Funding and growing

Kdenlive experiences and perspectives

Life cycles

Handling an open source project in the long term

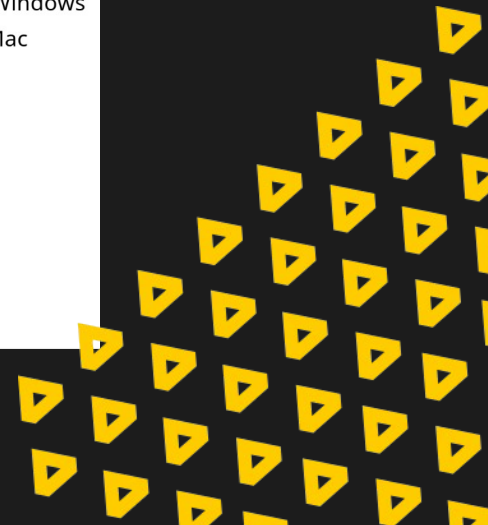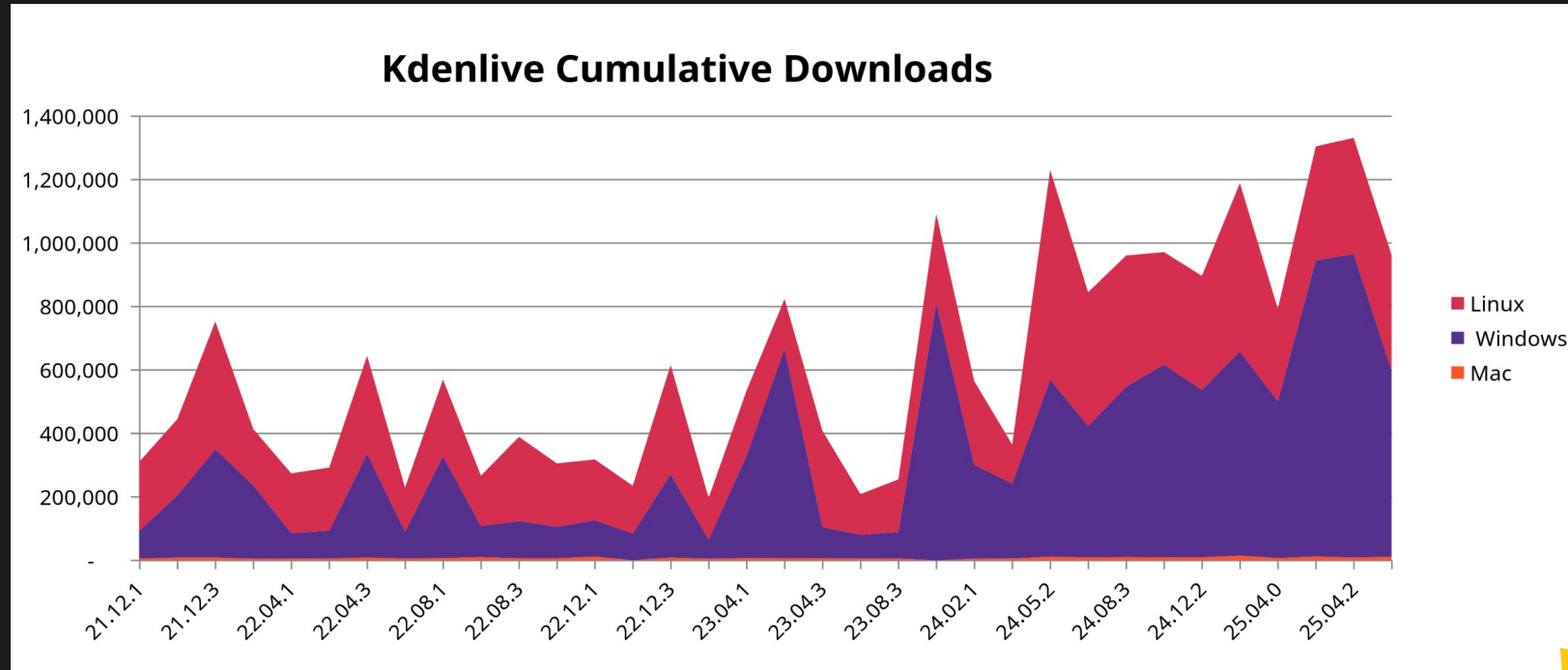The main reasons we decided to collect funds are:

