



sustainable funding for FLO public goods

Who am I?

William Hale aka Salt

Web Developer & Bartender

Desktop Linux User, since 1996

Computer Science, South Seattle College

Communications, University of Washington

Lead Organizer GSLUG, 2007–2015

Organizer SeaGL, 2014–

Community Director Snowdrift.coop, 2016–

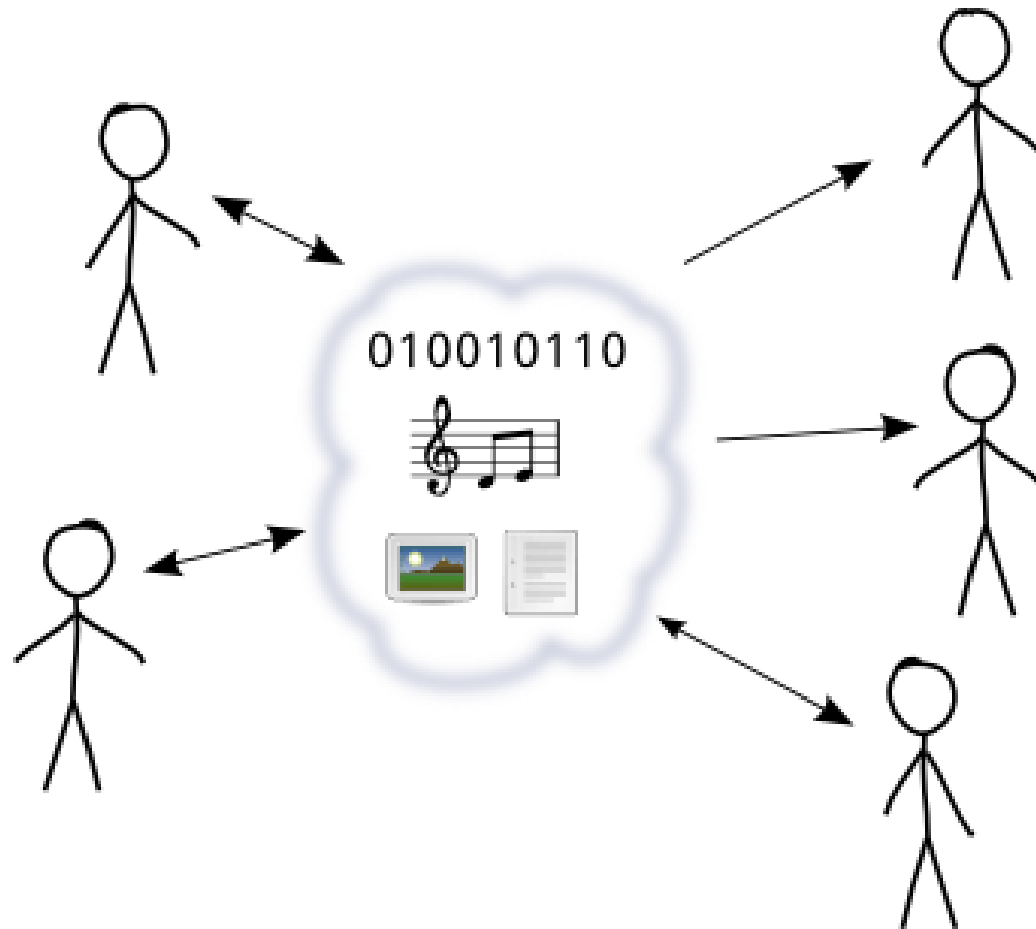


Kilted Globetrotter,

Free/Libre/Open Advocate,

and Lifelong Hacker

What are FLO public goods?



The snowdrift dilemma

A snowdrift is blocking the road,
who will clear it?

