

Cracking the code of Open-Source Investment



Paris, France 2024

PERCONA
UNIVERSITY

Introduction

👋 I'm Max



Maxime Corbani



Sr Associate (2023 – present)



Founder, YC S19 (2019 – 2023)



Founder (2014 – 2018)



MSc Engineering (2013)

Introduction

👋 We are Runa Capital

10+ years in VC

1-5 \$M tickets

100+ startups

500+ \$M invested

Open-Source &
devTools



Future of
Computing



Enterprise AI



Fintech
infrastructure



Runa ♥ Open-Source

NGINX

 MariaDB

 EVIDENTLY AI

 OpenReplay

 n8n.io

 PM2

 PandasAI

Why Open-Source matters?

Everything started with Open-Source

Until 1964, all software was open (and free)



Open-Source is powerful

310 million contributions to OSS projects in 2023 (GitHub)



**Powered by
community**



Transparency



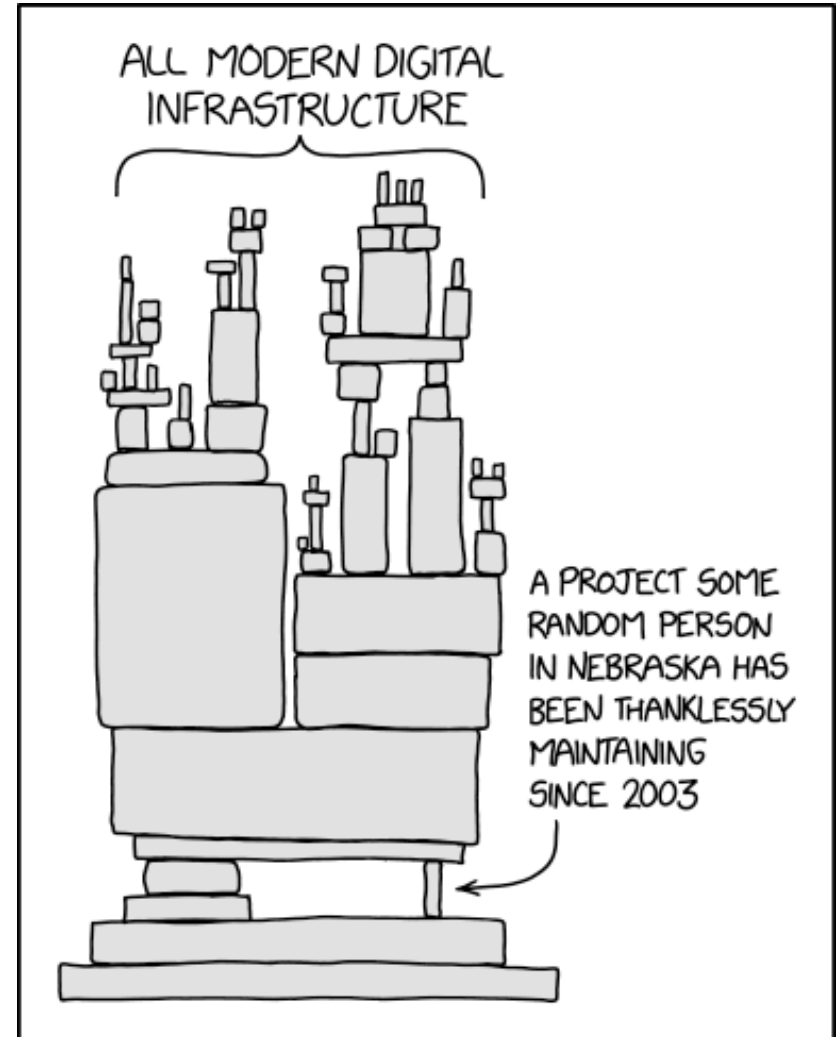
**No commercial
lock-in**



Foundation

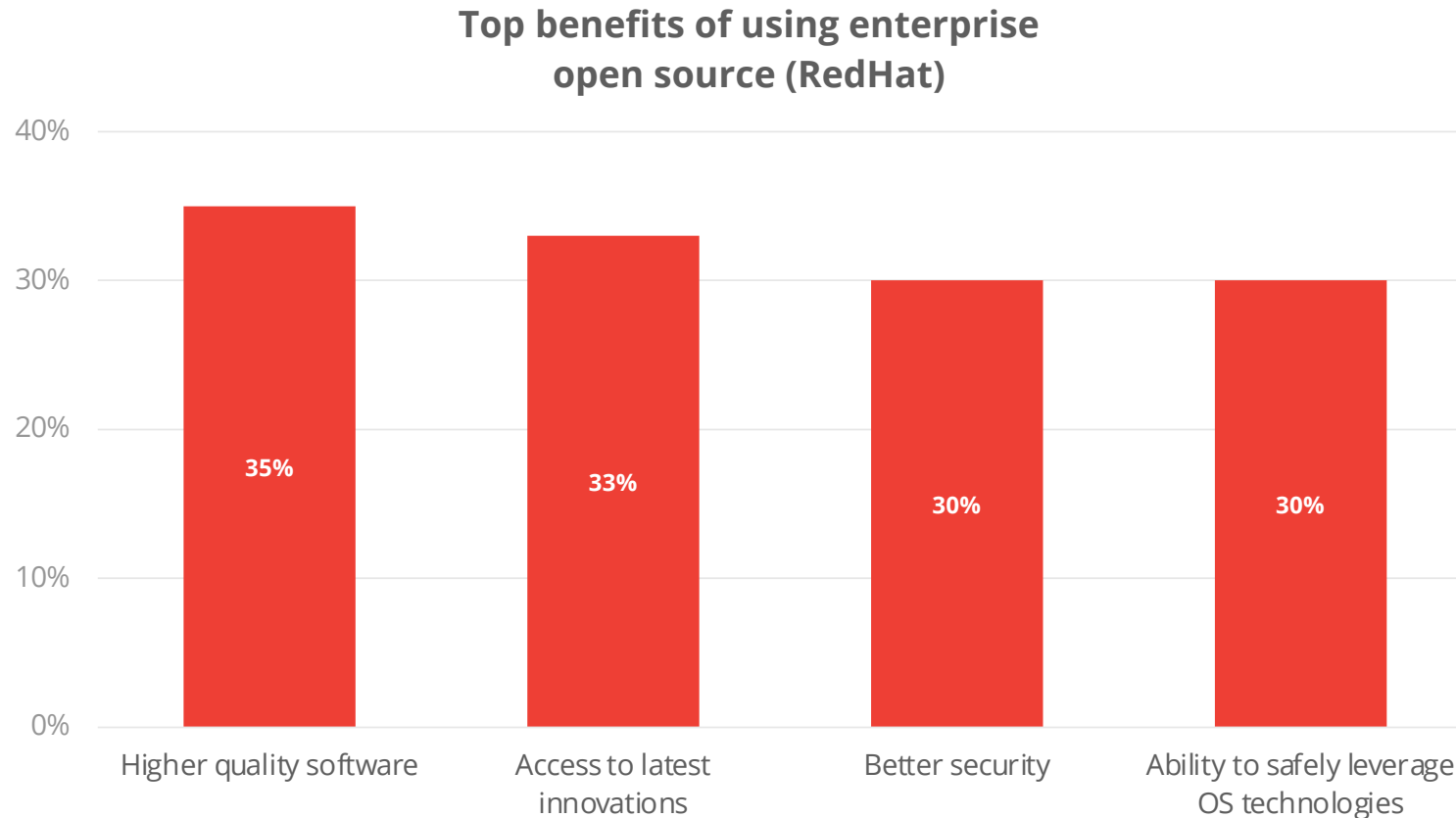
Open-Source is powerful

... if properly maintained



Open-Source is everywhere

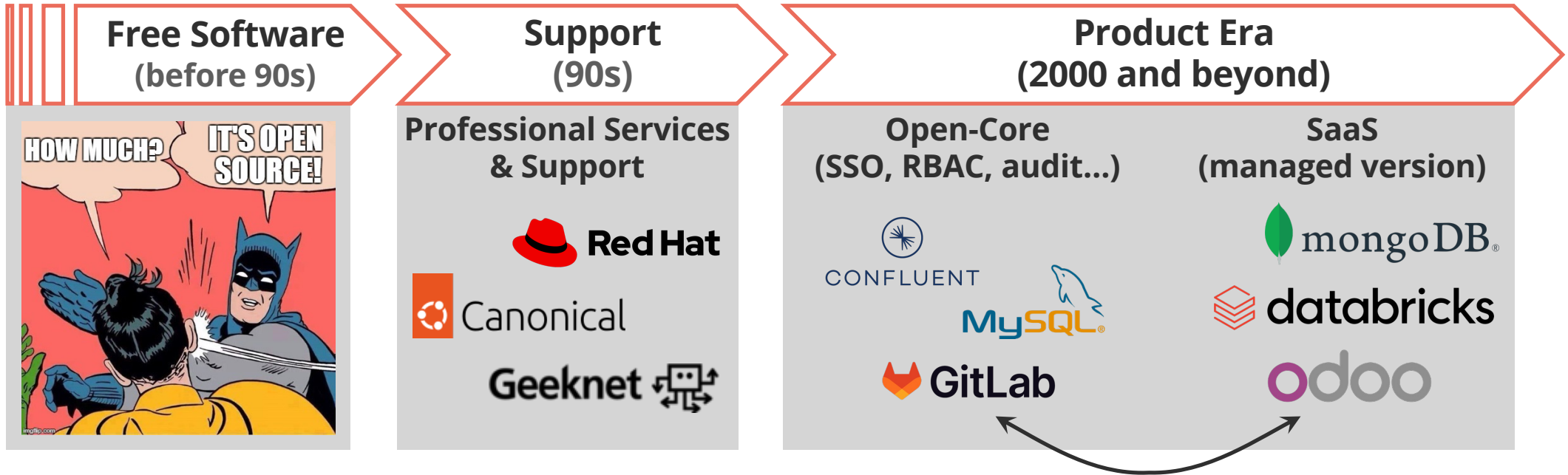
98% of all codebases are using Open-Source (OSSRA)



Commercial Open-Source?!

