THE LINUX FOUNDATION

LF Research Sponsorship Prospectus

Benefits of Sponsoring Research

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

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:

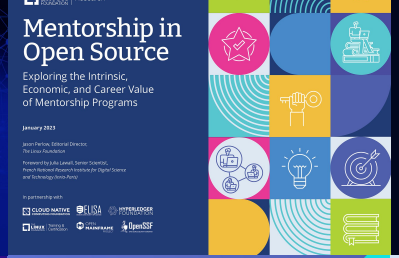
A **richer, more complete understanding** of the uniqueness of open source development vs. product development

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.

Why the World Needs an Open Source Digital Wallet Right Now
January 2023


Mentorship in Open Source
Exploring the Intrinsic, Economic, and Career Value of Mentorship Programs
January 2023

World of Open Source
Enabling Global Collaboration
How Open Source Leaders Are Confronting the Challenges of Fragmentation
January 2023

A Road Map to Improve the Effectiveness and Impact of Enterprise Open Source Development
February 2023

Web3 and Sustainability
How We Can Reduce the Climate Impact of Blockchains, How Blockchains Can Help Reduce Our Own
January 2023

Measuring the Economic Value of Open Source
A Survey and a Preliminary Analysis
March 2023

2023 State of Tech Talent Report
Acquiring and Retaining Technical Talent in 2023
May 2023

Open Source Innovation as a Potential Lever for Economic Recovery
Insights from a Linux Foundation Challenge Session at the 9th World Open Innovation Conference
March 2023

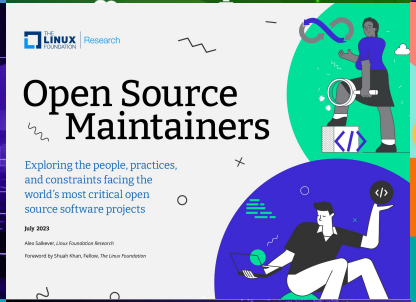
The Business Value of the OSPO
An Exploration of Why Organizations Create, Sustain, and Expand Open Source Program Offices (OSPOs)
MARCH 2023

Recommended Practices for Hosting and Managing Open Source Projects on GitHub
March 2023

The Open Source Opportunity for Microgrids
Five Ways to Drive Innovation and Overcome Market Barriers for Energy Resilience
June 2023

2023 Energy Transformation Readiness Study
Survey-based insights into energy sector digitalization through open source
June 2023

The 2023 State of Open Standards
Empirical Research on the Transition to Open Standards
July 2023


Open Source Maintainers
Exploring the people, practices, and constraints facing the world's most critical open source software projects
July 2023

Standing Together on Shared Challenges
Report on the 2023 Open Source Congress
December 2023

Hyperledger Foundation 2023 Brand Study
How Benefits and Challenges Create Opportunities for the Enterprise Blockchain Brand
October 2023

Japan Spotlight 2023
Open source trends, challenges, and opportunities in japan
December 2023

The 2023 State of Open Source in Financial Services
November 2023

A New Direction for the Mobile Industry
Making the Case for More Open and Transparent Mobile Software

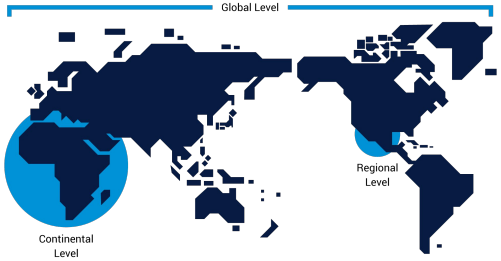
Open Source for Sustainability
How Projects under the Linux Foundation Are Helping to Advance the UN Sustainable Development Goals
September 2023