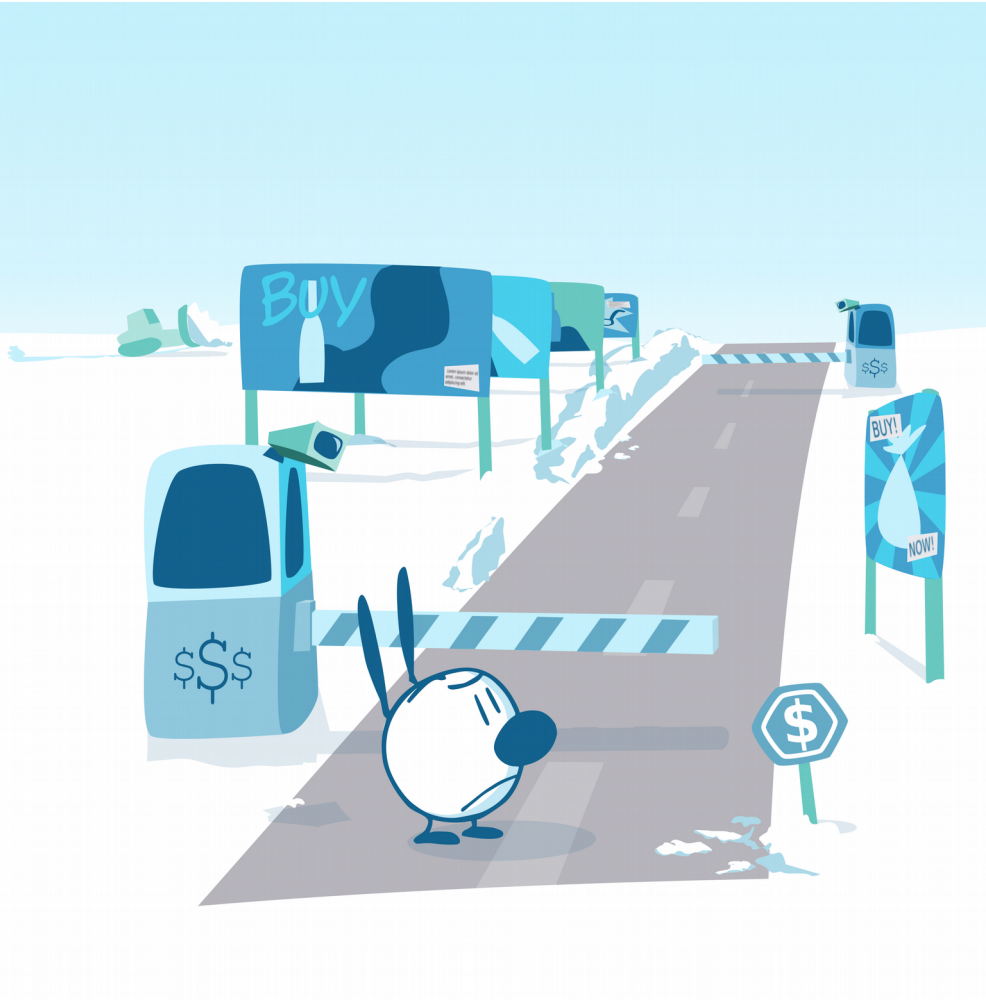
Game Theory

- 1) I do all of the work
- 2) you do all of the work
- 3) work doesn't get done
- 4) work together



A proprietary solution

Give control to someone else.



Legal Monopolies, copyright and patents

Technical Controls, DRM

Secrecy, private source

Walled Gardens, platform lock-in

Is there a FLO solution?

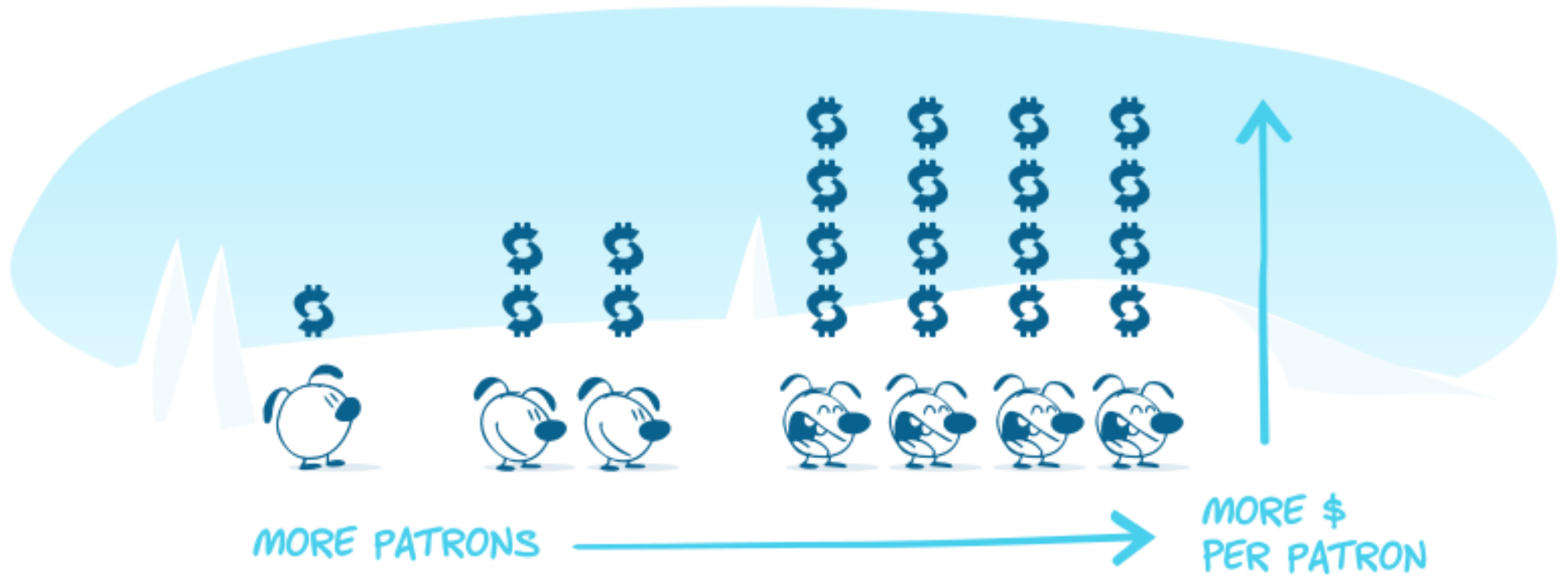


S snowdrift.coop

FREE THE COMMONS



How it works



Unlike other crowdfunding services

Geary: a beautiful modern open-source email client

by [Jim Nelson](#)