Monetizing Open-Source


COSS monetization came a long way




The core of the software always remains public & open, and monetization happens “around” (support, enterprise features, hosting)

Monetizing Open-Source

Is Open-Source so different than Closed-Source?

that's a SaaS! 


MongoDB Pricing
The data platform built by - and for - developers

talk to us 

Atlas Developer Data Platform

Enterprise Advanced Self-Managed Database & Services

MongoDB Atlas
The multi-cloud developer data platform available on AWS, Azure, and Google Cloud

start for free 

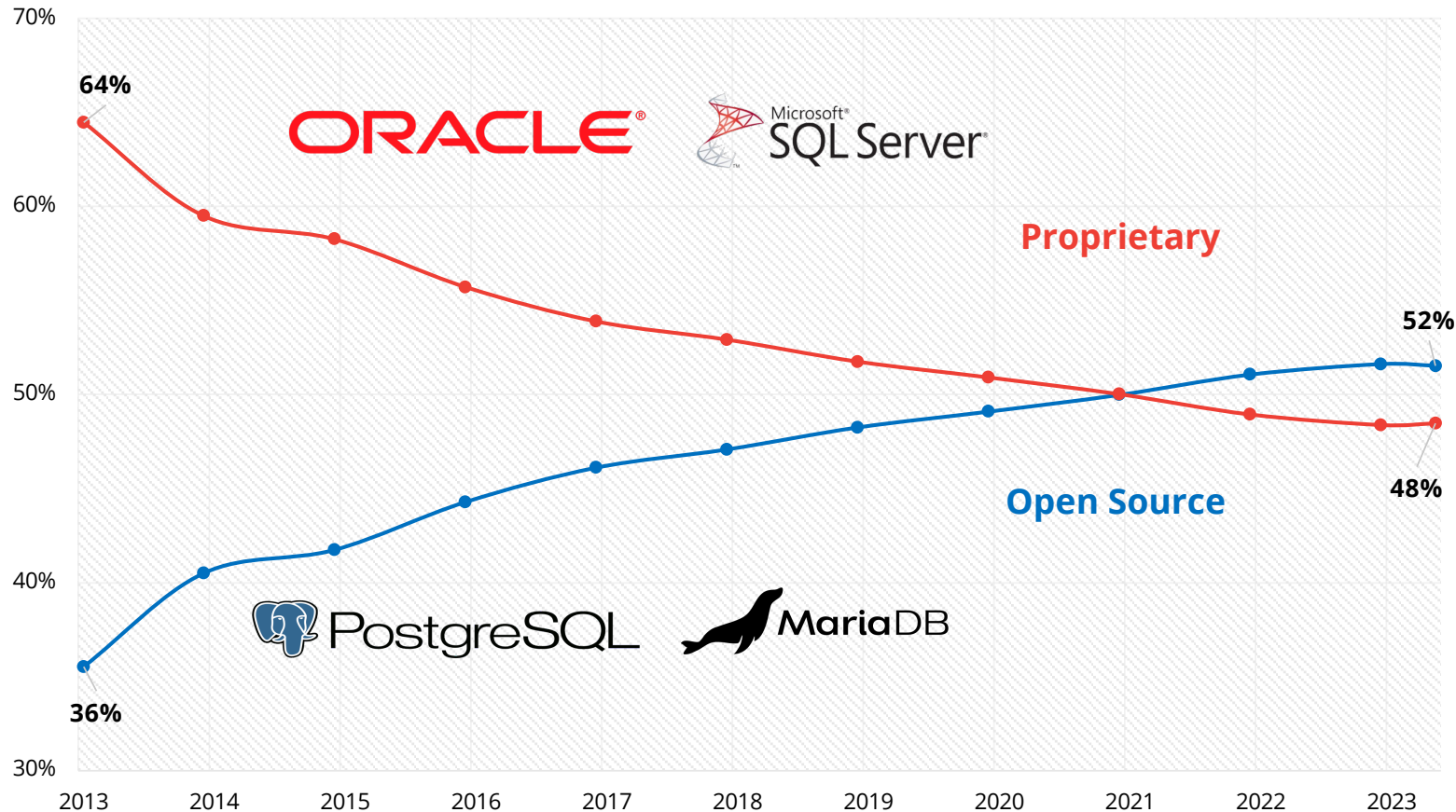
Serverless
from \$0.10/million reads
[Sign Up](#)
(i) Per 1 million reads

Recommended Dedicated
from \$57/month
[Sign Up](#)
(i) Estimated based on \$0.08 per hour

Shared
from \$0/month
[Try for Free](#)
(i) Free forever for free clusters

Case study

Open-Source Databases



\$84B

database management
system market in 2024

Why NOW?

