

# The Fallacy of the “Zero-Sum” Game

*Allison Randal*

free software

introspect

development

collaboration

many eyes

many hands

coordination



innovation

foundation

inspiration

wheels, again

silos

sanity check

maintenance

app stores



feature parity

business

confidence

no lock-in

open data

adaptation

network

free software



\$0 software

\$1.99 software

market pressure

\$29.99 OS

support

services

content

zero-sum



create

competition

the best

Linux

conversion

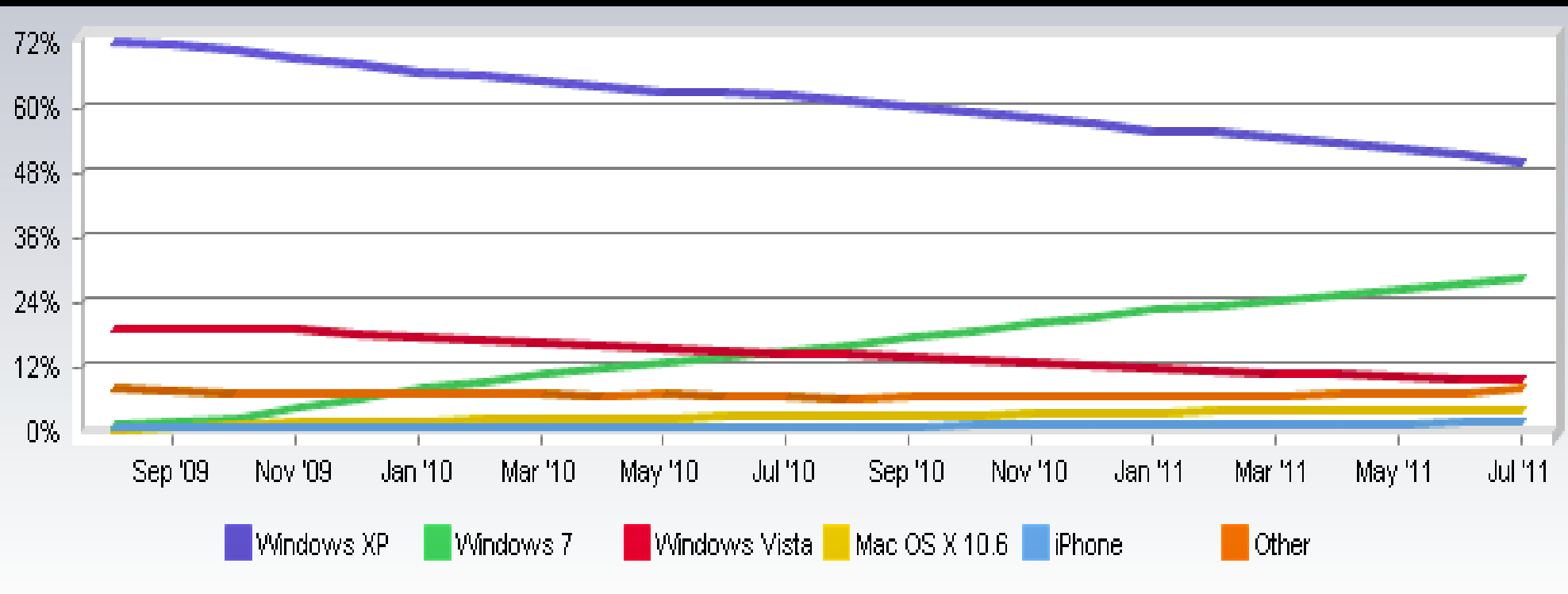
other OS

tech newbies

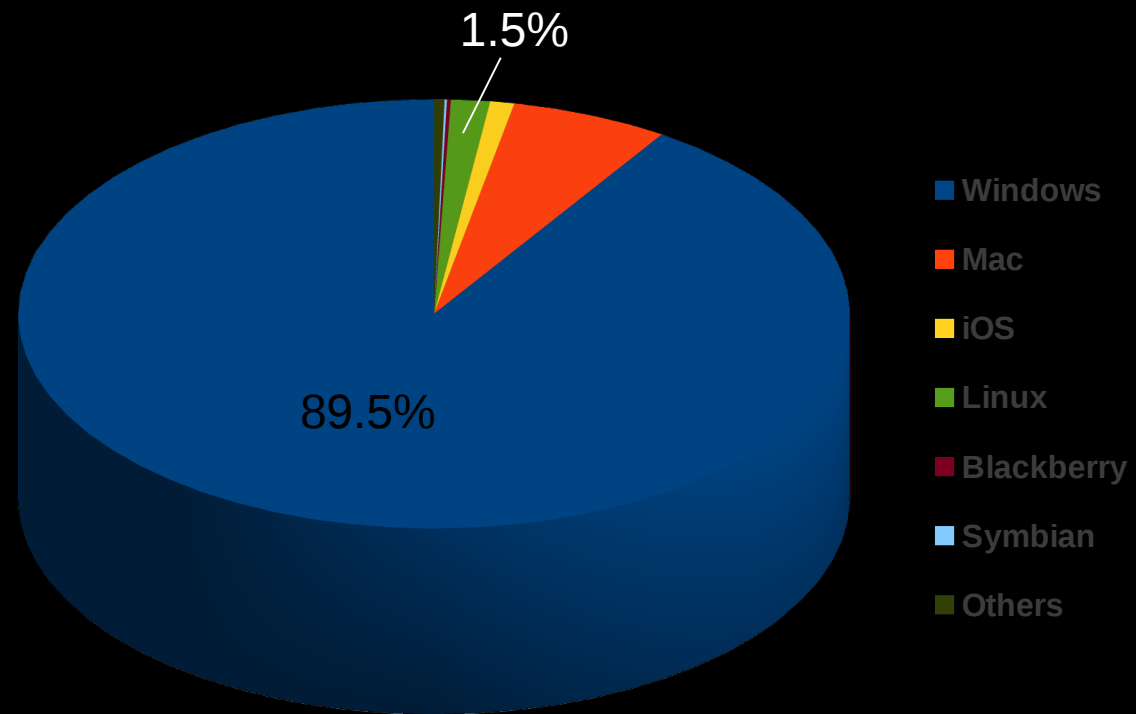
*"Microsoft's share of internet-connected devices has gone from 95% to under 50% in 3 years"*