 [San Francisco, United States](#)

It's time for a fresh approach to email.

\$50,860 USD

51%

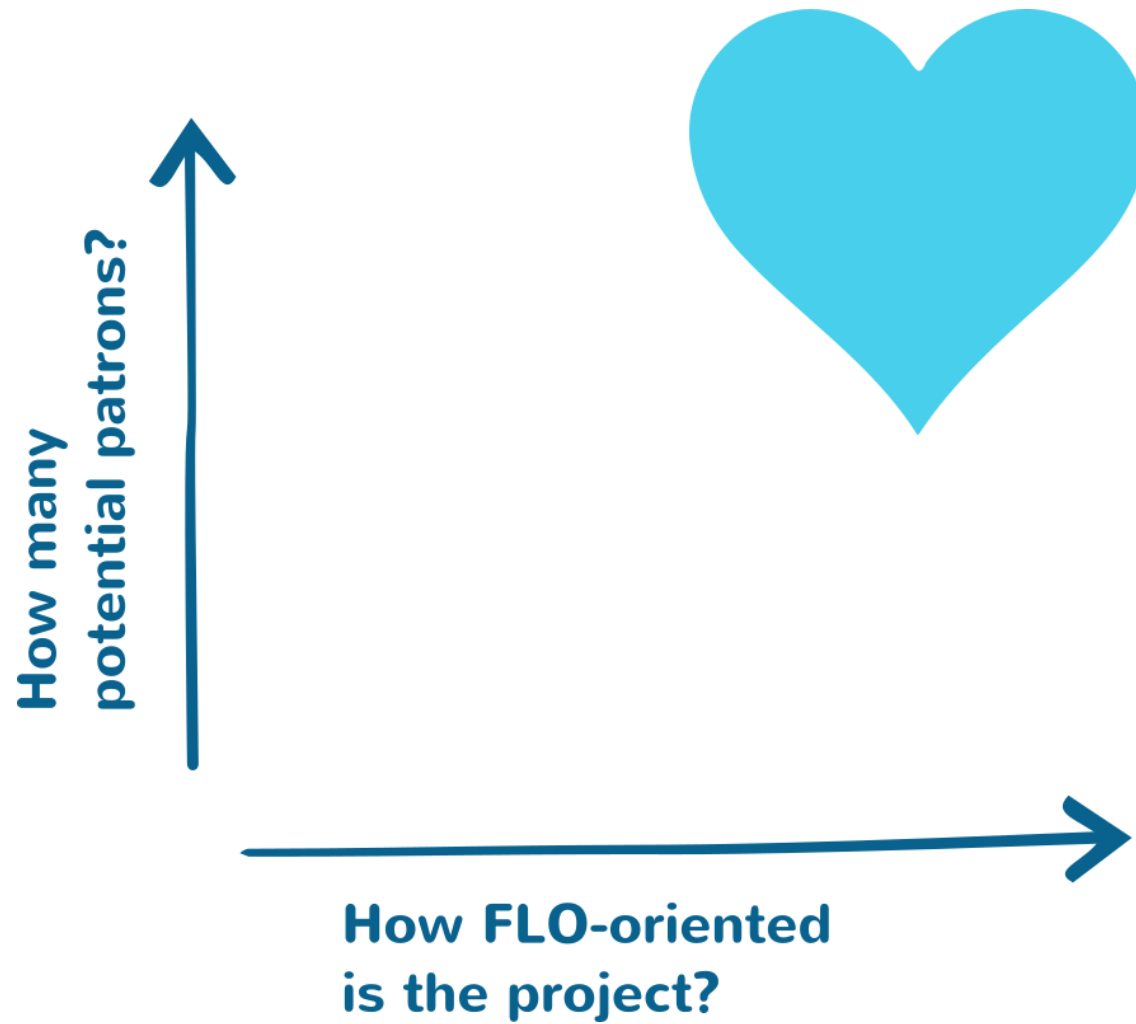


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1192 funders

Site	Fee	Projects	Perks	Non-profit	FLO?
Kickstarter	5%	art, commerce	required		
Indiegogo	5%	art, commerce, cause	required		
Tilt	0% / 2.5%	personal, cause	none		
Tilt Open	0% / 2.5%	anything	optional		MIT-licensed platform
Goteo	8%	FLO projects, social justice	optional	✓	AGPL site, projects all NC or fully FLO
Crowd Supply	5%	mostly hardware	required		
Backer	proprietary: 5% FLO: 0%	software features	optional		
Bountysource	10% flat	FLO software	none		GPL frontend only
Drupal Fund	7.5%	Drupal projects			Projects only
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KissKissBankBank	5%	art, commerce	required		
Pozible	5%	art, commerce, cause	required		
Zequus	0%	art, commerce, cause	required		
HeadFunder	0%	anything, art, commerce, cause, personal	optional		
Community Funded	5%	art, commerce, cause	optional		
Funddy	2% (basic)	art, commerce, cause	optional		
Experiment	8%	scientific research	Special access perk required		
Catarse	13% flat	creative	required		FLO site (MIT license)
Start Some Good	5%	"positive social change"	required		
Openfire	unlisted	"long-term social value"	required		
Seed & Spark	5%	independent film	required		
Pubblico Bene	unlisted	journalism	None	✓	
Mobcaster	5%	television	required		
Benfeitoria	0%	art, commerce, cause; Brazil	required		CC-BY-SA-NC
BitcoinStarter	5% flat	anything Bitcoin-funded	required		