An OSS-friendly environment

4 key stakeholders boosting COSS adoption



Developers

- Key users and contributors
- Growing population : 100M GitHub users (2022) vs 24M (2017)
- Increasing power thanks to EaC: Infrastructure, Policy, Security...



Enterprises

- OSS is better for enterprises (RedHat report), network effect
- More tech-advanced & cash-conscious
- Give back by contributing through employees



Government

- Need for transparency
AI, Security, Compliance...
- Growing Regulations
AI act, GDPR, Regulated industries...
- Digital sovereignty



Investors

- More success stories, including public companies
- Proven business models: open-core, cloud
- Better capital efficiency, R&D and S&M

COSS



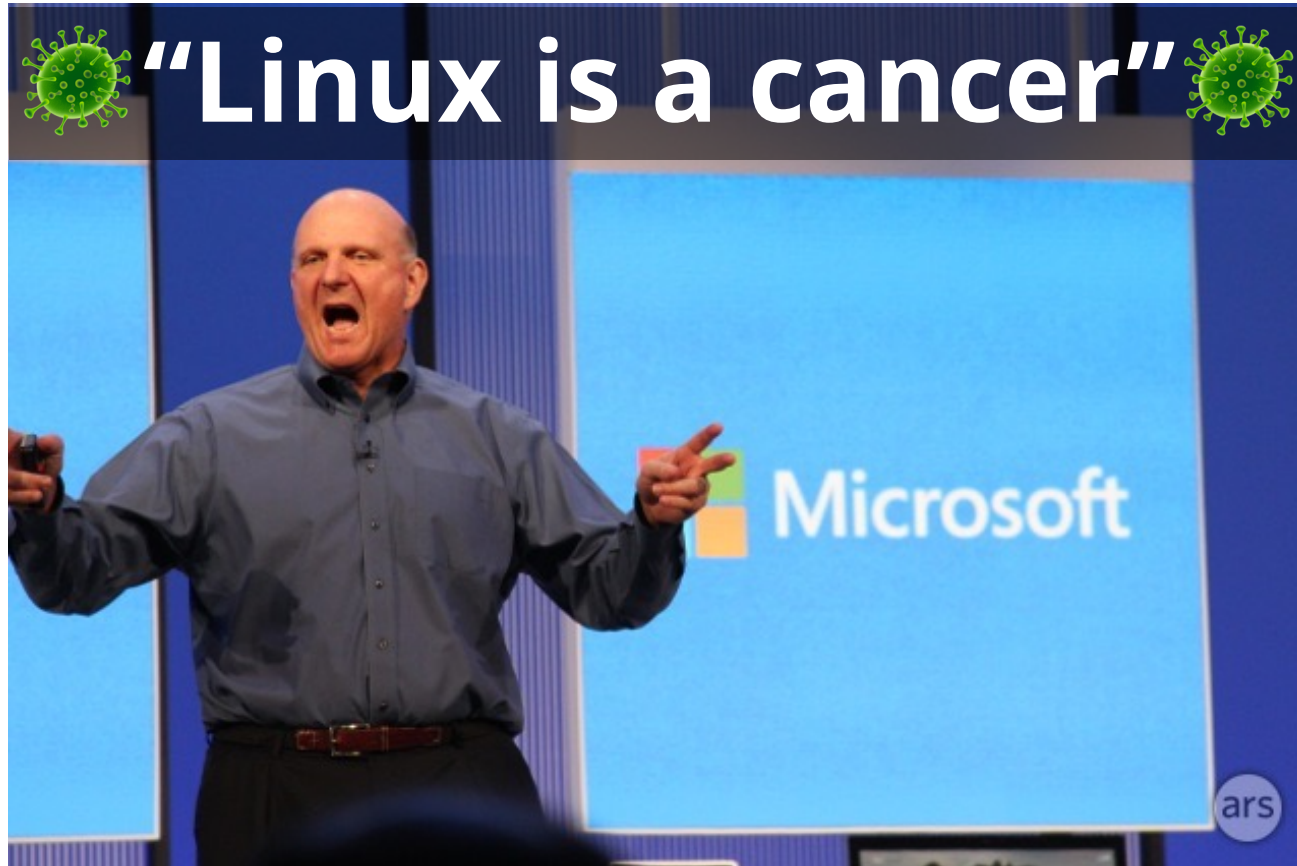
A proven and growing business model

30+ COSS companies with \$1B+ valuation founded in the last 20 yrs



\$100B+
in valuation

Everybody loves Open-Source



Everybody loves Open-Source



**How do we approach
COSS investing?**



Fundamentals are the same

... with some tweaks



Team Strength



Product / Vision



Go-to-market



Ambition



Addressable Market

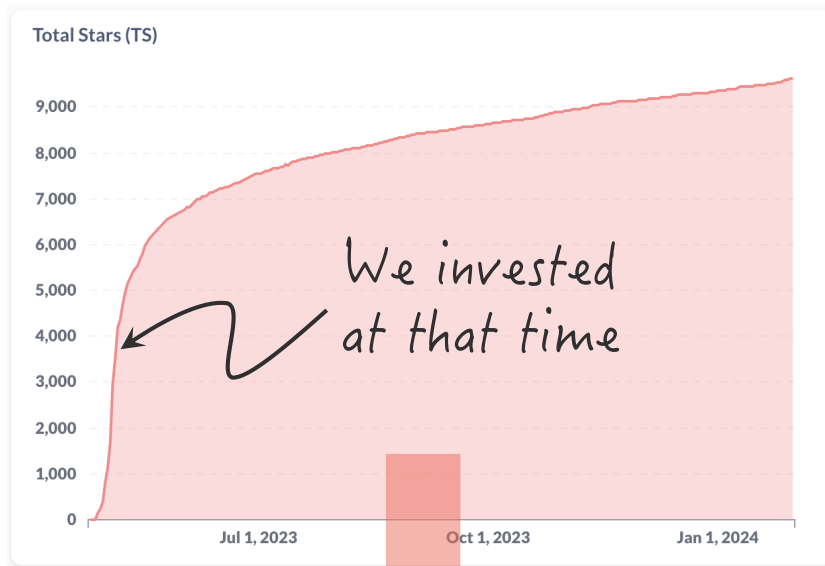


How big it can get? ...

