



# Minding the Big Picture: Opportunities from Chaos

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# Good times

- Things are working
- Stable income streams for people and institutions
- Everything depends on everything else



# Change looks risky!

- Change aversion, conservatism
  - Too scary, won't do it
  - Tough environment for underdogs
- ...Like us



# Bad times

- Everything is on fire
- Pain and discomfort already here



# Now change is low risk!

- Likely better than the status quo
- Adventurous attitudes



# How is the world doing?

- Climate change
- Mass migration
- Nationalist movements
- Economic and literal walls rising
- Trade wars and actual wars



# But KDE is OK!



# In chaos, opportunity

Trends that benefit KDE:

- Big tech losing appeal
- European on-shoring
- Cloud skepticism
- AI skepticism
- Windows 11 sucking
- Growing EU public funding opportunities





# What might that look like?

- Plasma pre-installed on computers from major manufacturers
- Plasma in many companies and public institutions
- 15+% worldwide market share
- KDE-related job for anyone who wants one



# What's the catch?



# We have to be ready!

- Leaders ask for solutions
- We have some!
- They have to be ready
- What does “ready” look like?





**Known**

“Are we aware that it’s an option?”

**Presentable**

“Is it too amateurish to even consider?”

**Easy to get**

“How do we make this thing go?”

**Works**

“Does it actually meet our needs?”

**TCO & support**

“Can we live with it?”



# How is Plasma doing?



# Known



- 👍 Goodwill and word of mouth
- 👎 Still mostly in the nerd bubble
- 👎 Little conventional advertising



# Presentable



- 👍 Professional
- 👍 Attractive
- 👍 Nice website



# Easy to get



👉 Where's the “Download here” button?

👉 Pre-installed on some devices... some





# Works



👍 Easy to use

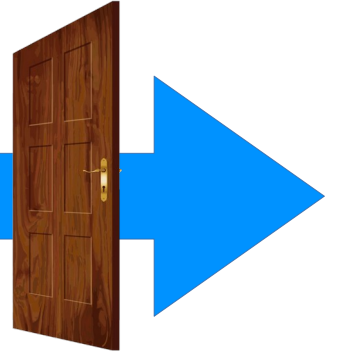
👍 Adaptable

👍 Feature-filled

👉 Reliable



# TCO & support



- 👍 No license costs
- 👍 Commercial LTS support available
- 👍 Can pay to tailor it to your exact needs



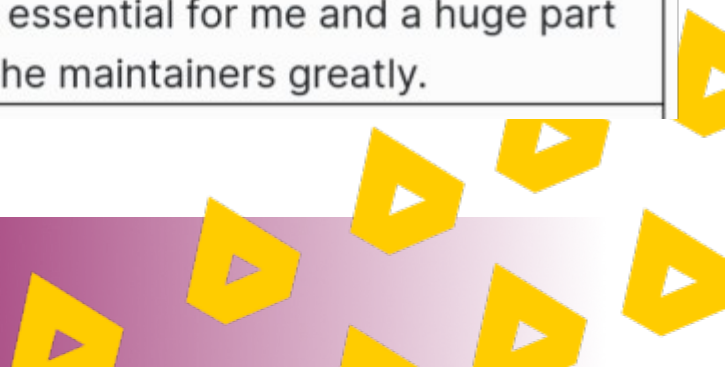
# Where is Plasma weak?





# But once you use it...

8th 00:20	€ 30.00	Plasma has made my switch to Linux an absolute joy. I could go on and on about how much I love the customization, look and feel - instead, please take this donation as my most sincere thanks for everything you all do! Kindest regards, Harry
16th 19:04	€ 5.00	Thank you so much for your incredible work over the years. If I get rich while dailying KDE software, I'll increase the amount!
31st 11:17	€ 20.00	I use Plasma on all my computers, it is essential for me and a huge part of my life at this point, and I thank all the maintainers greatly.



# Our users love us!

- Are these cherry-picked? Yes
- Does that matter? **No!**



# **Big picture to-dos**

**(for engaging with this opportunity)**



# Very important

- Advertise outside the bubble
- Clearer method of getting it
- More accessibility
- More pre-installation friendly





# Less important

- Better aesthetics
- More features
- Redesigned website
- More customizability
- More guerilla marketing



# And this is why...

## More awareness

- Promo team
- Presence at external events
- Public workshops
- “YouTuber-friendly”

## Ease of adoption

- KDE Linux
- Out-of-box experience
- Accessibility focus
- Support for fancy hardware



# Big pictures are made of details

- Details should advance the big picture
- Audit them for long-term utility
- Don't waste time on unrelated ones
- Time is precious



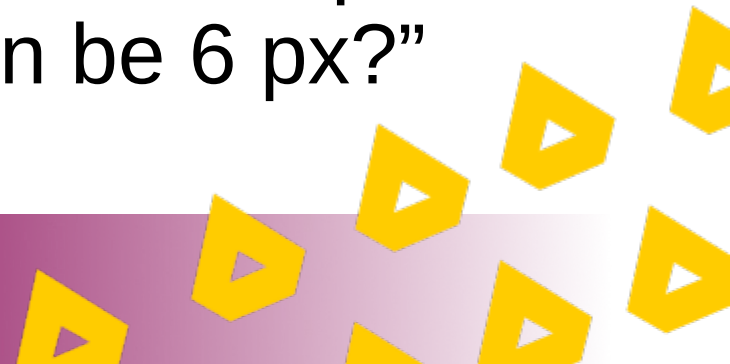
# Focus on the big picture!

## More useful:

- “Who can use the software now if we implement this?”
- “Is this API suitable for 3rd-party developers?”

## Less useful:

- “Let’s rename all the variables to have a consistent style!”
- “Should this 4 px margin be 6 px?”



# Window of opportunity will close

- Eventually things get better
- People and institutions will become change-averse again



# Why focus on this big picture?



# Good for you

You'll be happier working on important stuff

- More fun
- More motivating
- More love from users
- Less chance of burnout
- Might find a job doing it



# Good for KDE

More:

- Contributors
- Jobs for contributors
- Donations
- Corporate sponsorships
- Grant money
- Impact





# Good for the world

- Plasma is great
- Proprietary competition enshittifying
- Opportunity for huge gains
- KDE is on the cusp of something big



# KDE is ready

- Our software is used by **millions** of people
  - Probably tens of millions
  - Maybe even hundreds of millions
- What we do matters!
- *We're important*



**”When there’s an urgent need, is my software ready?”**

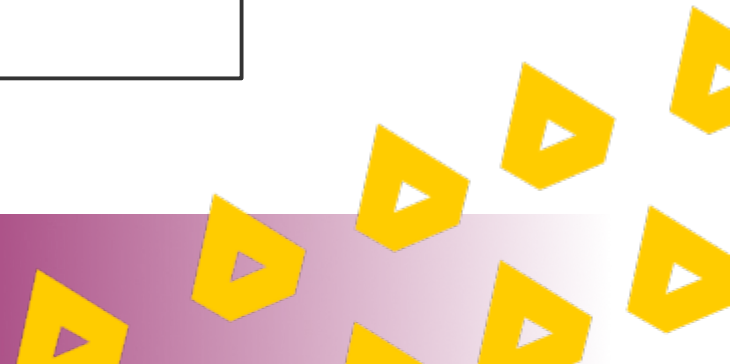


**Awareness?**

**Presentation?**

**Ease of adoption?**

**Functionality?**





**Thank you!**

**Questions?**