The projects we will support



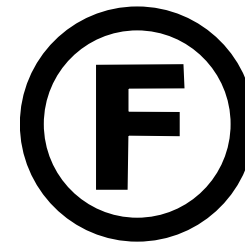
We are partnered with



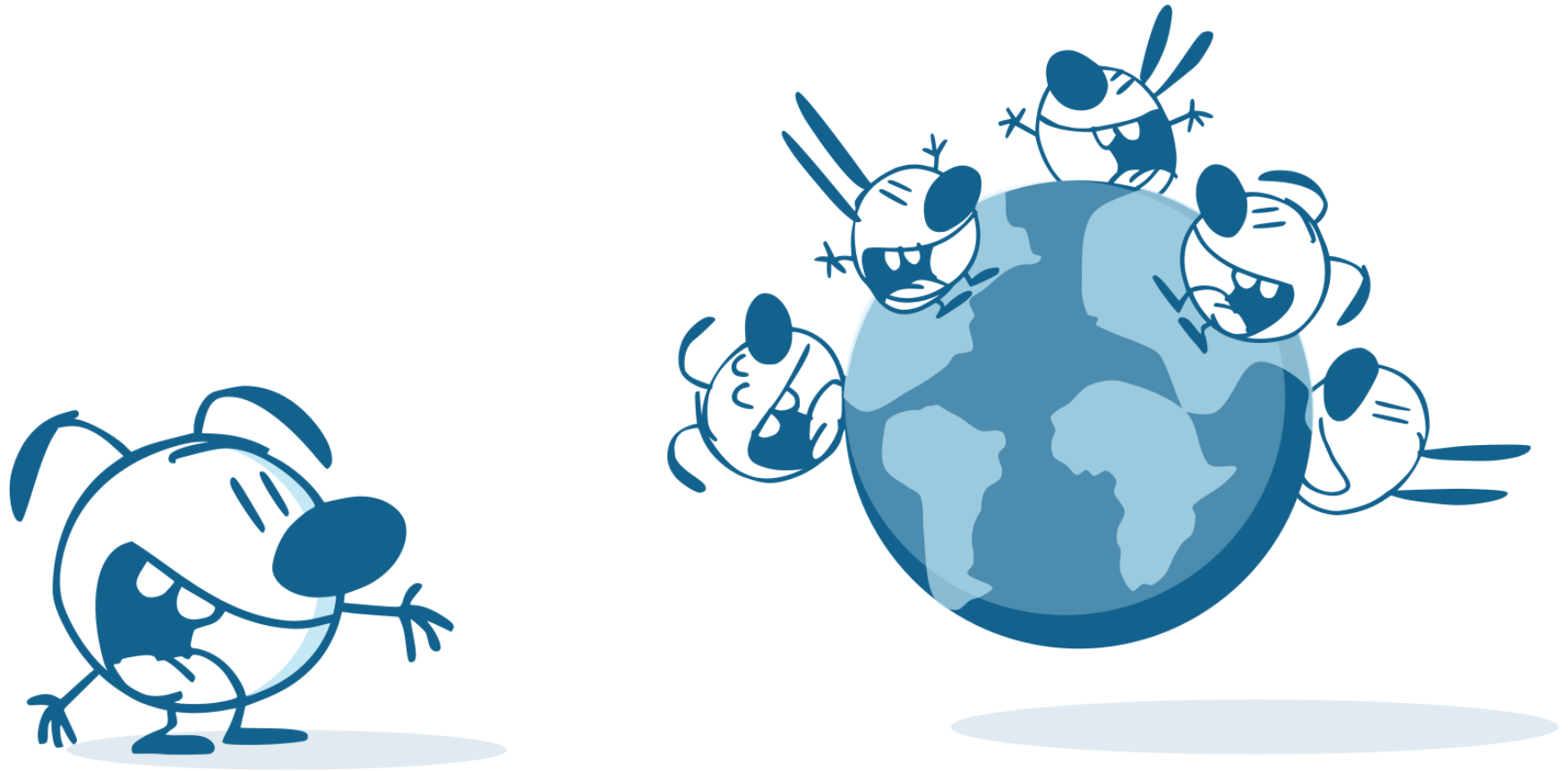
open source
initiative



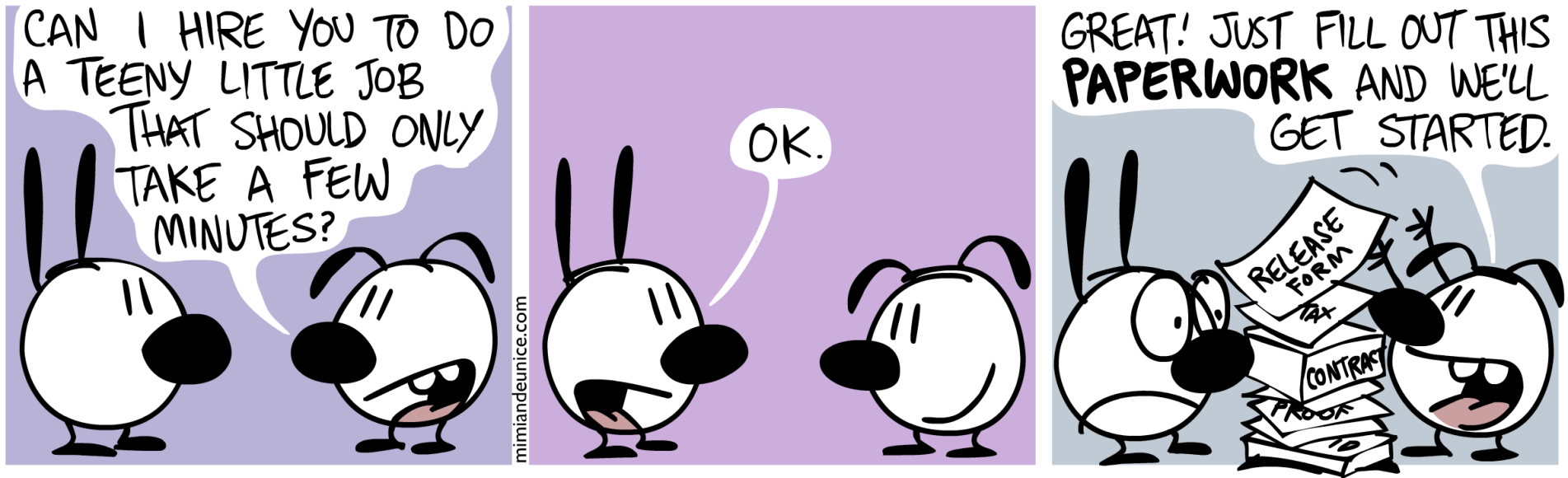
openinventionnetwork[®]



Our next steps



How you can help



Thank You!



William Hale aka Salt
Community Director
salt@snowdrift.coop
[@altsalt \(.net\)](https://www.altsalt.net)





sustainable funding for FLO public goods

<https://snowdrift.coop/p/snowdrift/w/en/presentations>
<https://snowdrift.coop/p/snowdrift/w/en/design-guide>
<https://snowdrift.coop/p/snowdrift/w/en/illustration>
<https://snowdrift.coop/p/snowdrift/w/en/terminology>
<https://snowdrift.coop/p/snowdrift/w/en/targeted-messaging>
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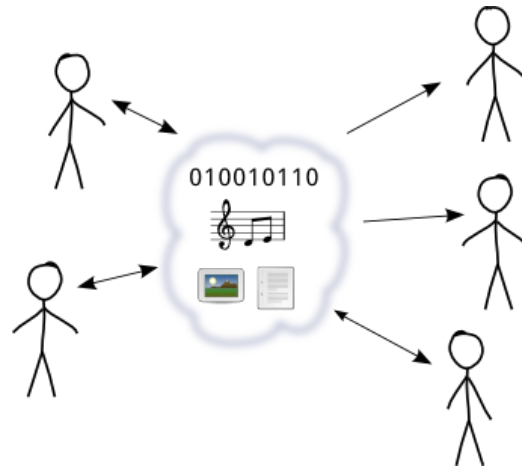
Kilted Globetrotter,

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and Lifelong Hacker

<http://www.altsalt.net>

What are FLO public goods?



