Tech of our own: how to grow a business with a purpose?

moz://a

Mozilla makes browsers, apps, code and tools that put people before profit.

Our mission: Keep the internet open and accessible to all.

Read Our Mission

moz://a

Internet Health Report **2019**

Kasia Odrozek, DecidimFest Barcelona

Founder has an idealistic startup idea

Mission is deprioritized

SHARK
TANK

Whose interest should technology serve?

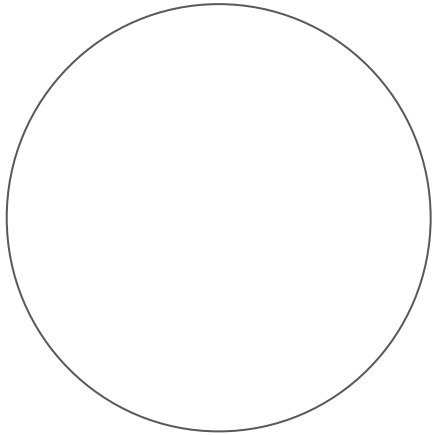
FUNDING

OWNERSHIP

GOVERNANCE

BUSINESS MODEL

ECOSYSTEM



DON’T BE EVIL CANVAS aka GAME OF INCENTIVES

Funding - from whom and which bias and obligations does it create?

Where will the money to kickstart your company come from ? What’s the trade off?

Business model - is it sustainable?

How will the company make money to pay its bills after it acquired first users? Is it sustainable?

Ecosystem - who can help?

How do other players support your company’s existence?

Governance - how do you make decisions?

Which governance structure will ensure there is room for user-first product and company decisions?

Ownership - who controls it?

Who controls the company and how is the ownership acquired and distributed?

Take what's working and improve the rest

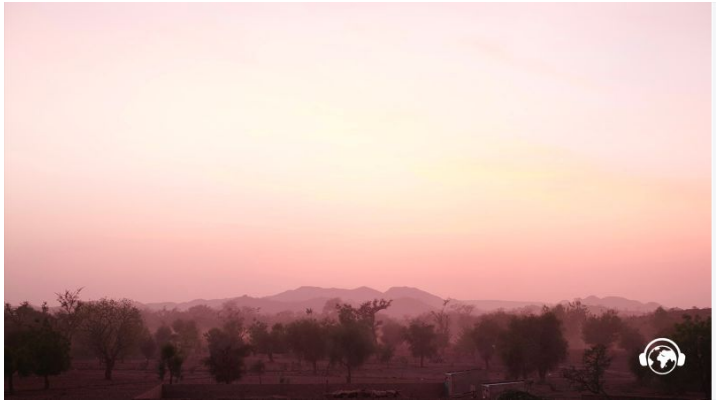
The future of healthcare is co-designed with patients.

"World Changing Idea"
FAST COMPANY

"50 Most Daring Entrepreneurs"
Entrepreneur

#PlatformCoop

THE INTERNET OF OWNERSHIP BRINGS DEMOCRACY TO THE ONLINE ECONOMY.



Trees not profits: we're giving up our right to ever sell Ecosia

25.OCT.2018 .

STEWARD-OWNERSHIP

1. ENTREPRENEURSHIP = OWNERSHIP

2. PROFIT = MEANS TO AN END

ZEBRAS UNITE

Zebras Fix What Unicorns Break

Ways forward

Build the support ecosystem (cities!)
Make it attractive
Strive for genuine change (transparency & inclusion)
No silos

We can change the internet for the better.

Get more at:

tinyletter.com/majoritystake

Contact:

kasia@mozillafoundation.org