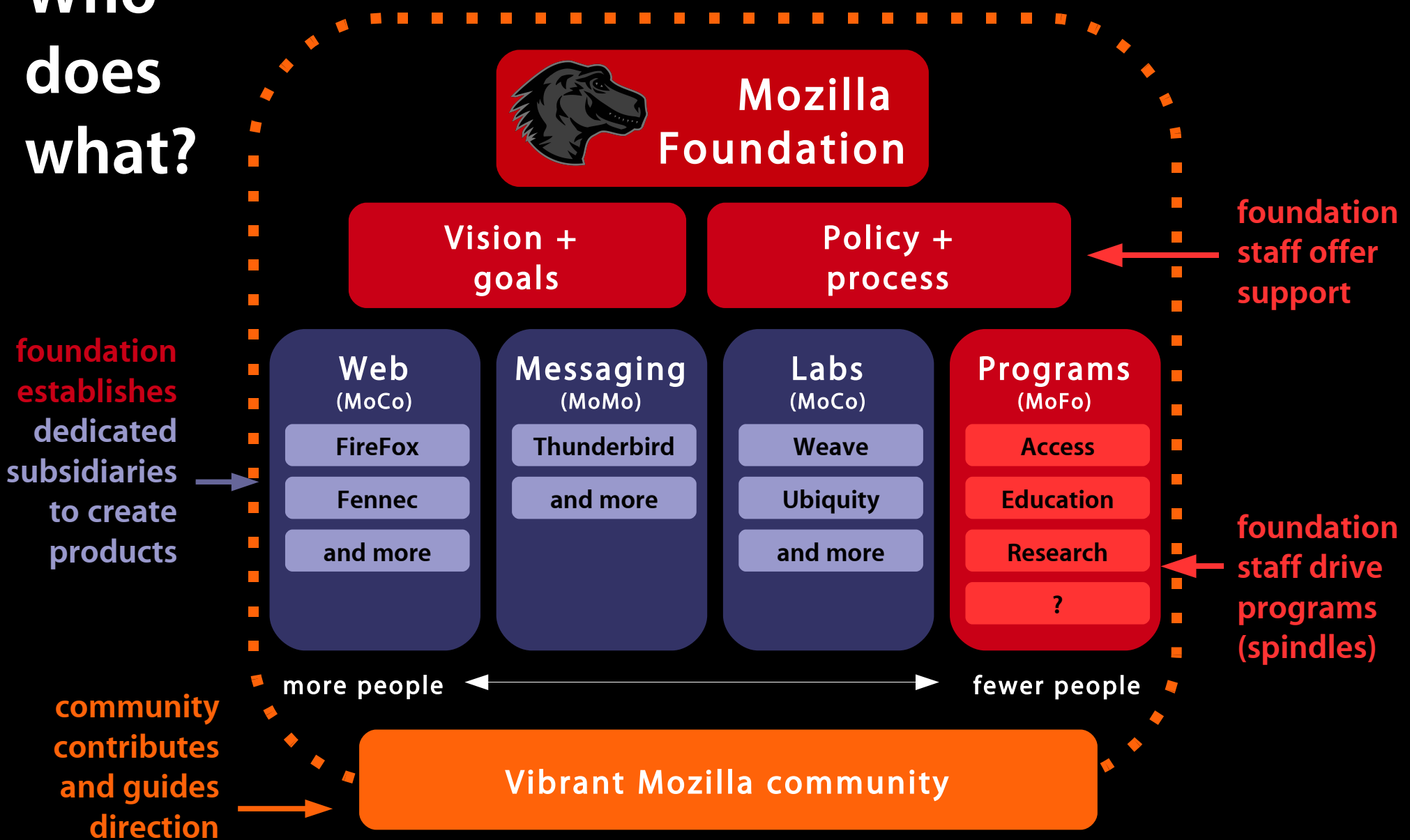
define + steward

create critical mass

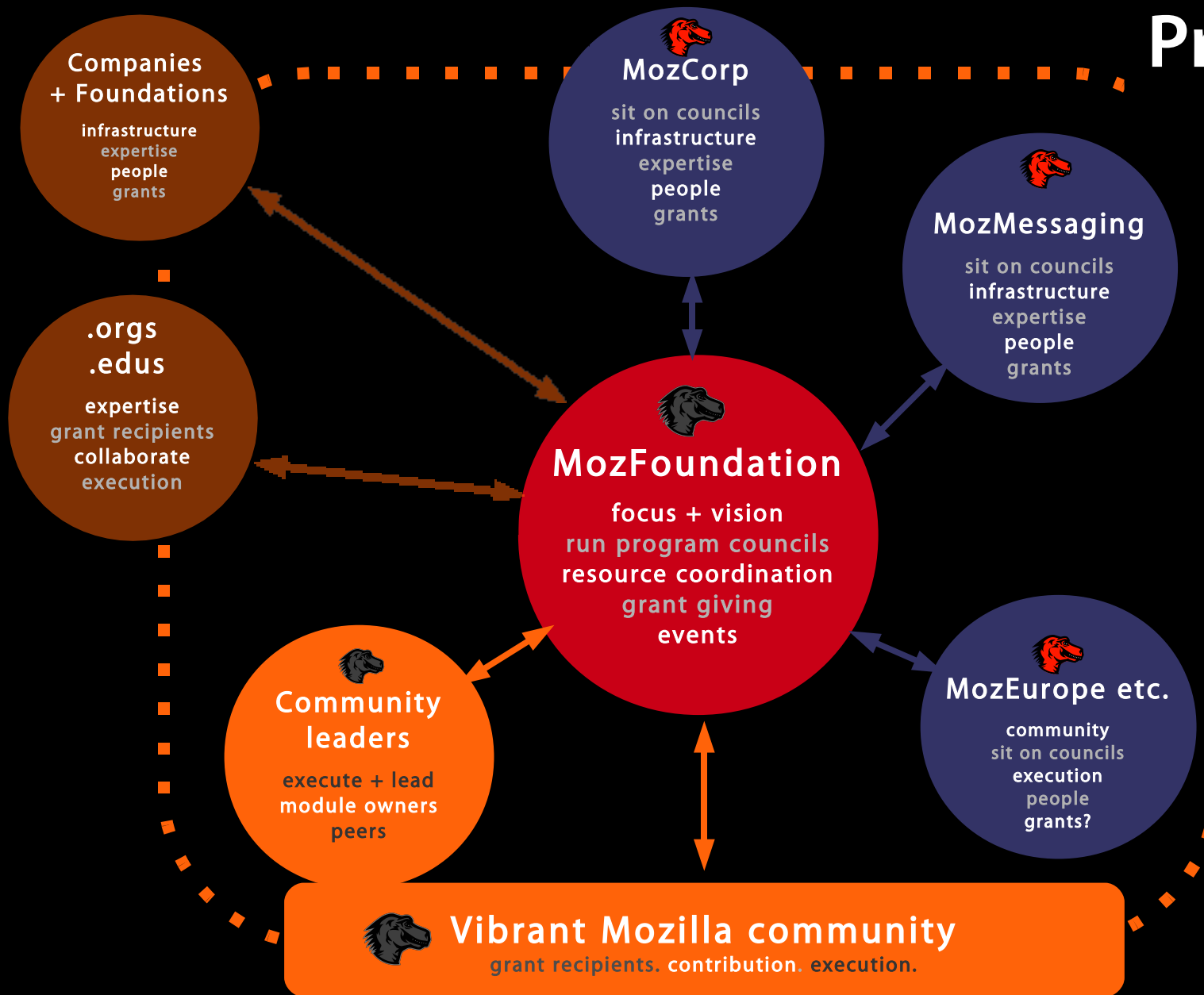
nurture + grow



Who does what?



Programs as webs



Part 2

**What programs should
internal staff focus on?**

(note: we can't do all of these)



Mozilla as community support

1. **Opportunity:** 'Give back' and nurture goodwill in Mozilla and other open source community.
2. **Activities:** Small grants and other support for smaller Mozilla and open source projects.
3. **Community:** Broader Mozilla and open source.
4. **Q1 experiments:** Continue small grants. Develop Bugzilla fundraising business plan.
5. **Assessment:** Well established, understood and important. Small but real revenue potential.

Mozilla as accessibility champion

1. **Opportunity:** Mainstream a11y as core concern and activity of web developers.
2. **Activities:** Drive a11y into mainline web dev tools, continue support for open source a11y.
3. **Community:** Developers and companies focused on a11y and usability in general.
4. **Q1 experiments:** a11y push for Firebug, <video> a11y.
5. **Assessment:** Established and respected. Moderate revenue from grants possible.

Mozilla as research catalyst

1. **Opportunity:** Solve big open web tech and user problems that no one else will tackle.
2. **Activities:** Networks of researchers work with Mozilla. Papers. Summits. Software.
3. **Community:** Academic and corp researchers.
4. **Q1 experiments:** Proof of concept built around VM performance research.
5. **Assessment:** Deep desire to do this. How to do it in leveraged way still fuzzy. Significant revenue from grants possible, but multi-years out.