*— Roger McNamee*

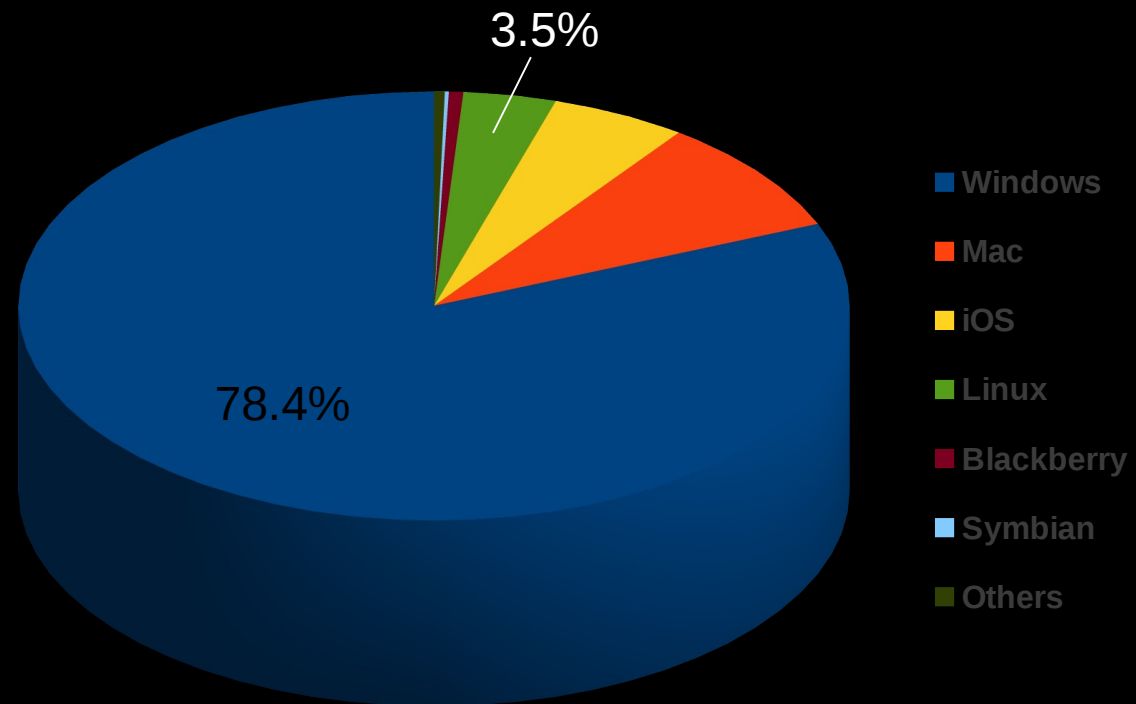




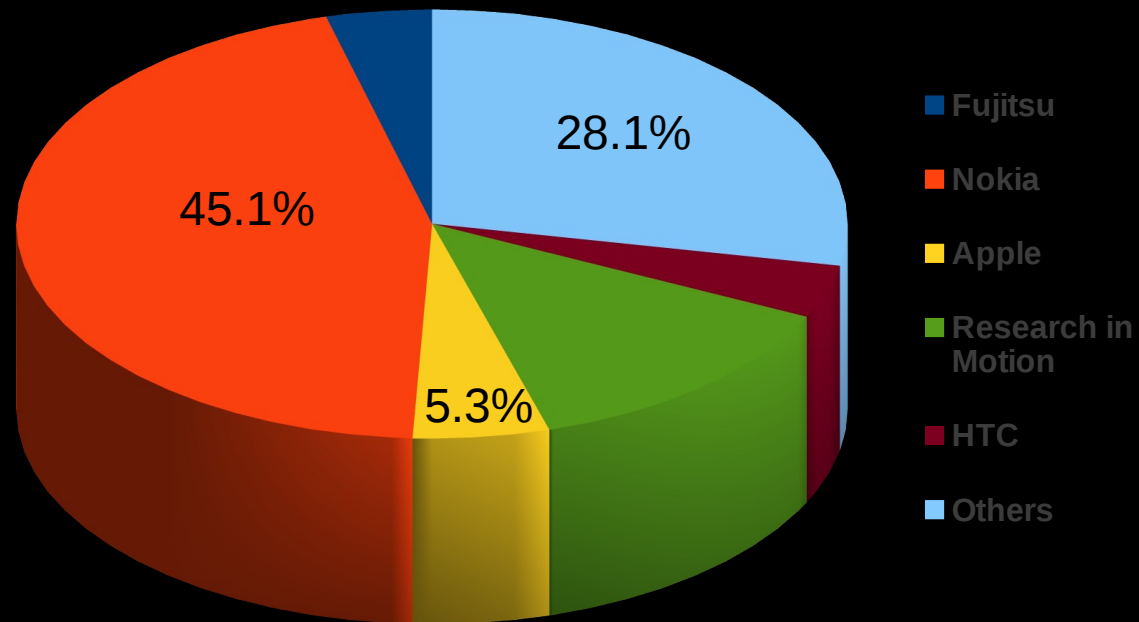