Frameworks for Analysis

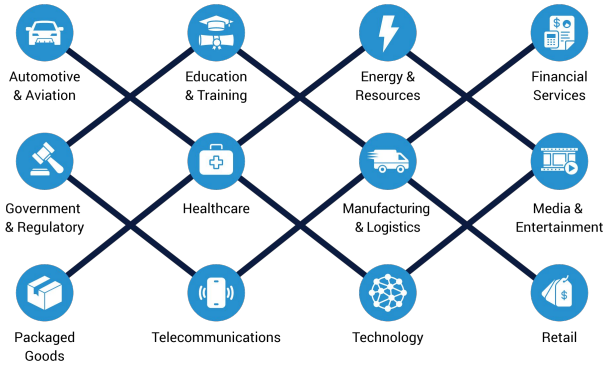
Technology Domain

- 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

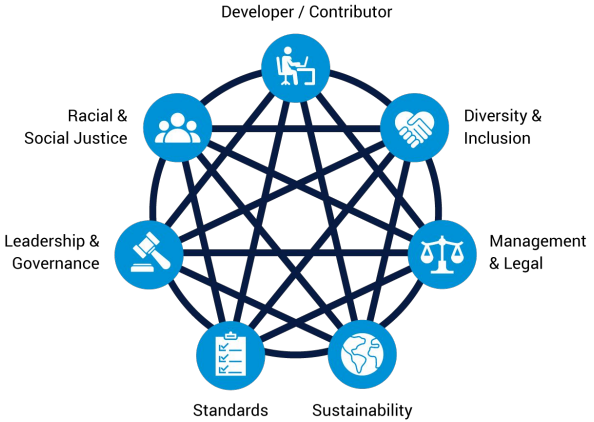
Geography



Industry Vertical



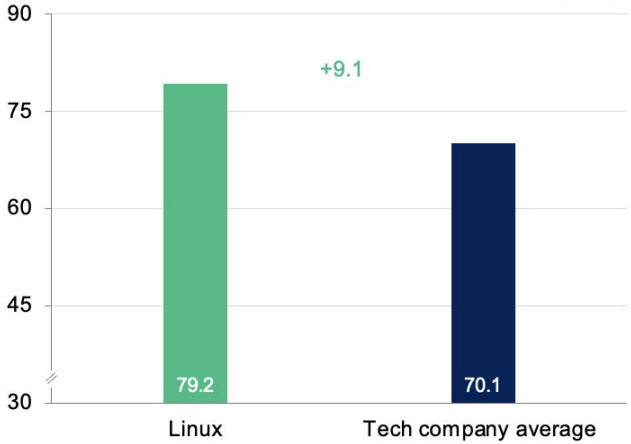
Ecosystem



Positively Impact Your Project's or Organization's Reputation

One of LF's biggest strengths is its strong research and data — where it outperforms both the tech sector and other associations

Research and Data: Does the organization contribute accurate, reliable research & data?
The Linux Foundation vs. tech company average and association average