two economic terms needed to understand, rivalrous goods can't be used at the same time, excludable goods can restrict access, FLO public goods are both non-rivalrous and non-excludable

important because non-rivalrous goods which are excludable, aka club goods, still public goods but hurt the prospects for a free society under the guise of funding

<https://snowdrift.coop/p/snowdrift/w/en/economics>

<https://snowdrift.coop/p/snowdrift/w/en/free-libre-open>

The snowdrift dilemma

A snowdrift is blocking the road,
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Game Theory

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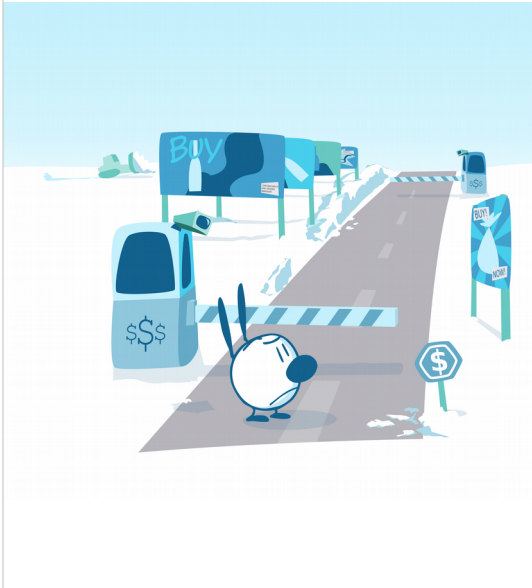


a snowdrift is blocking the road, who is going to do the work to clear it? this is a game theory problem, describes decision making process

I could, but then everyone gets to use it for all my work, you could and I would get to use the road without working, it could not get cleared, or we could work together, to FLO public goods, the question is who will fund them?

<https://snowdrift.coop/p/snowdrift/w/en/snowdrift>

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if we can't solve the dilemma, we end up with toll roads. by giving control to someone else, they can fund how they like, whether it be ads, paywalls, or the sale of your information.

<https://snowdrift.coop/p/snowdrift/w/en/existingmechanisms>

<https://snowdrift.coop/p/snowdrift/w/en/status-quo-floss>

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Is there a FLO solution?

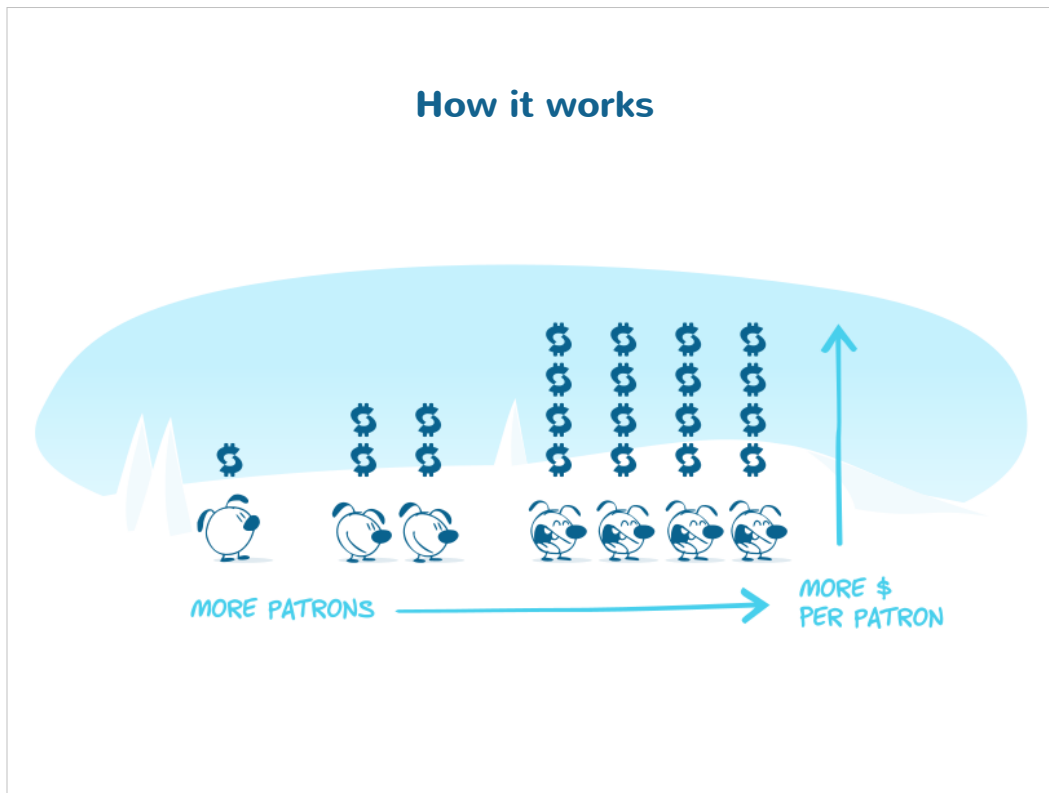


we learn to cooperate and work together to achieve a common goal
want public goods and for them to serve the public interest,
so we want some choice of direction



we are building a web platform to provide flexible, sustainable, and effective support for FLO projects we have a hypothesis, our goal is to get there and see if it works, .coop is a sponsored tld like .edu or .gov, been around for about 15 years, we are a multi-stakeholder coop, team members, projects, and patrons, each will have reps on board and minimum level of approval from all.