Source: RealTimeStats.com



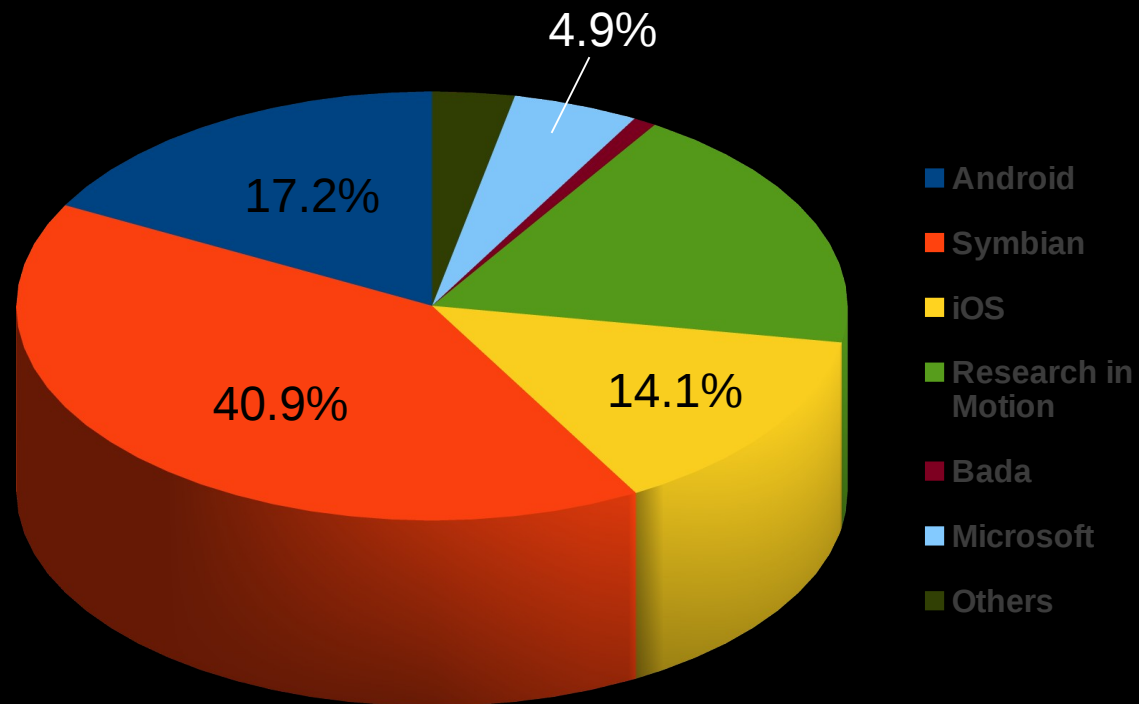
Source: Wikimedia Traffic Analysis Report (Apr 2009)