- A **healthier** life for the maintainer
- Break **outside of our bubble**, speed up the development
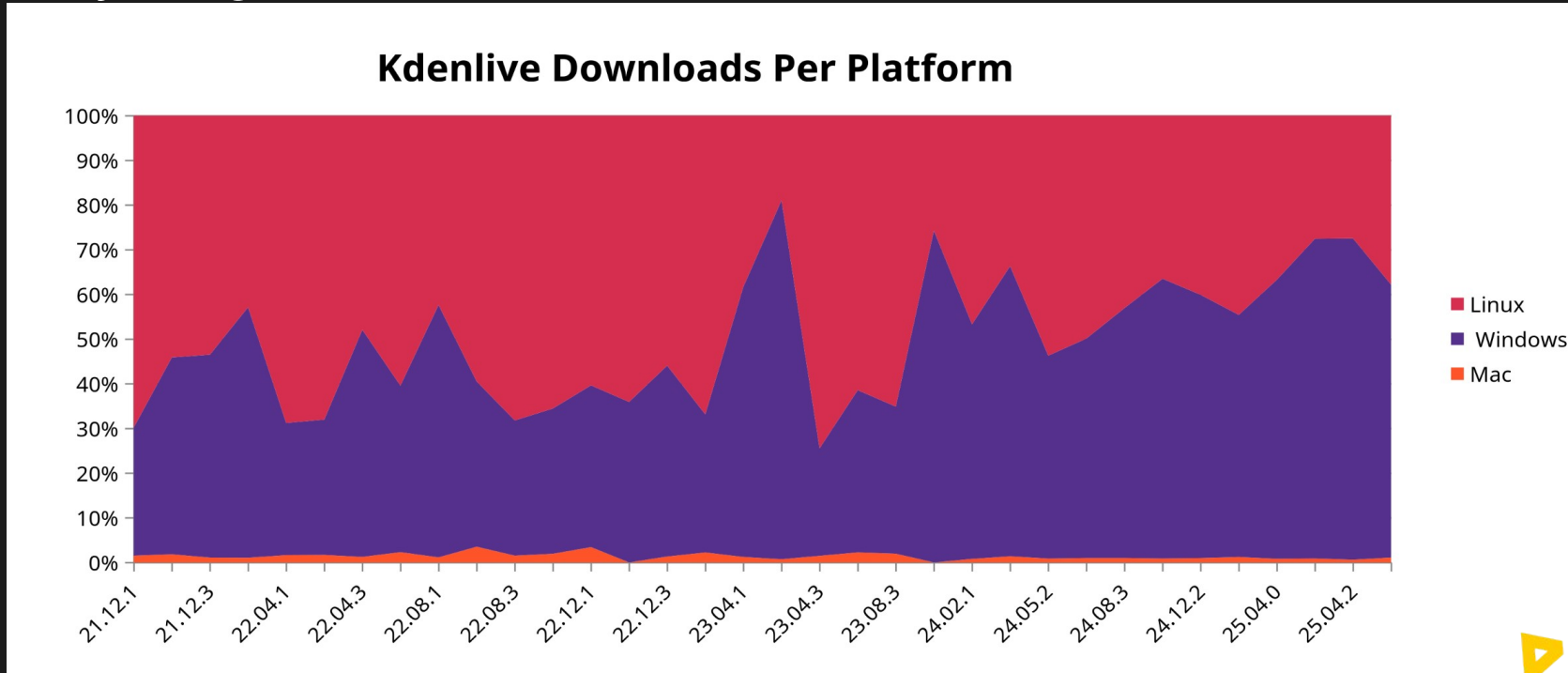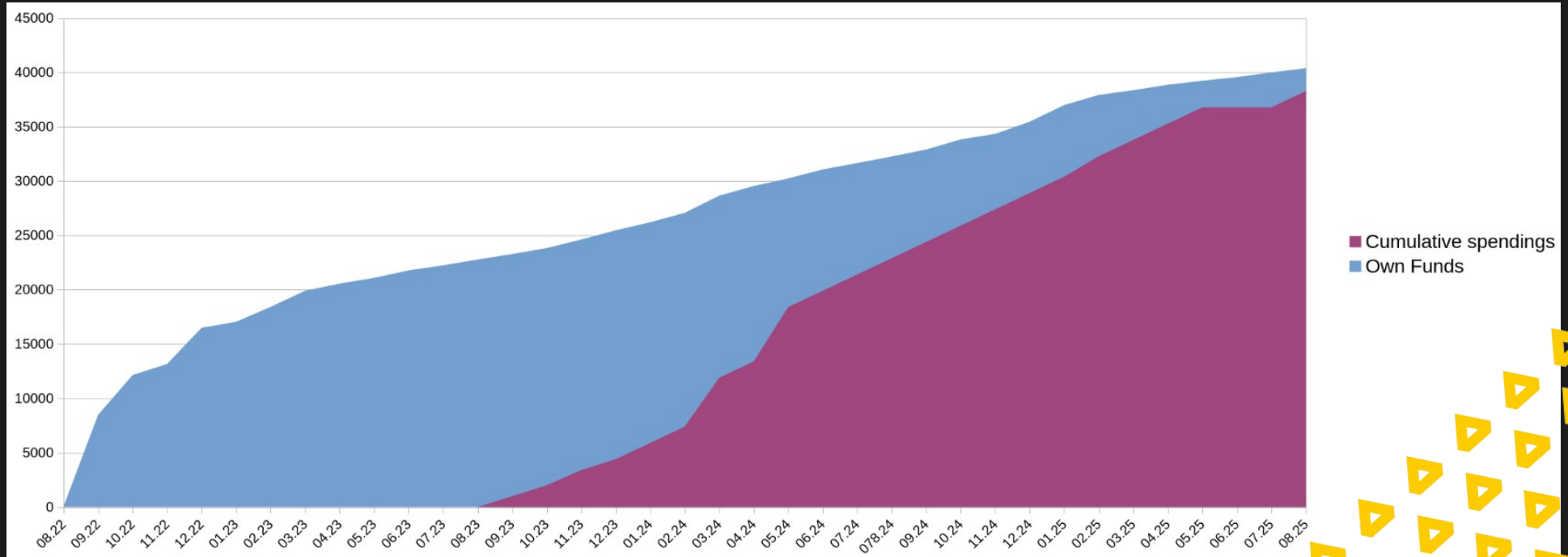
Some usage stats

