

The Growth Imperative



Verso Open Source Business Programme

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Mårten Mickos, CEO, MySQL AB

I Remember

Potential strategic partner and buyer of the business:

Board member and representative of major shareholder of young Finnish software company

Is your aim with the company growth or profits?

It depends.

Oh no!

Online

The market is online.

The production force is online.

Globally.

Why Software Freedom is so Powerful

Number of
developers who
built our current
information
society

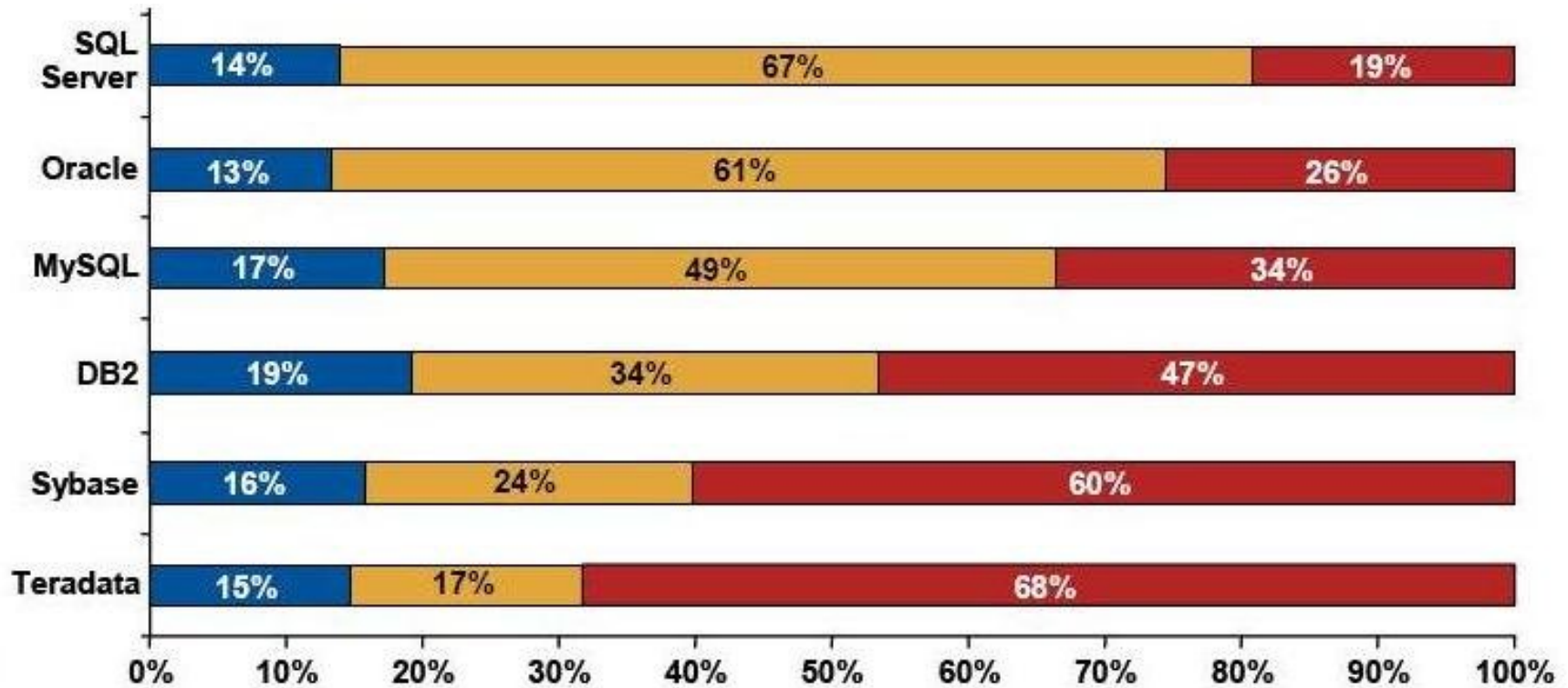
Number of developers on the
internet today.

100X

Open Source Business Foundation

- **Disruptive** production model
- **Viral** distribution model
- **Hybrid** business model

Open Source Database Adoption



Gartner

■ Plans to deploy ■ No plans to deploy
■ Currently deployed

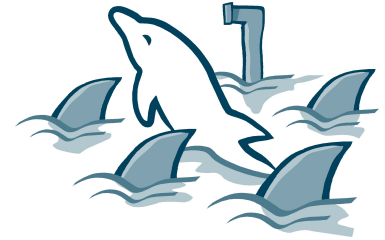
66% Are Deploying MySQL or Are Planning To

Disruptive Businesses

- A smarter way to produce the goods
- A smarter way to distribute them

- Serve the underserved
- Keep it simple
- Communicate, engage, involve
- Innovate with technology to give customers more convenience

- Make money



Thank you!

marten@mysql.com