Mozilla as open source education

1. **Opportunity:** Mainstream open source as participatory education, and build a Mozilla contributor pipeline.
2. **Activities:** Mozilla courses. Easier community entry points for students. Course materials.
3. **Community:** Students. Professors. Mozillians.
4. **Q1 experiments:** Seneca resources available to students everywhere. MozEurope course.
5. **Assessment:** Seneca is good, but not scaling yet. Moderate revenue from grants possible.

Mozilla + open government

1. **Opportunity:** Mozilla plays major role helping gov'ts embracing participation and openness.
2. **Activities:** Materials, speaking and support on open tech and how-to-do mass participation.
3. **Community:** Experienced Mozillians working alongside governments at all levels.
4. **Q1 experiments:** Small bits of speaking at government tech and transparency events.
5. **Assessment:** Wave may be cresting – we don't know. Revenue potential unlikely.

Mozilla as consumer movement

1. **Opportunity:** Activate millions of Firefox users as promoters of Mozilla values and principles.
2. **Activities:** Starts w/ events, grows into local orgs that run consumer education campaigns.
3. **Community:** Bloggers. Students. People already in our 'community of values'.
4. **Q1 experiments:** Focused series of BarCamp-like events to seed local organizing. Mostly Europe.
5. **Assessment:** Lots of interest. Still vague and abstract. Significant revenue possible, but risky.

Part 3

Brainstorm.

Research. Education. Government.
Any foundation could do these.
Are we being too conservative?