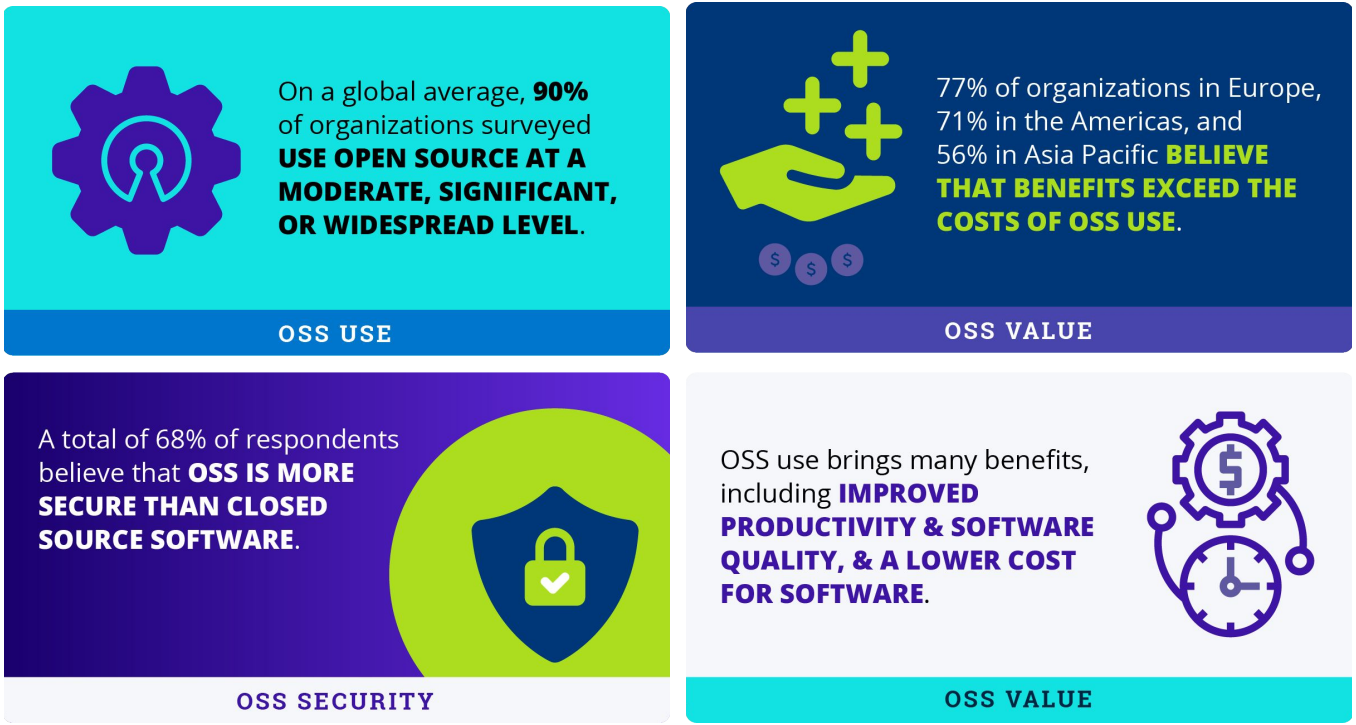


How LF Research Drives Data-Driven Decision Making for Projects

- Determining the next course **OpenSSF** should build to provide the most value to their community.
- Understanding **CNCF** project penetration rates to tune project development strategies and influence investment.
- Exploring how to best invest in, grow, and position the **OpenSearch** product to support the needs of its community.
- Ensuring market relevance of a **Training & Certification** cybersecurity skills matrix
- Measuring and advocating for **a leading chip manufacturer's** open source involvement.
- Communicating the stark differences between **open and closed standards** and how organizations are pivoting to an open approach because of its ability to drive rapid innovation.

Validating the Open Source Value Proposition, Using Data

The Value of Open Source, Around the World



Source: Global Spotlight 2023

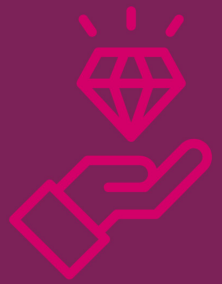
The Value of Open Source Use / Consumption

The business value of using open source software (OSS) is well understood, and that value is increasing, according to 59% of respondents.

Open source is widely viewed to be vital to the future of industry sectors by 91% of survey respondents, 72% of which are outside of cross-industry IT vendors.

The most widely cited benefits of open source include improved productivity, innovation, and talent attraction.

57% of respondents from organisations of all types indicate that the value of open source has increased over the last year, suggesting accelerating momentum.



Source: Europe Spotlight 2023

The Value of Open Source Technical Upskilling & Training

2024 STATE OF TECH TALENT REPORT

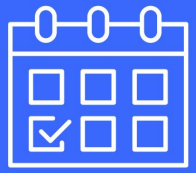
98% of organizations consider upskilling an important **strategy, with 36% rating it extremely important.**

2024 STATE OF TECH TALENT REPORT

Certifications rank higher than college or university degrees (23% to 16%) when asssessing technical skills.

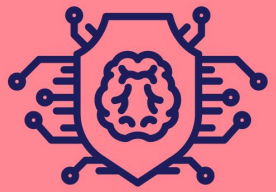
2024 STATE OF TECH TALENT REPORT

External hiring is both lengthy and risky: It takes on average **10 months to hire & onboard new technical hires**, and **nearly 40% experience turnover**.



2024 STATE OF TECH TALENT REPORT

Cloud (55%), DevOps (51%), Cybersecurity (49%), & AI/ML (43%) stand out as the key technology domains prioritized for staffing.



Source: [2024 State of Tech Talent Report]

The Value of Courseware to Close Technical Talent Gaps

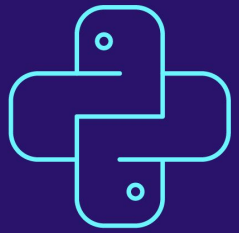
SECURE SOFTWARE DEVELOPMENT EDUCATION 2024 SURVEY

50% of professionals identify **a lack of training as a major challenge** for implementing secure software development, with this issue being particularly pronounced among data science roles (73%).

SECURE SOFTWARE DEVELOPMENT EDUCATION 2024 SURVEY

53% of professionals, especially those in system operations (72%), have not taken a course on secure software development, largely due to **the lack of awareness about good courses** (44%).

