Discussion on the Eclipse Strategy 2010

May 2009

5 Elements of a strategy

Element		Key Question
1.	**Mission**:	Why does the Foundation exist? What is the value proposition?
2.	**Vision**:	What does the Foundation become in the long run?
3.	**Goals**:	What does the Foundation undertake?
4.	**SWOT**:	What are the strengths, weaknesses, opportunities and threads to reach the vision and goals?
5.	**Initiatives**:	Which actions are done in order reach the goals?

Scope of the June Board Meeting

Scope of the Sep-tember Board Meeting

1. Eclipse Foundation Purpose (=Mission)

Mission (Eclipse Bylaw - 1.1 Purpose)

"The Eclipse technology is a vendor-neutral, open development platform supplying frameworks and exemplary, extensible tools (the "Eclipse Platform"). Eclipse Platform tools are exemplary in that they verify the utility of the Eclipse frameworks, illustrate the appropriate use of those frameworks, and support the development and maintenance of the Eclipse Platform itself; Eclipse Platform tools are extensible in that their functionality is accessible via documented programmatic interfaces.

The purpose of Eclipse Foundation Inc., (the "Eclipse Foundation"), is to advance the creation, evolution, promotion, and support of the Eclipse Platform and to cultivate both an open source community and an ecosystem of complementary products, capabilities, and services.

The Eclipse Foundation is formed exclusively as a non-profit trade association, as set out in section 501 (c) (6) of the Internal Revenue Code (the "Code"). ..."

No changes to 2008.

2.a   Eclipse Foundation Vision

The Eclipse Foundation is the leading collaborative community focused on the creation of modular open source software platforms, ecosystems and business models based on those platforms.

No changes to 2008.

2.b   Eclipse Vision

Eclipse developers can build, deploy and manage low-cost, quality and scalable software which runs on devices, desktops, servers and the cloud.

Addendum to 2008.

3. Strategic goals

eclipse

1. Establish Eclipse runtime technology as the leading open source runtime platform

2. Maintain dominance as the leading open source tools platform

3. Create value for all its membership classes

4. Foster growth of the ecosystem, particularly in verticals

5. Run a good ship

No changes to 2008.

Potential New Strategic Goals

- Reduce reliance on a few strategic members for both revenue and contributions

Addendum to 2008?

4. SWOT

	Good	**Bad**
Today	**S**trengths	**W**eaknesses
Future	**O**pportunities	**T**hreats

