Crafting 3.0
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What are we doing here?
What are we doing here?

Career Building

or

Scratching a Niche
What are we doing here?

Growing Standards

or

Improvising
What are we doing here?

Reusing

or

Reinventing
What are we doing here?

Problem Solving

or

Tail Chasing
What are we doing here?

Encouraging Opt-In

or

Creating Lock-In
What are we doing here?

World Changing

or

Time Wasting
Reality Check

Linux is the hardest platform
Reality Check

My Mom won't use Linux
Reality Check

Games don't target Linux
Reality Check

Usability is just a feature
Reality Check

Our old code is dead code
Reality Check

Our APIs Suck Too
Reality Check

The Web keeps Linux general purpose
Reality Check

Websites seem free
(to most people)
Reality Check

Forking is good
Reality Check

Microbrands are bad
Reality Check

Installing is asking too much
Let's Get Awesome
Getting Awesome
Step #1
Developers
Developers
Developers
Grow the ecosystem
Make people care
Share in a Big Idea
Articulate goals
Minimize time investment
Minimize learning curve
Developers

Easier tinkering and sharing
Developers

Teach valuable skills
So we can earn a living
Getting Awesome
Step #2
Go Where the Money Is
Go Where the Money Is

Money solves problems
Go Where the Money Is

1. The Web

2. Mobile
Go Where the Money Is

Track market forces
Go Where the Money Is

Existing talent pool
Go Where the Money Is

Existing knowledge base
Go Where the Money Is

Help is easy to find
Go Where the Money Is

Jobs are easy to find
Go Where the Money Is

Competition keeps life interesting
Getting Awesome
Step #3
Find a Role Model
Firefox
The Fox

Innovate by Listening
The Fox

Good engineering practices
The Fox

Small, extensible core
The Fox

Fill gaps with extensions
The Fox

Foster Web trends
Choose standards wherever possible
The Fox

Grow new standards
The Fox

Build on what people already know...

JavaScript, HTML, CSS
Embrace “View Source”
The Fox

Empower developers
The Fox

Simple distribution and updates
The Fox

Control the brand
The Fox

Smart advertising
The Fox

Invent Revenue Streams
The Fox

Centralize Leadership
Getting Awesome
Step #4
Hack Your Ideology
Hack Ideology

Rethink Success
Hack Ideology

Value first,
Success second
Hack Ideology

Valuable to who?
Hack Ideology

Valuable to who?

YOU
Hack Ideology

Rethink Applications
Hack Ideology

Websites are Linux applications
Web hackers are open source hackers
Hack Ideology

We don't own “Desktop”
Hack Ideology

Nobody owns the Web
Crafting 3.0
Let's Go Beyond Desktop
Beyond a Desktop

The Web is core
Beyond a Desktop

Deep online integration
Beyond a Desktop

Give Web developers a home
Beyond a Desktop

Lower creativity barrier
Beyond a Desktop

Foster economic drivers
Beyond a Desktop

Do what other platforms fear
Mission Statement
Mission Statement

Craft the Linux Desktop into Web 3.0
Demo Time