

Making Money with OpenStreetMap

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About my Background: Geofabrik

- started end of 2007
- sells consulting and other services
- two founders, no employees
- does not make losses...
- outlook is good



Typical Geofabrik Clients

“I need someone to explain OSM”
(or to hold a talk)



Typical Geofabrik Clients

“I need a hi-res PNG of Austria”



Typical Geofabrik Clients

“I need shape files for all US roads but no more than 50k roads per file”



Typical Geofabrik Clients

“I need a web application where I can draw rectangles on a map and save them and I don't trust Google”



Typical Geofabrik Clients

“I need a quick reverse geocoding service which is usable commercially”



About You

- You are OpenStreetMap experts
- 50% of you are probably not yet employed by CloudMade
- The geodata market is hot
- Go make something of it!



Image courtesy FakeSteveC

Why this talk?

- doing business is good for OSM
 - ... keeps good people on board
 - ... bridges the gap between professional users and the project



Why this talk?



(Rising tide lifts all boats - market big enough for all of us.)

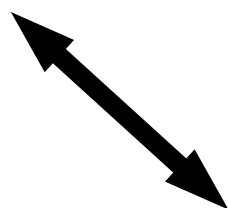


Quick Business 101



Sell a PRODUCT

- + scales well
- + attracts venture capital
- investment / sunk costs



Sell a SERVICE

- + easy setup
- + license independent
- hard to market



Business Ethics in a Crowdsourced Project

“The 4 Cs”



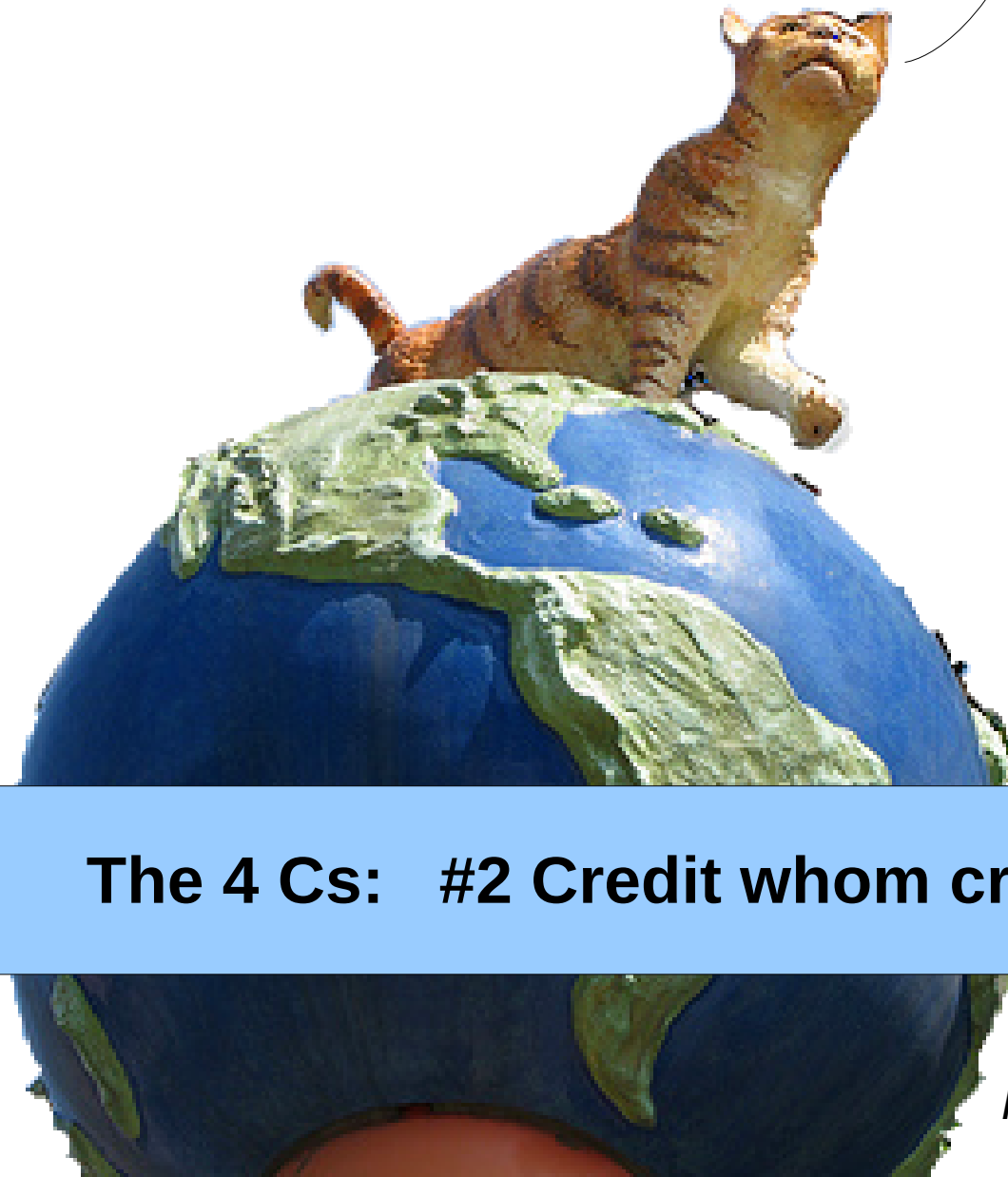
Can you build me a vehicle tracking application with free OSM data?