4. Strengths

4. Weaknesses

-

4. Opportunities

S	W
(purple)	T

4. Threats

S | W
O | T
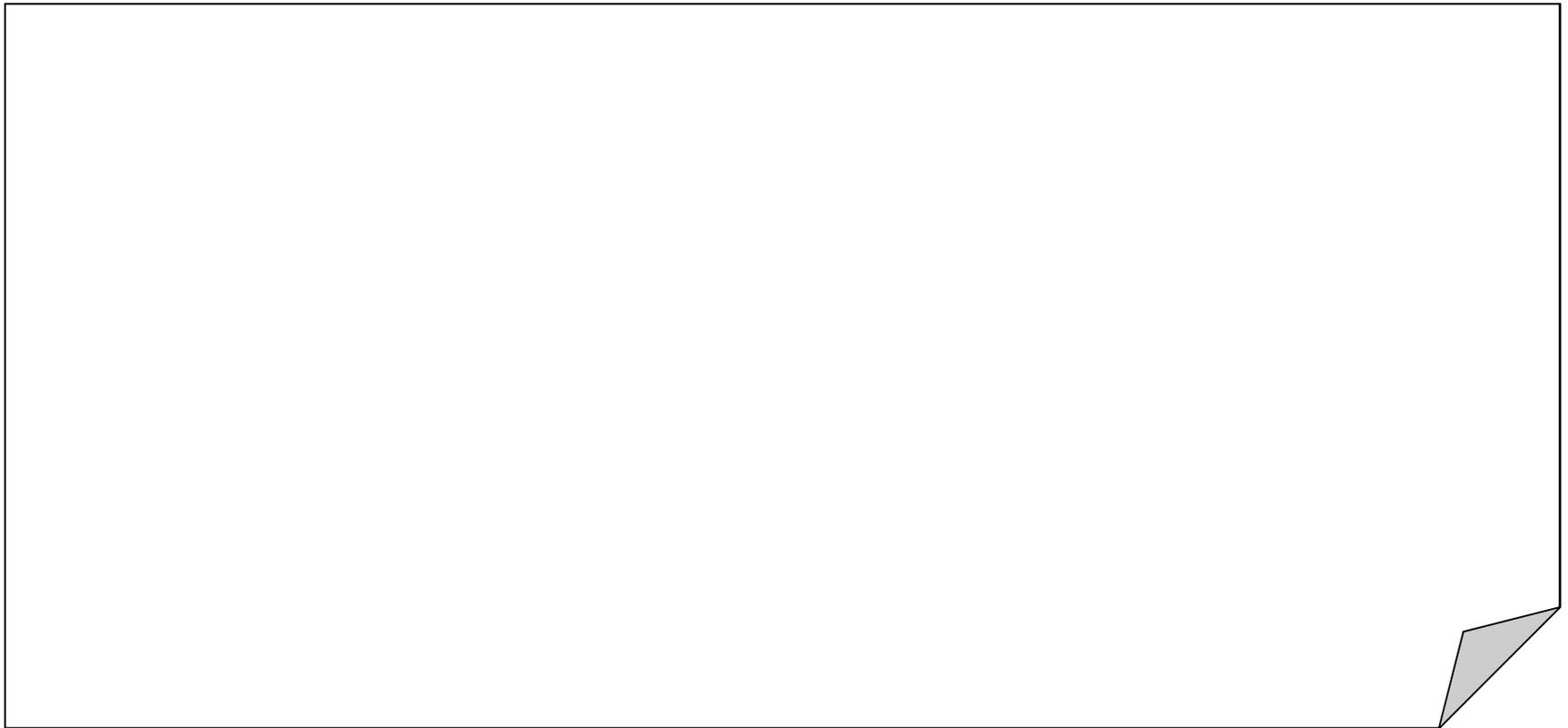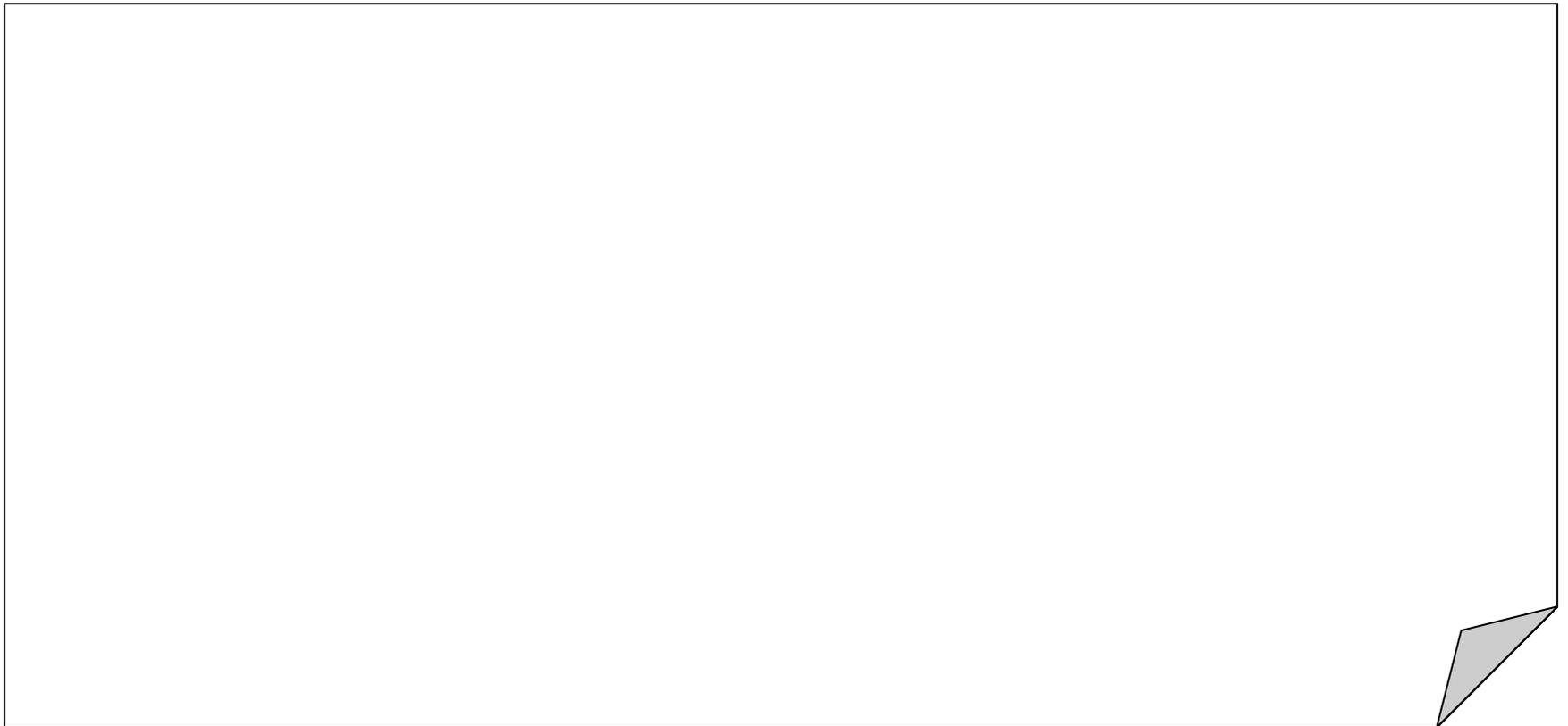
	Good	**Bad**
Today	**S**trengths	**W**eaknesses … require *initiatives* to remove
Future	**O**pportunities … require *initiatives* to capture	**T**hreats … require *initiatives* to mitigate