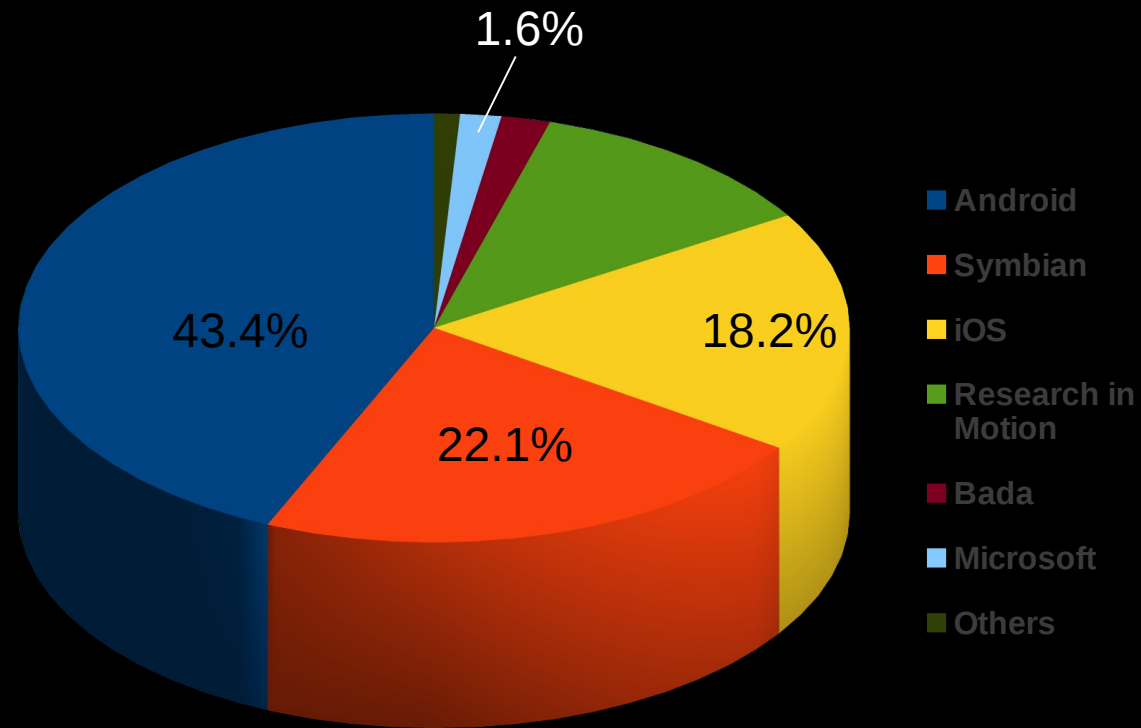
Source: Wikimedia Traffic Analysis Report (Oct 2011)