General approach to COSS investing

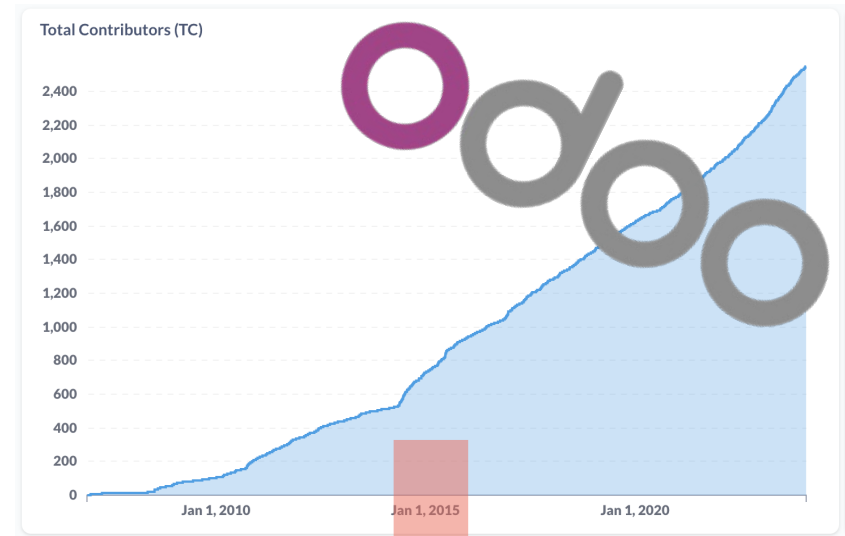


From traction to thesis



PandasAI

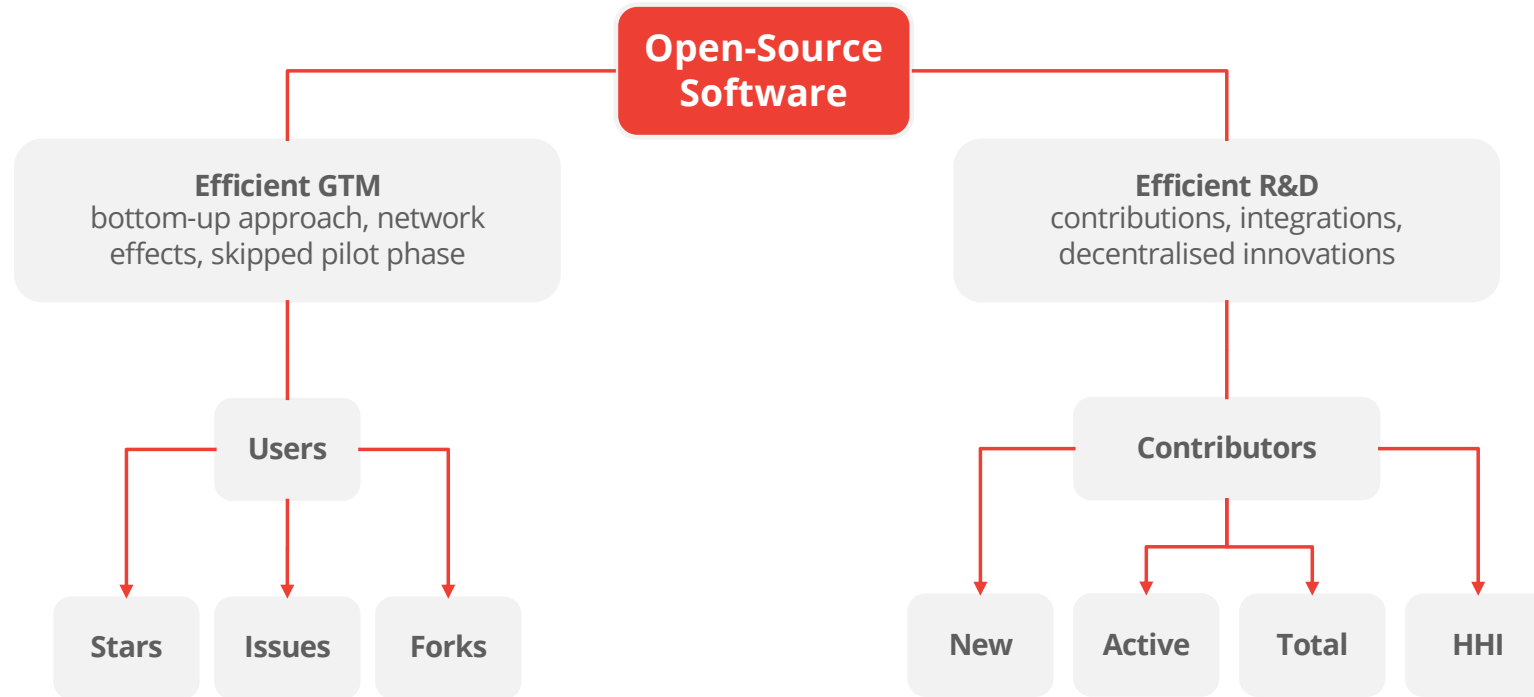
From thesis to traction



Stealth Startup (COSS CRM)

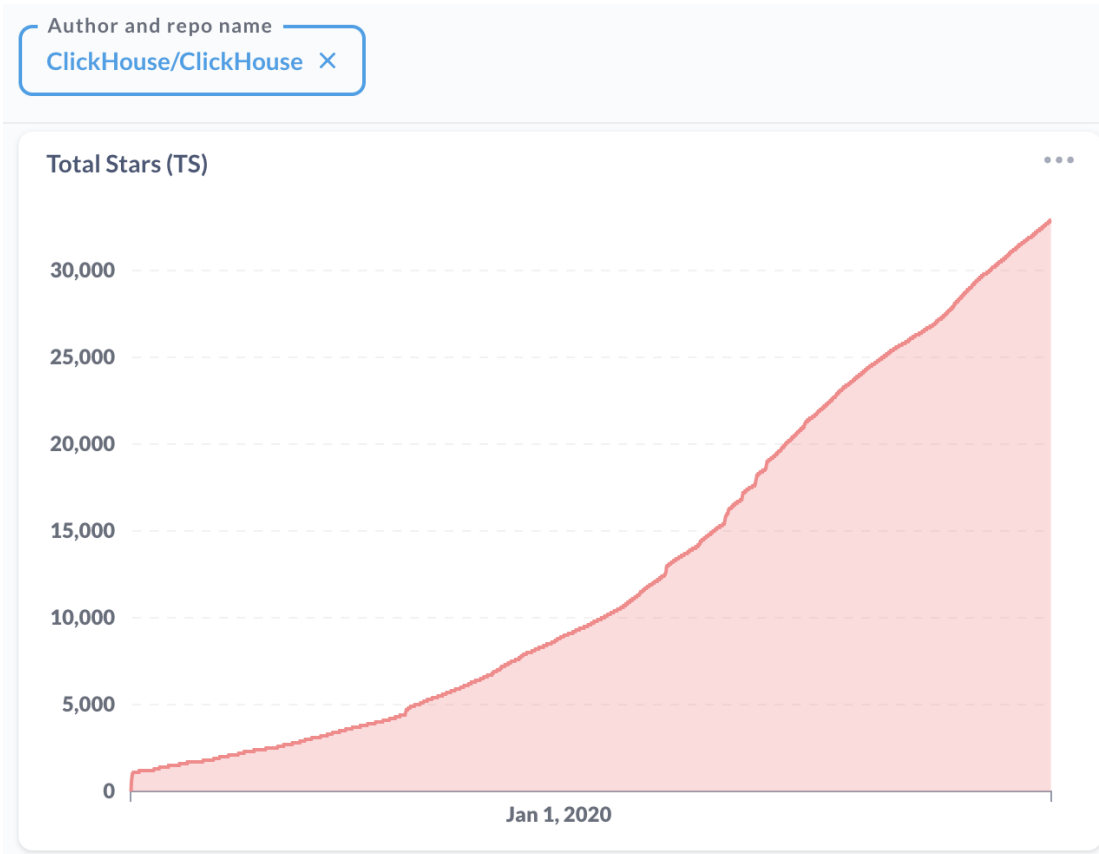
Why GitHub data matters?

Public & qualified information about COSS companies



Gauging traction

Some metrics and general considerations



Absolute numbers vs relative growth on a given period (eg monthly star growth)

Similar projects dynamics?