SECURE SOFTWARE DEVELOPMENT EDUCATION 2024 SURVEY



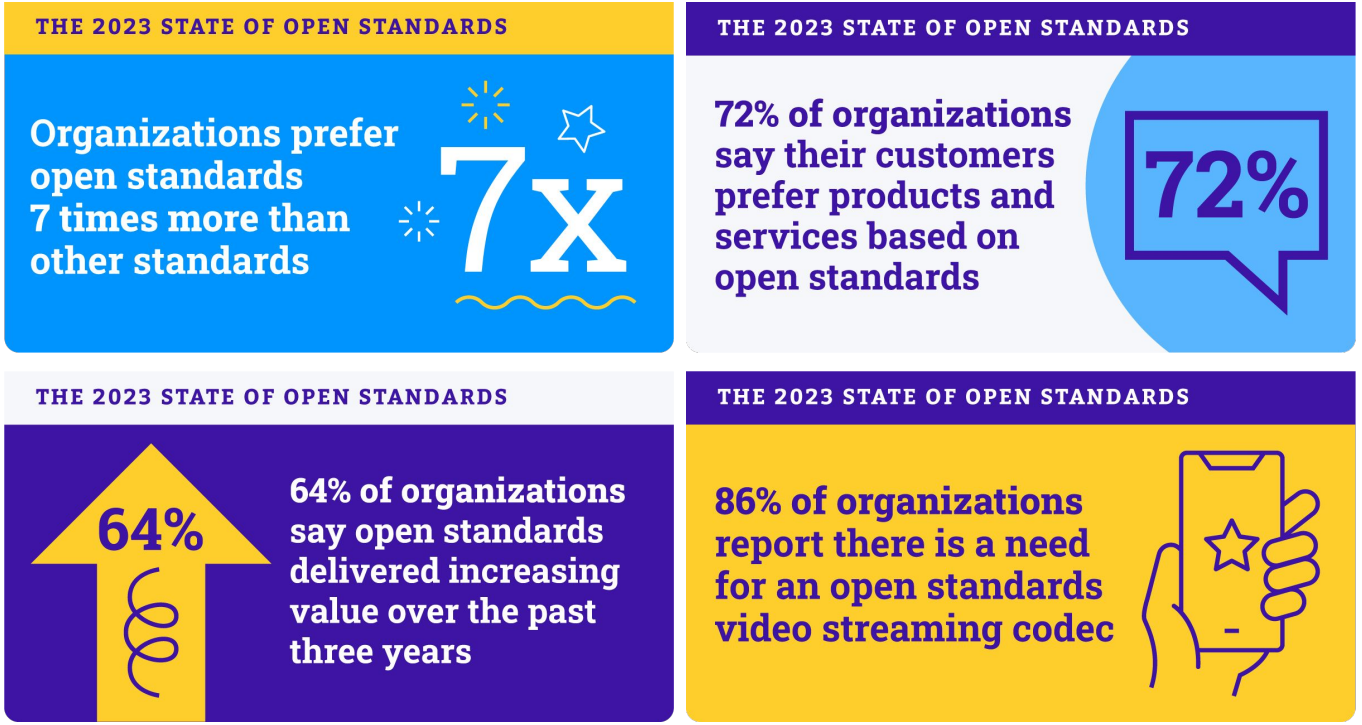
Python is highly favored for language-specific training, with 71% of respondents expressing a preference, although C and Java are selected more frequently when respondents rank their top choices.

SECURE SOFTWARE DEVELOPMENT EDUCATION 2024 SURVEY

To start mitigating the need for more secure software development education, the OpenSSF selected **Security Architecture as the topic of a new course.**

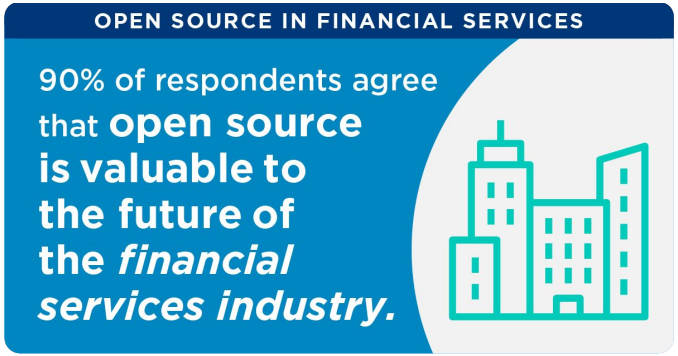
Source: [Secure Software Development Education 2024 Survey]

The Value of Open Standards



Source: State of Open Standards 2023

Industry Value of Open Source: Financial Services



Source: State of Open Source in Financial Services 2023

How Research Benefits Different Stakeholders

Government: educating policymakers on the value and adoption of open source

Enterprise: capturing and communicating the business case for open source

Society: promoting technology projects for sustainable 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.

