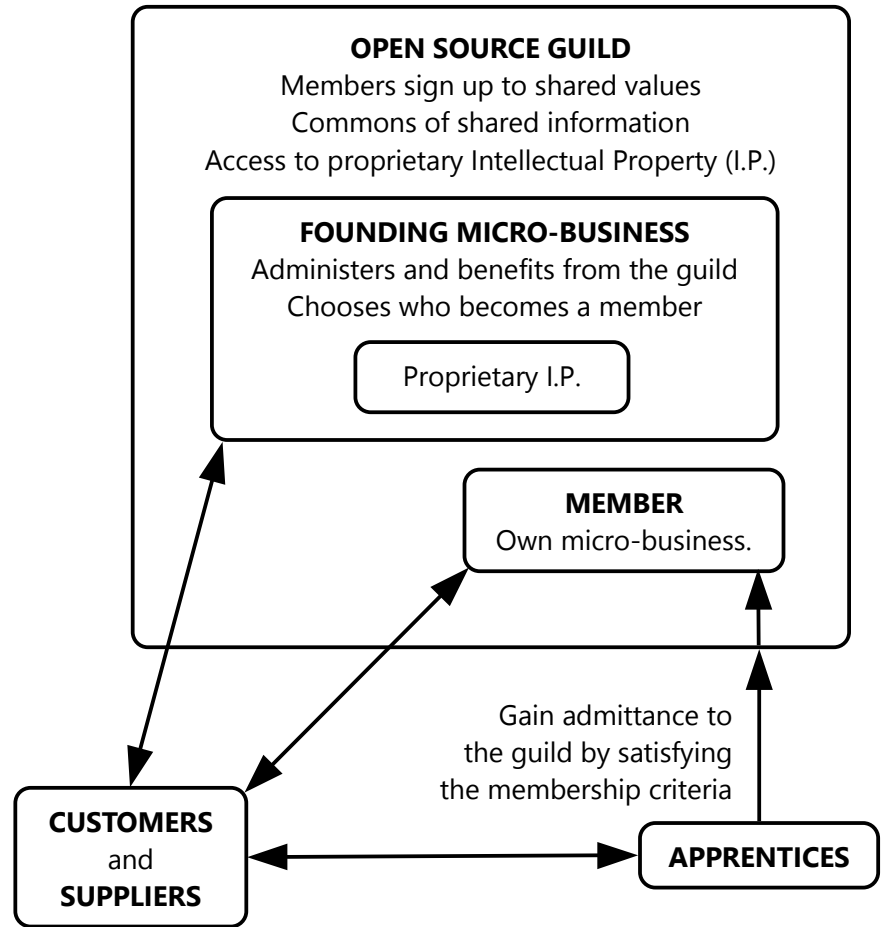


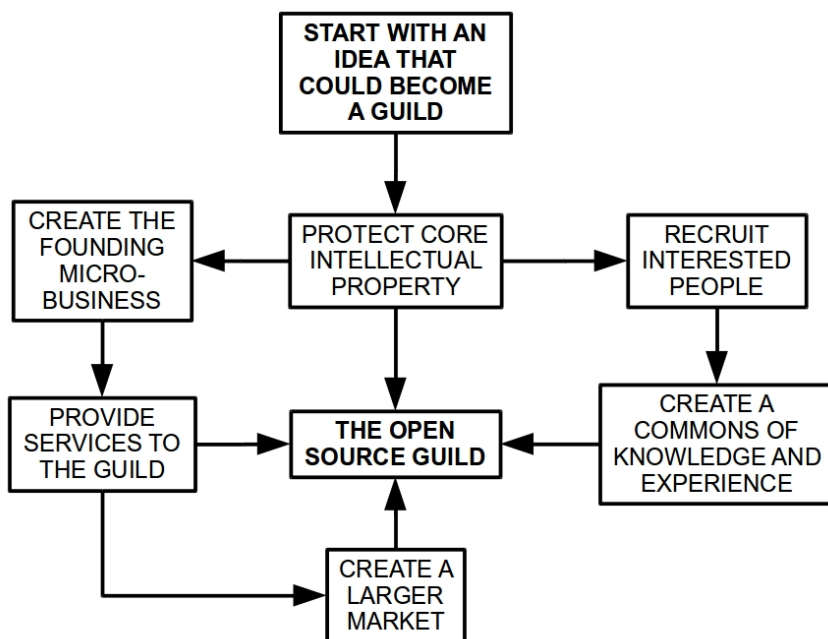
THE OPEN SOURCE GUILD

HOW IT WORKS

- › The open source guild model has been developed by applying the principles of open source to the original medieval guilds, enabling micro-businesses to work together in a digitally networked economy.
- › Open source is a way of collaborating with others through an online commons of shared knowledge.
- › In the open source guild model, sharing is restricted to members of the guild to allow them to develop their businesses around the commons.
- › Members of the guild can benefit from a larger overall market and economies of scale while remaining independent.
- › The founding micro-business establishes the guild, chooses who can be a member, maintains the commons and protects the proprietary intellectual property (which can be just a name or logo).



HOW TO CREATE AN OPEN SOURCE GUILD



- › The founder can first protect the core intellectual property and create the founding micro-business.
- › Then the founder recruits people who share their values and interests to become members of the guild.
- › Then the founding micro-business can gain business by providing services to the guild and marketing goods and services developed through the commons.
- › The guild can create a larger market that benefits all involved.
- › The open source guild model has been developed through Justin Lerner's research at Lancaster University.
- › E-mail j.larner1@lancaster.ac.uk for further information.

WWW.OPENSOURCEGUILD.ORG