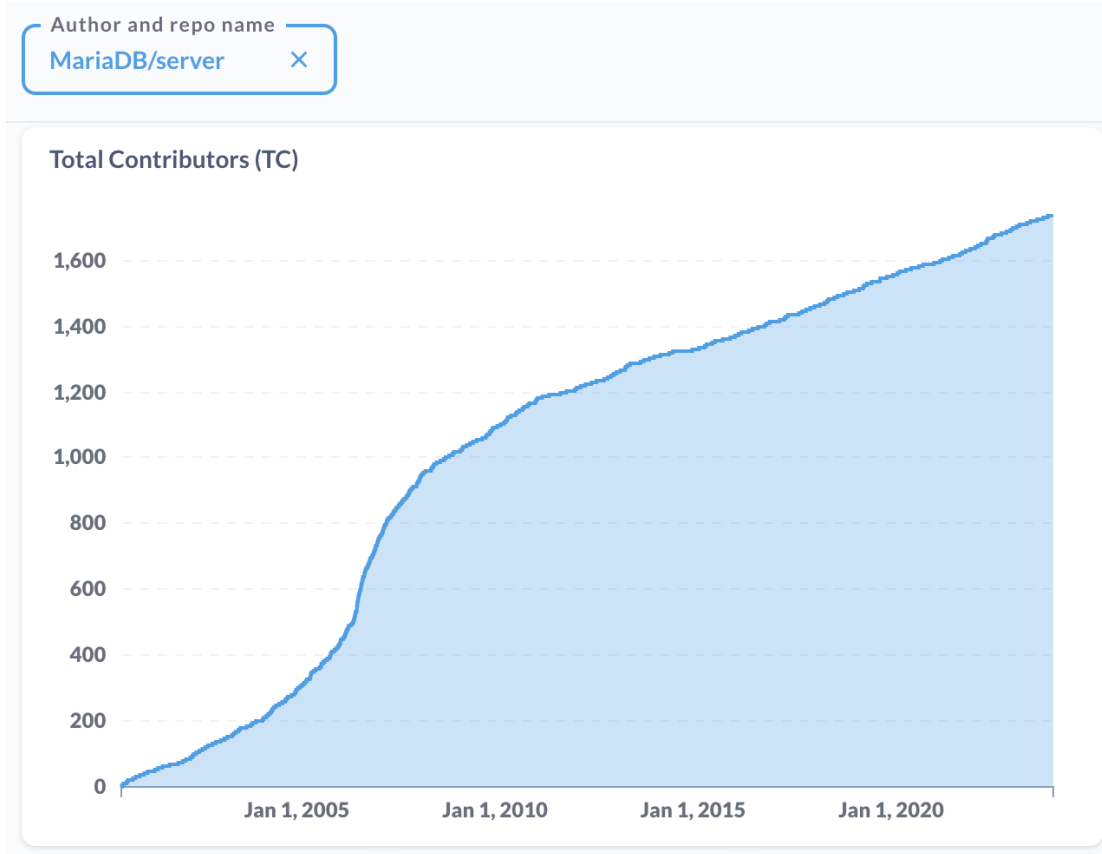
Specific event at star bump or full organic?

Dependencies > Stars

Hacker News is your best friend!

Analyzing the community

Some metrics and general considerations



Split “real” contributors vs. friends

Contributors’ location & company?

**Contributions’ volume? quality?
(typo correction vs fix vs feature)**

**Discord / Slack dynamics
(community size, engagement etc)**

Talk to the community!

Is Open-Source an unfair advantage?

Some things to have in mind



Community role?



Reg. Industries?



Target users?



Security?




Organic traction?

...

Some OSS-related things we do at Runa



 **awesome-oss-alternatives** Public

Watch 234

Fork 811

Star 14.6k

main


6 Branches

0 Tags

Go to file

Add file

Code

 **garrrikotua**

Generating new YAMLs from the direct push to README

408ce9a · 2 months ago

395 Commits

.github	Update deploy.yml	2 years ago
.history	Change Description of Otomi	2 years ago
submissions	Generating new YAMLs from the direct push to README	2 months ago
website	update website ui	2 years ago
.gitignore	Rename Search to Enterprise Search	2 years ago
LICENSE	Create LICENSE	2 years ago
README.md	Generating new YAMLs from the direct push to README	2 months ago
add_company.py	add workflows	2 years ago
build_readme.py	add readme builder	2 years ago
build_website.py	update website ui	2 years ago