ECONOMIC VALUE OF OPEN SOURCE

The median respondents report that **the economic value of OSS is 1 to 2 times the cost** of its use.

LINUX FOUNDATION & THE SDGs

The LF manages a massive portfolio of digital public goods & provides the legal structures, funding sources, tools, growth mechanisms, & governance models for measuring community health that make sustainable development possible.

Research Deliverables are High-Value Marketing Collateral

FINOS
6,479 followers
3w •

Open sourcing internally developed projects is the top factor for increasing productivity at work, with inner source close behind. How is open source boosting your productivity? Let us know in the 2024 survey.

🔗 https://hubs.ly/Q02DzmS30

#Fintech #OpenSource #StateofOSinFinance

Confidential Computing Consortium
1,838 followers
2w • Edited •

🚀 Just Released: The Case for Confidential Computing! 🚀
Real Stories, Real Success: Explore the Confidential Computing Use Case Report and discover how Confidential Computing enables organizations to securely leverage enterprise data.

Grow your business, improve service, tackle data challenges, and meet regulatory compliance.

Thanks also to Vini Jaiswal, Sal Kimmich, CSM Anna Hermansen, Riaan Kleinhans, Suzanne Ambiel, Hilary Carter, @Kate George and many others for their support.

Read the full report: https://hubs.la/Q02F_sp40

#ConfidentialComputing #DataSecurity #AI #MachineLearning #BusinessGrowth #Compliance

Recognizing Research Engagement: Credly Badges

Contributor badges are issued to individuals in the open source community who have supported the research development process, as:

- 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 individual dashboards to illustrate engagement.

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How to Collaborate

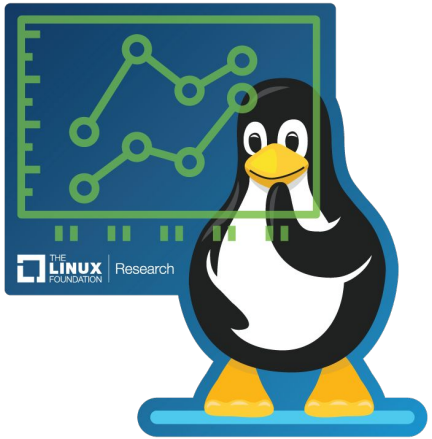
Commissioning a Study: Questions to Consider

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



How Survey-Based Research Prices Scale

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	# Completes	# Insights	$ Questions	$ Completes	$ Charts	$ Insights	Total $* Based on LF completes
LF Research	15	200	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	300	30	$20,250	$4,200 - $8,400	$4,000	$20,250	$48,700 - $52,900
LF Research	40	400	45	$27,000	$5,600 - $11,200	$6,000	$30,375	$68,975 - $74,575
LF Research	50	500	60	$33,750	$7,000 - $14,000	$8,000	$40,500	$89,250 - $96,250

*Minimum total costs assumes 50% completes from LF community.
Does not include travel should presentation at events be requested.

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How Qualitative Research Prices Scale

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 $* Based on 1 localization
LF Research	4 to 6	1,500 to 3,000	$2,000	$25,000 - $30,000
LF Research	6 to 8	3,000 to 7,500	$2,500	$30,000 - 35,000
LF Research	8 to 12	7,500 to 10,000	$3,000	$35,000 - $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 introductions to interviewees by project community.
Does not include travel should presentation at events be requested.

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Sponsoring Core Research	Leadership	Innovation	Support
Logo placement	Tier 1	Tier 2	Tier 2
Acknowledgement in report	x	x	x
Branding recognition in survey announcement and other shareables	x	x	x
Early access to survey findings	x	x	
Opportunity to suggest questions and topics during instrument development (survey, interview guide)	x		
Opportunity to review the research report prior to publication	x		
Company bio and social media links on back page of report	x		
Cost (in USD)	$10,000	$5,000	$2,500

In-Kind Sponsorship

If you do not have the funds to commission or sponsor, in-kind sponsorship is also available! By contributing in this way, you will receive **branding recognition** on the report cover and deliverables, as well as **acknowledgement** of your support in the report.

We take in-kind sponsorship in the form of:

- Survey distribution in your email and social channels; and
- Introduction to subject matter experts, as interviewees and/or peer reviewers.

We benefit greatly from in-kind sponsors who have connections in the open source community to help increase our research participants and readers.

To sponsor a research project, email us at research@linuxfoundation.org

To receive new research reports and surveys, subscribe today!

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