Understanding our user base

Kdenlive Cumulative Downloads

Legend: ■ Linux ■ Windows ■ Mac

Some usage stats

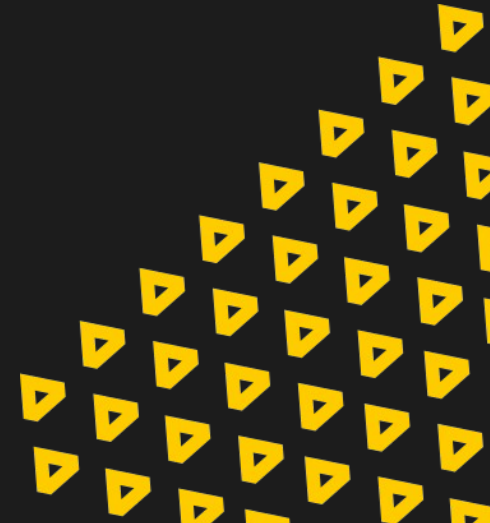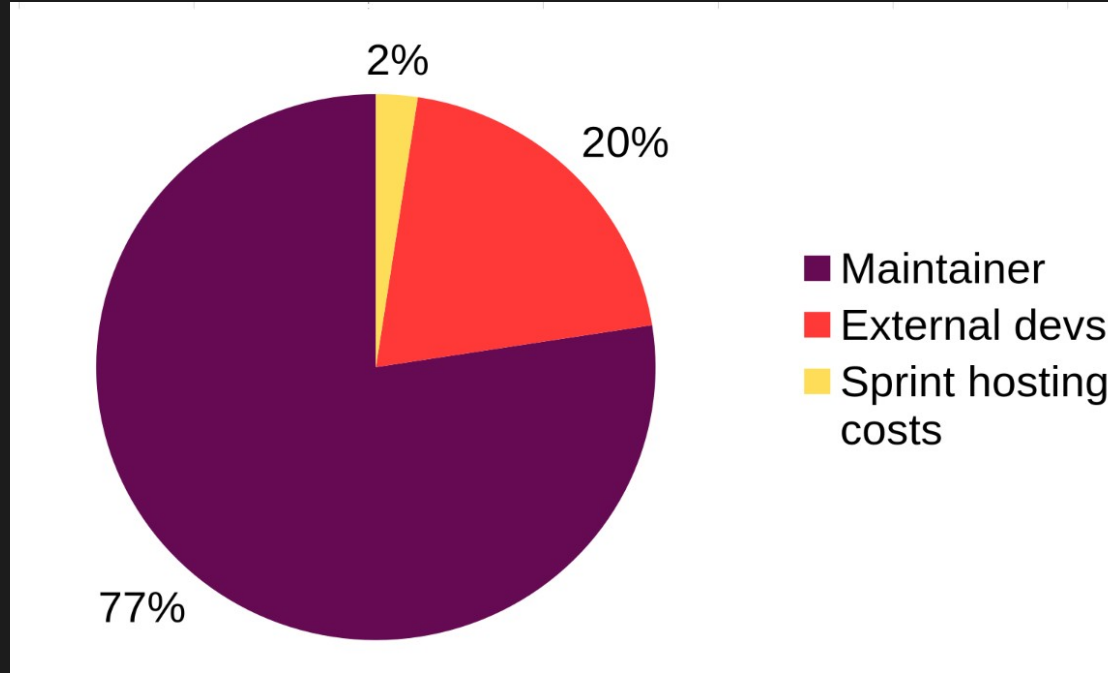*Platform growth*

Kdenlive Downloads Per Platform

Funds status

How long can that work ?
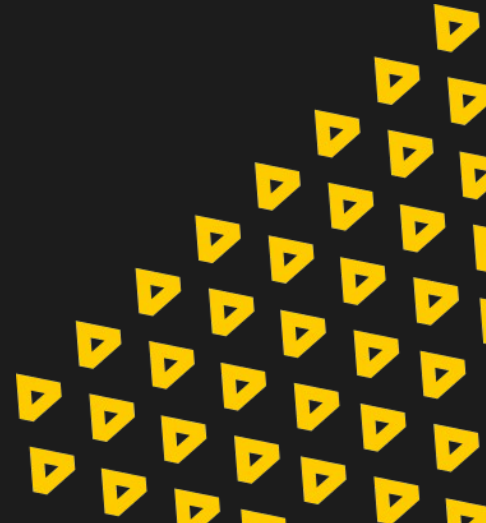
Where did the money go

Working with external developers

Finding talented developers is not that hard (money helps)

We had 2 very **successful** experiences with tasks outsourced to external developers.