<https://snowdrift.coop/p/snowdrift/w/en/intro>
<https://snowdrift.coop/p/snowdrift/w/en/about>
<https://snowdrift.coop/p/snowdrift/w/en/mission>
<https://snowdrift.coop/p/snowdrift/w/en/strategy>
<https://snowdrift.coop/p/snowdrift/w/en/advantages>
<https://snowdrift.coop/p/snowdrift/w/en/co-op>



we maximize impact while minimizing risk by combining mutual assurance, the network effect, and a subscription based system, to create a quadratic growth in donations and sustainable salaries.

what does this mean, lets say 1000 patrons are giving \$1 that is \$1000/month, if that increases to 5000 patrons each now gives \$5 that is \$25,000/month, since community are patrons, projects must serve public interest to continue being funded.

Funds are drawn from a balance that each patron must keep topped up above a minimum threshold before they can support a project.

<https://snowdrift.coop/how-it-works>

<https://snowdrift.coop/p/snowdrift/w/en/pledging>

<https://snowdrift.coop/p/snowdrift/w/en/mechanism>

<https://snowdrift.coop/p/snowdrift/w/en/psychology>

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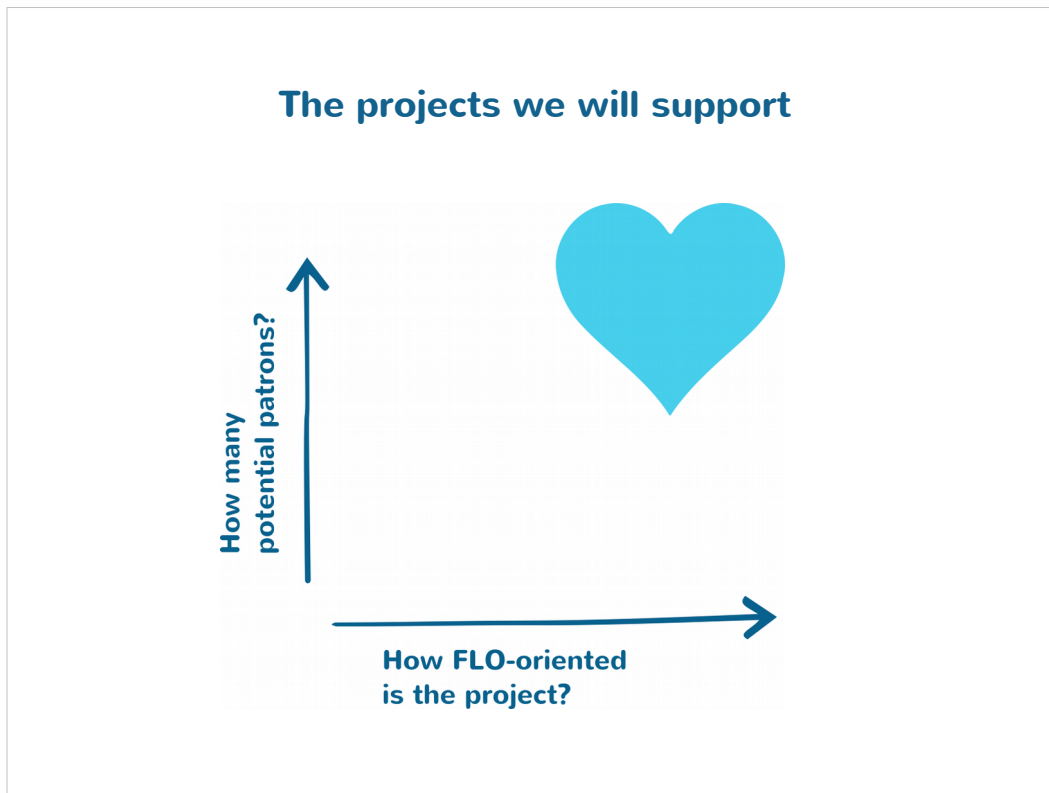
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Berlebricks	0%	art, commerce, cause, Brazil	required		CC-BY-SA-NC
BloomBerber	5% flat	anything Bloom-funded	required		

kickstarter is successful because it has mutual assurance, but a blunt version, all or nothing, one-time, other on-going systems have no mutual assurance we researched over 700 crowdfunding related websites, summarized all related to public goods on our wiki which is linked in the comments

