

A hand is shown from the bottom right, balancing three smooth, greyish-brown stones stacked vertically on its index finger. The background is a blurred beach scene with waves and a blue sky with light clouds. The overall image conveys a sense of balance and harmony.

Building Bonfires in China

Open Mind,
Tampere 2011,
Mikko Puhakka

Our Focus

- We are Virtual Incubator
- We focus on helping start-up entrepreneurs build great technology companies
- We look for entrepreneurs and companies who are ambitious and are looking for a sustainable business journey
- We do this for an adventure, we are not doing this just for making money.



Our Capability

- Our in-house team, advisors and partners have experience from some true global success cases
 - Hands on experience from building early product lines at Microsoft to investing into MySQL in 2001, when it was early in business development and exiting that to SUN Microsystems for 1Billion in 2008.
 - Handling international investments into China since 1990s in technology sector.
 - One of the most comprehensive networks in China from young entrepreneurs to business and political leaders.
- We offer expertise throughout company life cycle
 - Early technology innovations and R&D
 - Product and service development & design
 - Business models and development
 - Commercialization, sales and marketing
 - Exit strategies and practices
 - Funding and investments

Building Bonfires in China

众人拾柴火焰高

*(zhòng rén shí chái
huǒ yàn gāo)*

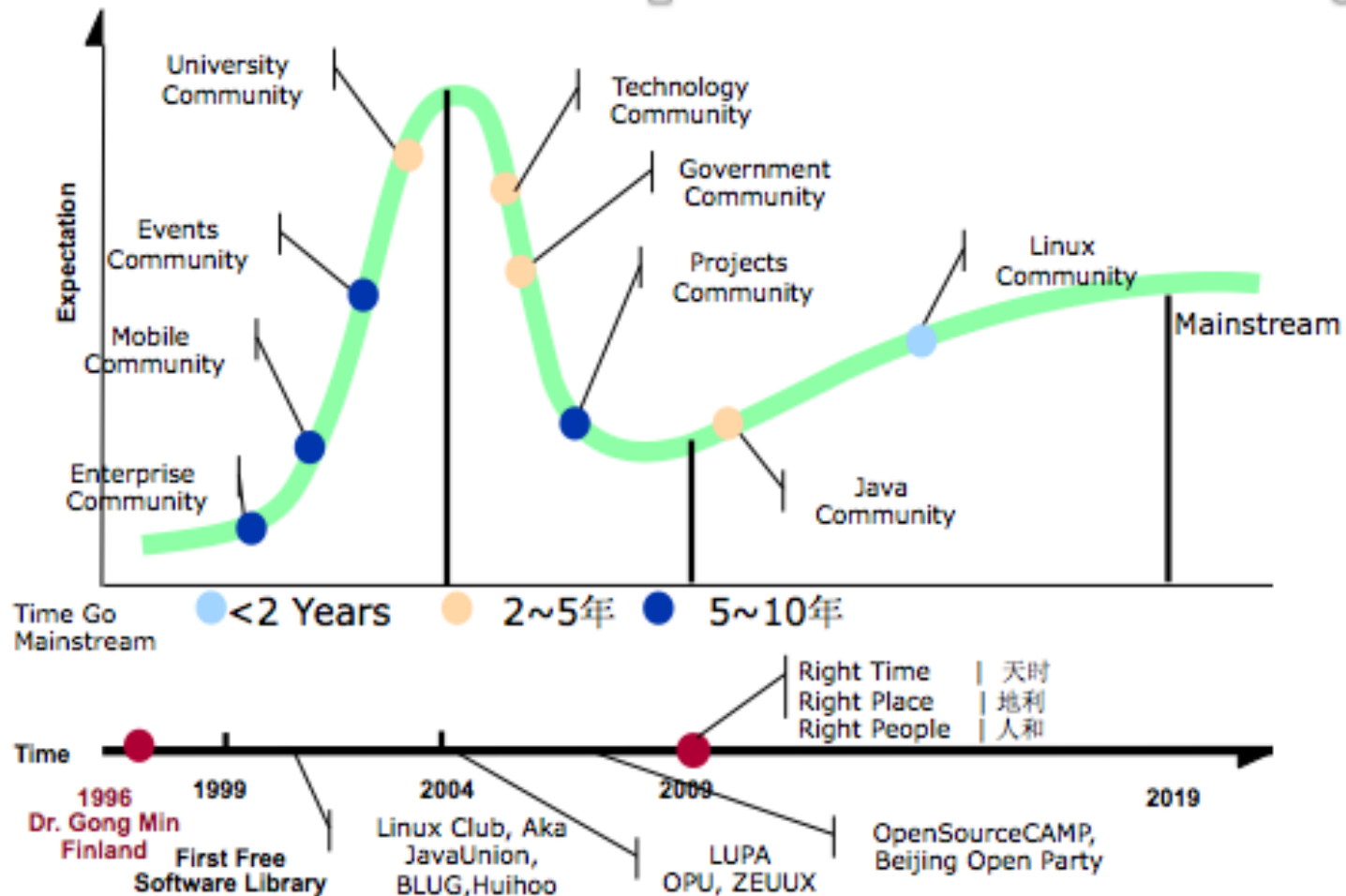


Origin of Open Source in China

- **China's and other emerging, or rather growth, countries' efforts around open source have made a lot of headlines in recent years.**
- **But how did, for example, Linux make its way to China?**
- **The story that should be told more often is that Helsinki University's doctoral student Dr. Gong Min upon returning to China in 1996 had 20 diskettes in his luggage containing that moment's version of Linux.**
- **Shortly after that first Linux distro (collection of software) was available in China.**

State of Open Source in China

Hype Cycle of China Open Source Communities



Culture (West vs East)



Relationships

Western

- Individualist
- Information Oriented
- Seeks the truth
- Argument culture



Guan Xi

关系

Chinese

- Collectivist
- Relationships Oriented
- Seeks the way
- haggling culture

Understanding TAO

If you want to be a great leader,
you must learn to follow the Tao.
Stop trying to control.
Let go of fixed plans and concepts,
and the world will govern itself.

以 昔 以 以 以
此 何 無 奇 正
以 事 用 治
知 取 兵 國
其 天
然 下
此

Key Differences to the West

- Communities are largely government led initiatives, not people led
- No Chinese Linus, Monty, Stallmann etc, possible change in attitude in fall 2011 (August 6th)?
- In the west people join "cool"* communities, in the east people join in effort to make money/get competitive advantage

*Ossi project

Key Challenges

- Small communities
- Communities are semi-closed and local
- Lack of communication and coordination with international community efforts

Things to watch

- Emerging Chinese distros (especially Linux, Java, Php, Android)
- Emerging Chinese Open Source companies such as ForeverOSS
- Big investments into Cloud eg. Cloud Valley
- Emerging communication with international communities (not with just individual people)

Thank You

谢谢

XieXie