Discussion on the Eclipse Strategy 2013

June 2012

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 Oct-ober 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 2009 proposed.

Eclipse Vision

Eclipse enables

ecosystems and business models by predictably delivering

IP clean, commercial quality, and modular

open source tools, runtimes and platforms.

No changes
to 2012
proposed.

3. Strategic goals 2012

- Establish and maintain Eclipse technology as a leading tools and runtime platform

- Create value for all its membership classes

- Foster growth of the ecosystem, particularly in verticals

- Run a good ship

- Continue to grow a diversified revenue model

3. **Strategic goals 2013**

- Establish and maintain Eclipse technology as a leading tools and runtime platform

- Create value for all its membership classes

- Foster growth of the ecosystem, particularly in verticals

- Run a good ship

- Continue to grow a diversified revenue model

Are there any changes to the existing goals?

3. Strategic goals 2013 (2/2):
Are there any new strategic goals?

- …

- …

- …

Addendum
to 2009?

	Good	**Bad**
Today	Strengths	Weaknesses
Future	Opportunities	Threats

4. Strengths

S | W
O | T

4. Weaknesses

S **W**
O T

-

4. Opportunities

S W
T

4. Threats

S	W
O	**T**
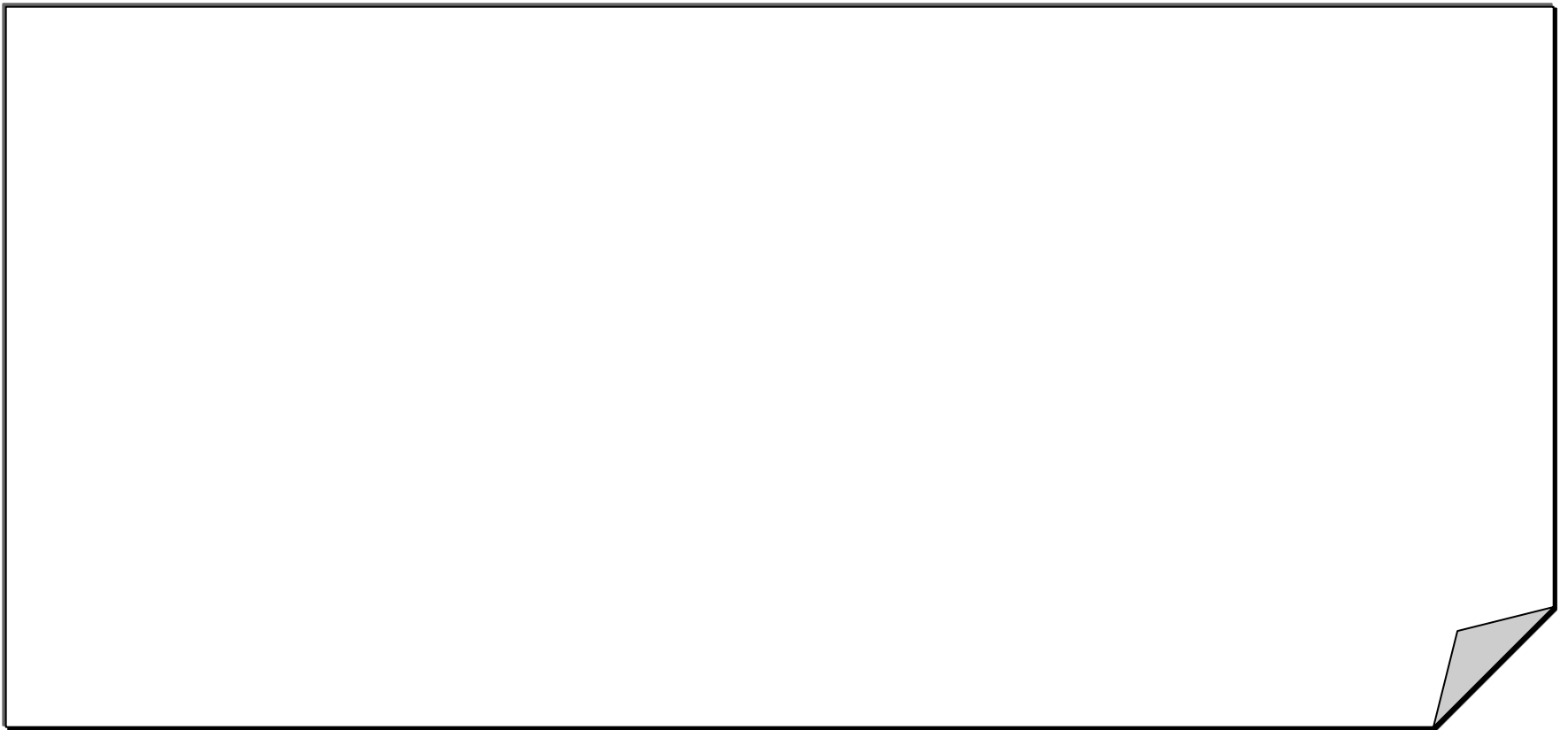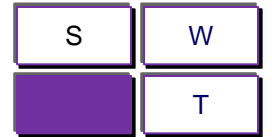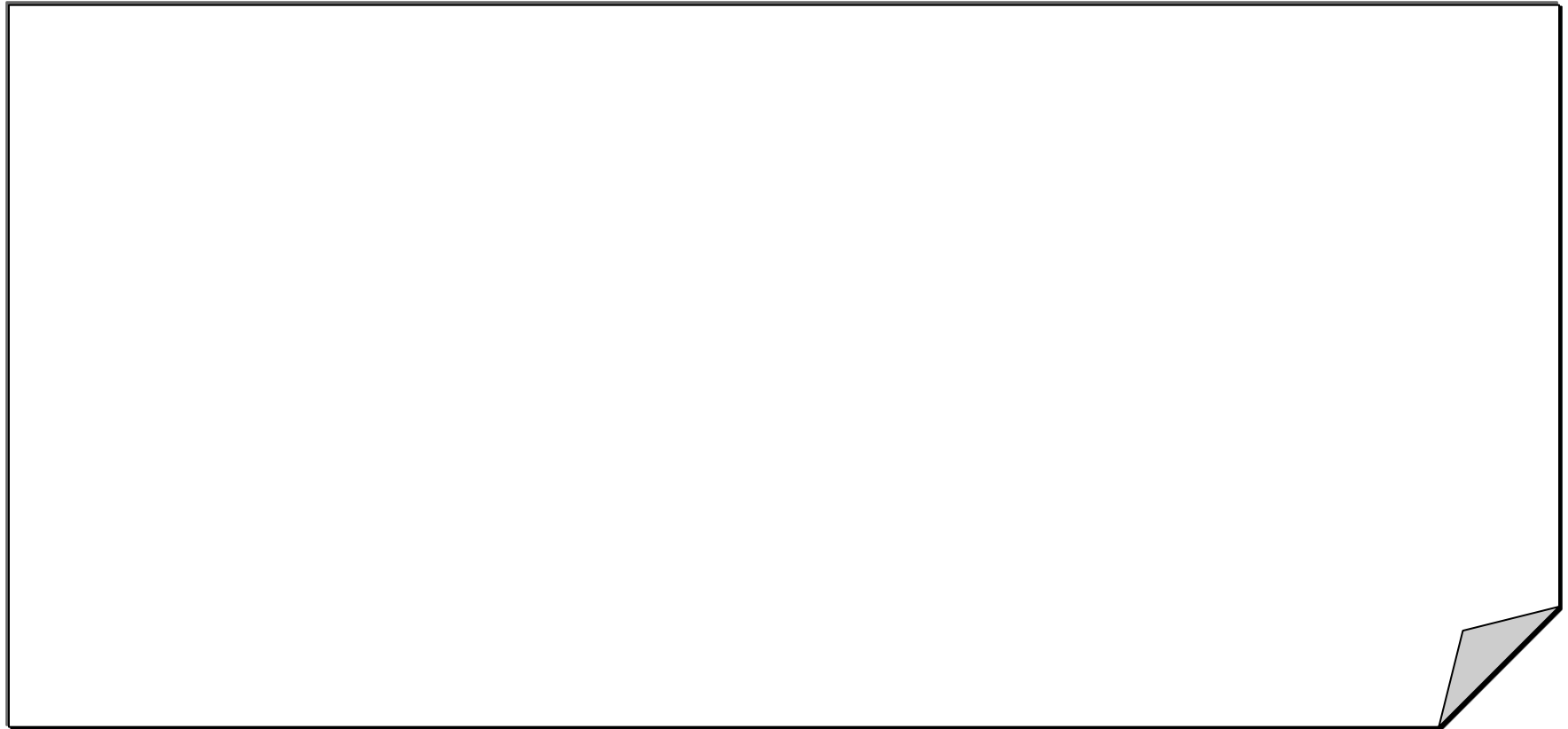
Initiatives are related to the SWOTs

Good   **Bad**

Today

Strengths

Weaknesses

… require *initiatives* to remove

Future

Opportunities

… require *initiatives* to capture

Threats

… require *initiatives* to mitigate