<https://snowdrift.coop/p/snowdrift/w/en/othercrowdfunding>



we only require projects to use a free license approved by osi, fsf, etc, we want projects to serve public interest and request report of outside income, respecting privacy, etc

will launch with limited set of long term goal, shareable online, recognizable categories, history, and already robust but need more support, eventually research, services, hardware, art, etc

<https://snowdrift.coop/p/snowdrift/w/en/project-requirements>

<https://snowdrift.coop/p/snowdrift/w/en/honor-projects>

<https://snowdrift.coop/p/snowdrift/w/en/transparency>

<https://snowdrift.coop/p/snowdrift/w/en/whyfree>

<https://snowdrift.coop/p/snowdrift/w/en/projects>

<https://snowdrift.coop/p/snowdrift/w/en/project-application>

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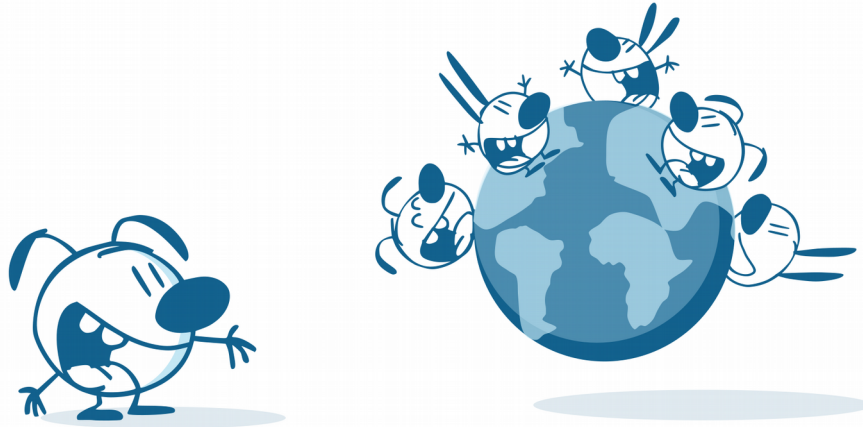
openinventionnetwork[®]



we are a formal affiliate and incubator project of OSI,
funds can be dedicated towards launch of snowdrift,
independent once launched
less formal relationship with question copyright, main
founder is a supporter/advisor, nina paley is an advisor
and creator of our characters, mimi and eunice
oin is a patent pool we share our works with
in discussion with many others organizations, we co-
endorsing our partners as they have shared values, looking
for active involvement and advising, would love to talk to
your organization

<https://snowdrift.coop/p/snowdrift/w/en/partners>

Our next steps



alpha sprint is to have a functional prototype, we had this early on, recently refined and simplified both the mechanism and design

beta is money, requires lots of legal work, we have a coop focused lawyer but can always use more assistance

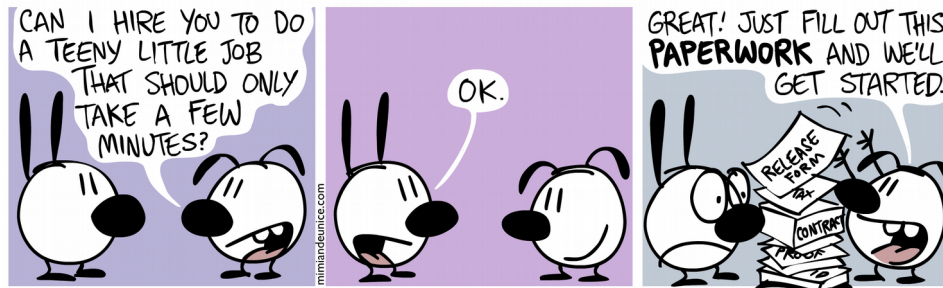
<https://snowdrift.coop/p/snowdrift/w/en/next>

<https://snowdrift.coop/p/snowdrift/w/en/alpha-sprint>

<https://snowdrift.coop/p/snowdrift/w/en/beta-sprint>

<https://snowdrift.coop/p/snowdrift/w/en/strategy>

How you can help



become a volunteer, legal, design, development, promotion, community teams, our codebase including website is written in haskell and we are always looking for new developers promote us, donate, ironic as we want to be supported by our own system, help clear the initial path, we have stickers and shirts, never hurts to ask if you have grants or can help with grant apps

<https://snowdrift.coop/p/snowdrift/w/en/how-to-help>

<https://snowdrift.coop/p/snowdrift/w/en/teams>

<https://snowdrift.coop/p/snowdrift/w/en/legal>

<https://snowdrift.coop/p/snowdrift/w/en/design>

<https://snowdrift.coop/p/snowdrift/w/en/coding>

<https://snowdrift.coop/p/snowdrift/w/en/international>

<https://snowdrift.coop/p/snowdrift/volunteer>

<https://snowdrift.coop/donate>

Thank You!



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Community Director
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