Sure, and we'll even upload your tracks to OSM so the map can be improved!



The 4 Cs: #1 Catch the Spirit!

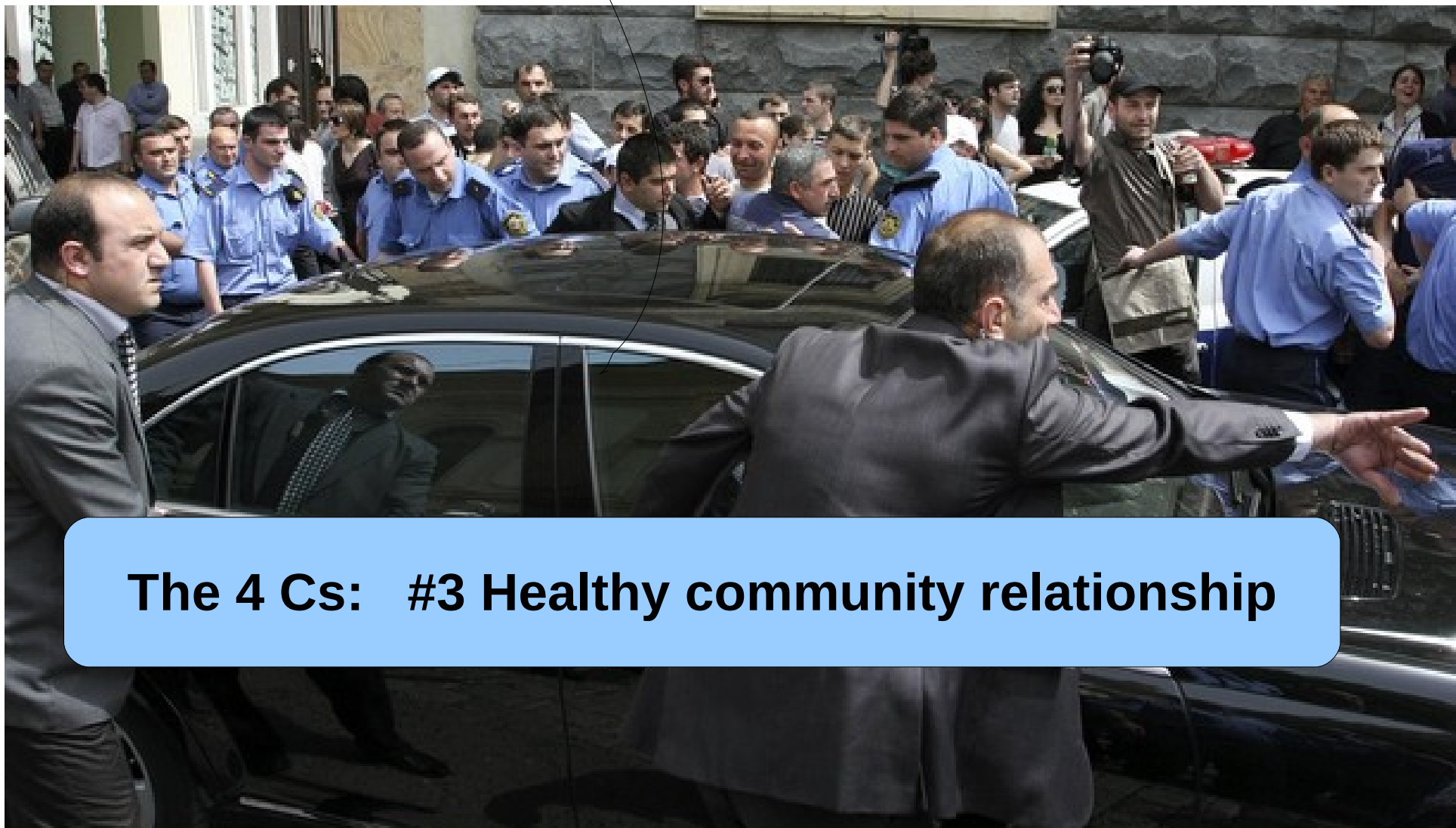




I HAZ DONE
ALL TEH MAPZ!

The 4 Cs: #2 Credit whom credit is due!

Note to self:
Give them more t-shirts
next time



The 4 Cs: #3 Healthy community relationship





I'll take out a patent on my map-o-mat and then I'm going to be rich

OSM would really explode if the map-o-mat was available everywhere...



The 4 Cs: #4 Deal with conflicts of interest

flickr, CC

Photo: zc

Business Ethics in a Crowdsourced Project

“The 4 Cs” – recap:

1. catch the spirit
2. credit whom credit is due
3. healthy community relationship
4. proactively deal with conflicts of interest



Potential Pitfalls

- legal advice (may not be allowed)
- payment (make sure to receive it)



Thank You

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Your Invoice will be
in the mail!