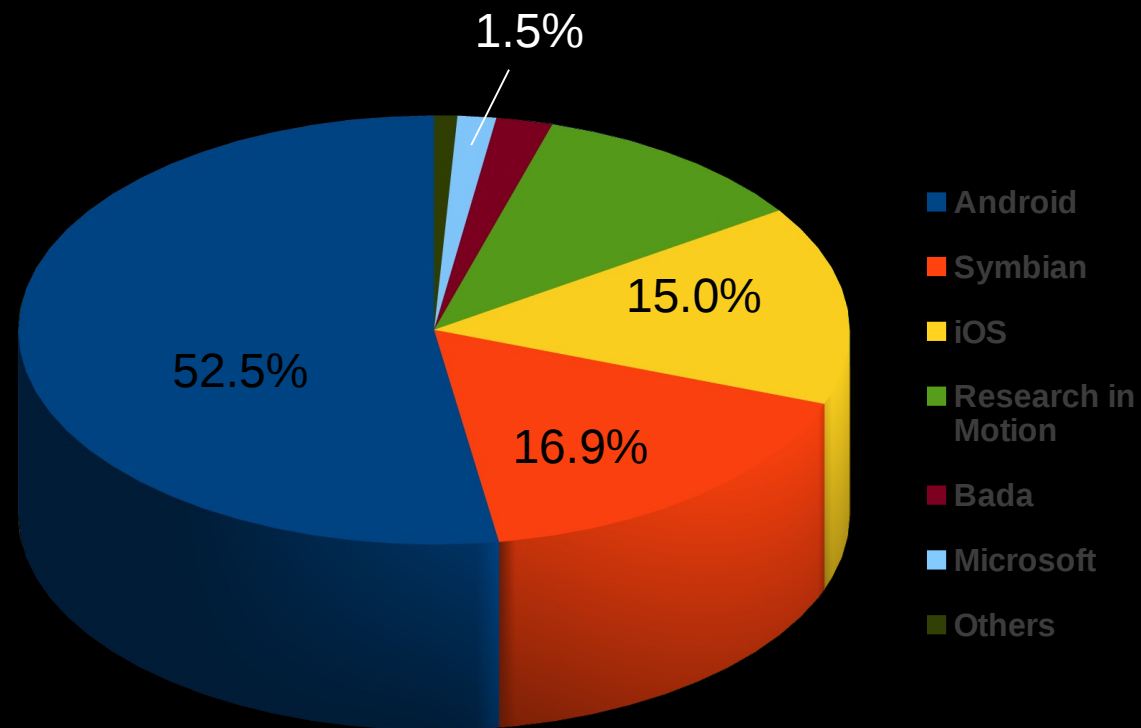
Source: Gartner (Q1 2008)



Source: Gartner (Q2 2010)



Source: Gartner (Q2 2011)



Source: Gartner (Q3 2011)

32k → 108k




refrigerators

plants

COWS

green fields

 Shutting down...

 Windows 7 Ultimate

not likely

rethink

*"Few understand the power of brands and consumers better than Simon Mainwaring. In We First he presents a truly compelling vision of how to transform that power to the benefit of society and the good of capitalism."*

— JEFF JARVIS, author of *WHAT WOULD GOOGLE DO?*

# WE FIRST



HOW BRANDS & CONSUMERS USE  
SOCIAL MEDIA TO BUILD A BETTER WORLD

SIMON MAINWARING



recession(s)

short-sighted

self-destruct

social good

profit

social media

purpose

generosity



prosperity

humanitarian

software

community

improv

mistakes

public

learn



foundations

governance

representation

funding

sustainable

growth

free software

the future