- **OpenTimelineIO** import/export
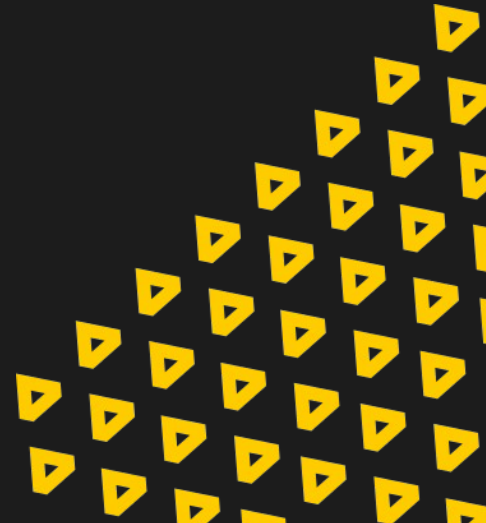- **Audio waveform** refactoring

Our plan

Get advice

Advice from bigger actors were :

- Improve our **development processes**
- Increase user **engagement**
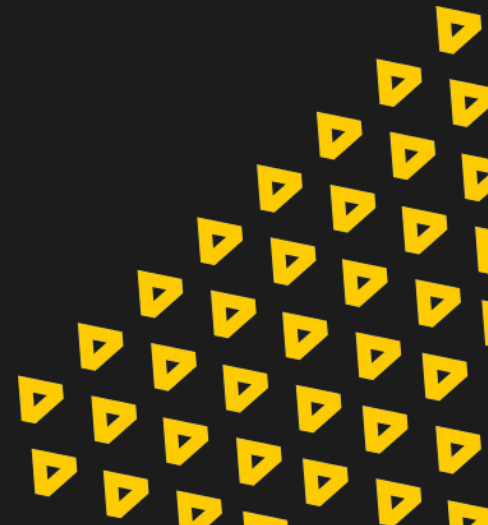- **Advertise** our product

How to survive

Our master plan in 3 steps

Stay **competitive** :

- What makes us unique ?
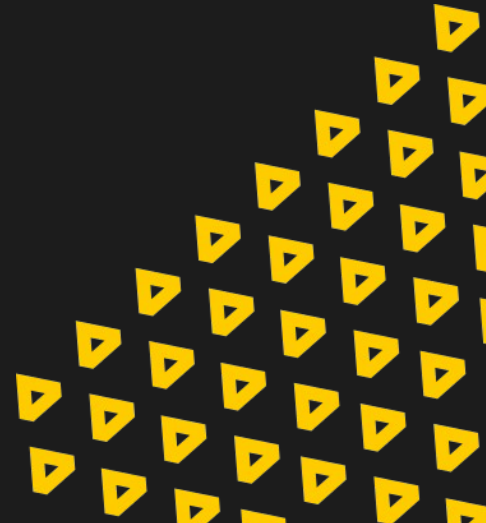- Identify and work on our **weaknesses**

How to survive

Step 2

Expand our user base :

- Publish on **Windows** app store
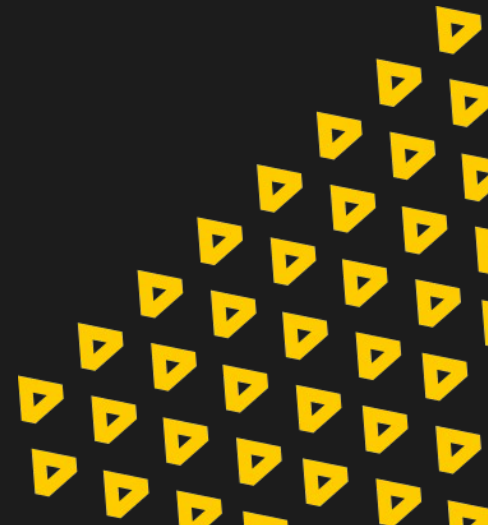- Get in touch with **schools**

How to survive

Step 3

Diversify our income sources :

- Apply for **grants** from foundations
- Launch new **fundraising** campaigns

THANK YOU