About

Awesome list of open-source startup alternatives to well-known SaaS products 🚀

[runacap.com](#)

python

open-source

list

awesome

unicorns

resources

saas

awesome-list

startups

alternatives

Readme

MIT license

Activity

Custom properties

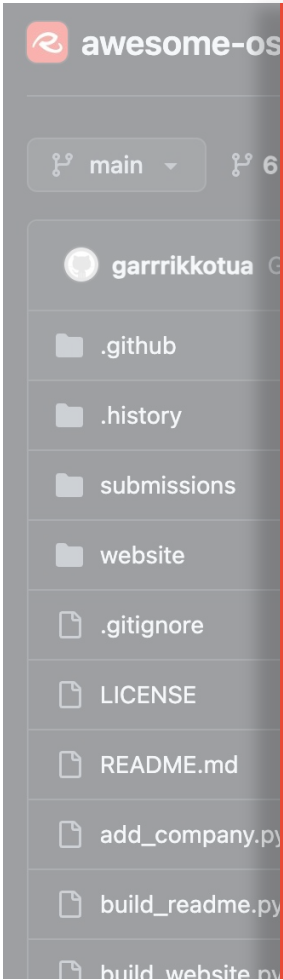
14.6k stars

234 watching

811 forks

Report repository

Some OSS-related things we do at Runa



Top trending early-stage open-source startups by GitHub star growth in Q4 2023

 Runa
Capital
oss@runacap.com



bruno



Pythagora



Ollama



Mintplex Labs



Wasp



Twenty



FastGPT



activepieces



roboflow



Dify



Danswer



Tracel



VOXEL51



tldraw



Grist



Trigger.dev

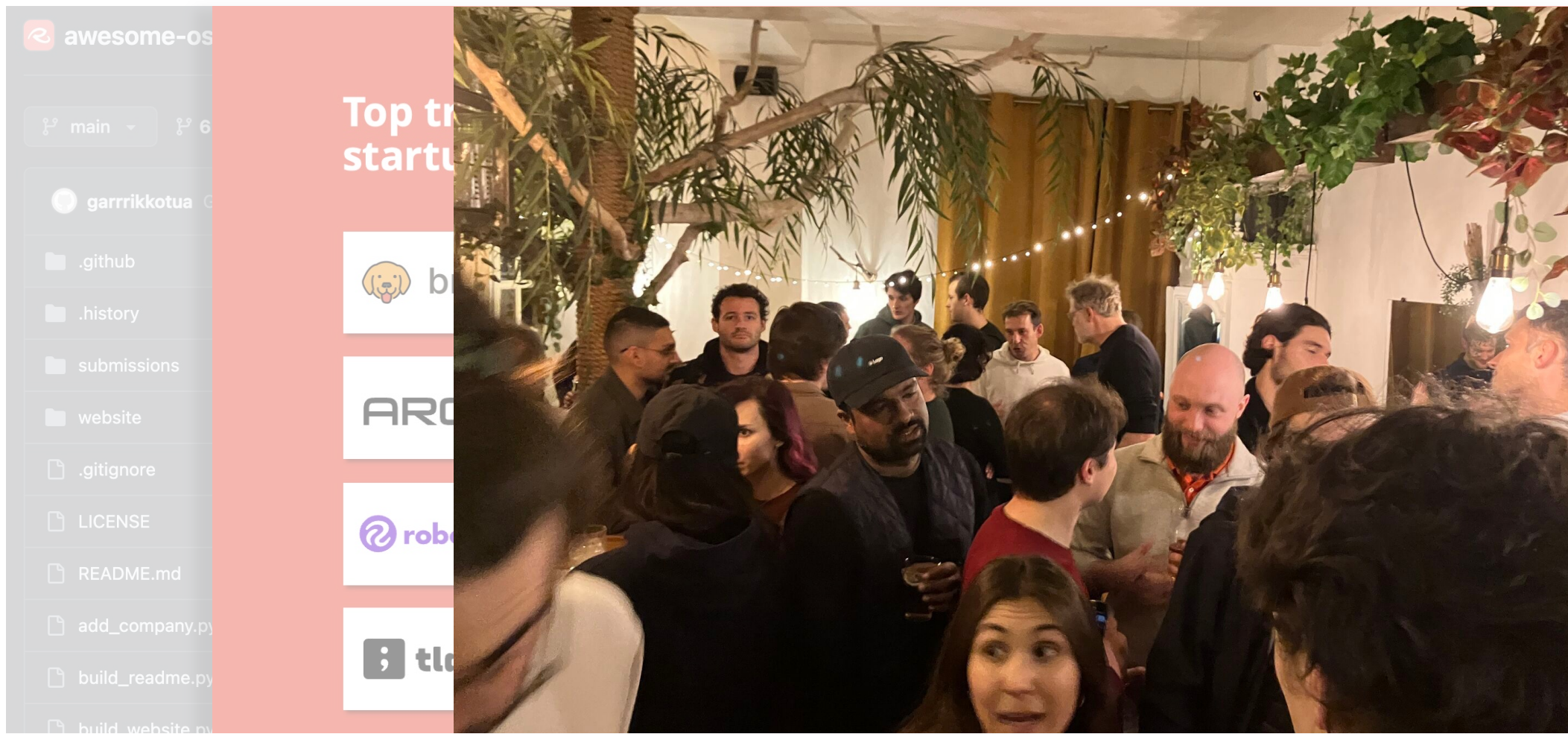


Snapshot



CONTINUE

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