



How to embed **Open Source** contribution into your company's DNA

Who are we?



Rudy BAER
CEO & Once a
Developer & AI
prompter



Yoann FLEURY
Lead Front-End Developer
Expertise React &
TypeScript



BearStudio : 2016's context


Prio n°1 : Find customers

Prio n°2 : Work for customers

Prio n°3 : “Handle the going nuts fixed-price project”


...

Prio x : Open source contribution

-
- **Shy** junior team
 - We used **JHipster** a lot
 - No **historical OS contributors**
 - **Limited resources**
- 

The Core Challenge

The Core Challenge: Open Source in a **Service Company**

- One person doing open source \neq the company supports open source
 - Companies are not individuals, they are for profit and needs time to get money
 - Individuals can contribute **anytime**
 - Companies “can't expect” or demand **personal-time contributions**
- 
- A yellow abstract shape, resembling a jagged mountain range or a stylized wave, is located in the bottom right corner of the slide.

Why?

- IT companies depend on **Open Source** and make money
 - ◆ Completely different industry
 - ◆ Give a chance to everyone
- **Give back** to the community
- Show **expertise**






Spoiler alert
we did it!




until now...

Contributions History


→ 2019

- ◆  Formiz
- ◆  Start UI [web] (React Web boilerplate)

→ 2021

- ◆  Start UI [native] (React Native boilerplate)
- ◆  Start UI [figma] (Figma Design Kit for Start UI)
- ◆  Create Start UI (CLI to bootstrap a project)

→ 2022

- ◆  Start Repo (Quickly create default issues on GitHub/GitLab)
- ◆  .github

→ 2023

- ◆  Ficus UI (React Native UI library)

→ 2025

- ◆  lunalink (TS library to build URL)
- ◆  ui-state (Pattern Matching for UI)



Our Company Recipe





1st ingredient
tech communities

What is Open Source?

Open source means sharing your code publicly, so anyone can view, use, modify, and contribute to it

It's about **collaboration**, **community**, and building together in the open.



1 - Send them as attendee

- Meet **the people** behind Open Source
- **Encourage** developers to dive in after the talks



2 - Send them as Organizer / Volunteer

- Open Source: **share knowledge**
- **Conferences** are mostly about Open Source technologies, by Open Source contributors...

***bonus:** in 2025, real-life kindness matters against online trolls*



UX/UI Mentor - Hackathon

Handihack Hackathon

mars 2018 - mars 2018 - 1 mois

Rouen, Normandie, France

Coaching of teams on UX & UI Design

Compétences : Product Design · Front-End Development



UX/UI Mentor - Startup Weekend

Startup Weekend Rouen

févr. 2018 - févr. 2018 - 1 mois

Rouen, Normandie, France

Coaching of teams on UX & UI Design

Compétences : Product Design



UX/UI Mentor - Hackathon

Hackathon Habitat76

oct. 2017 - oct. 2017 - 1 mois

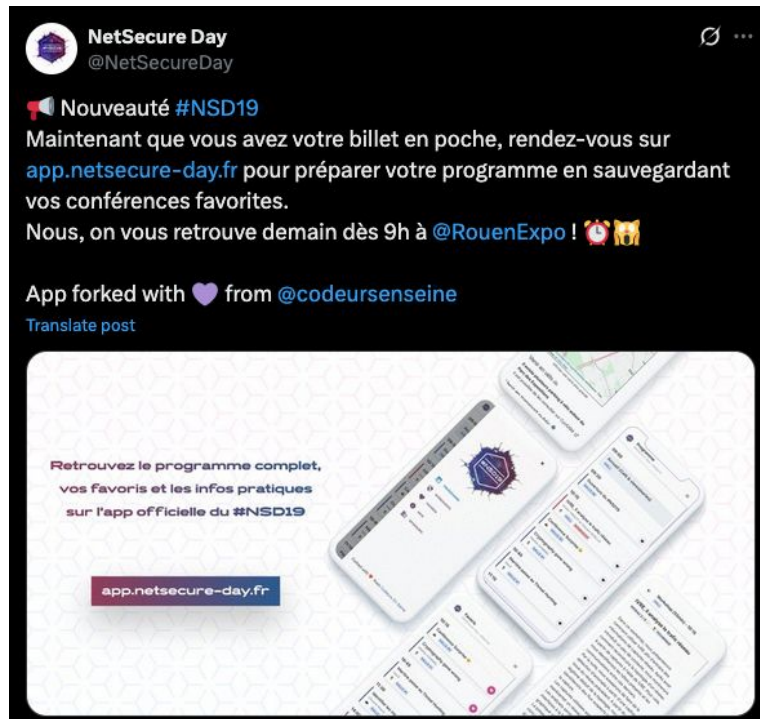
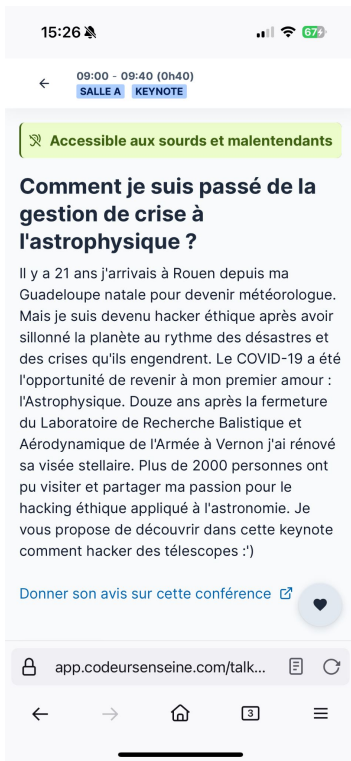
Rouen, Normandie, France

Coaching of teams on UX & UI Design

Compétences : Product Design



Tools contribution



3 - Send them as speakers

- Talk about an **Open Source tool**
- **Non developers** can do it too

Secretary Vs Dev : retour d expérience d'une assistante administrative dans un dev studio

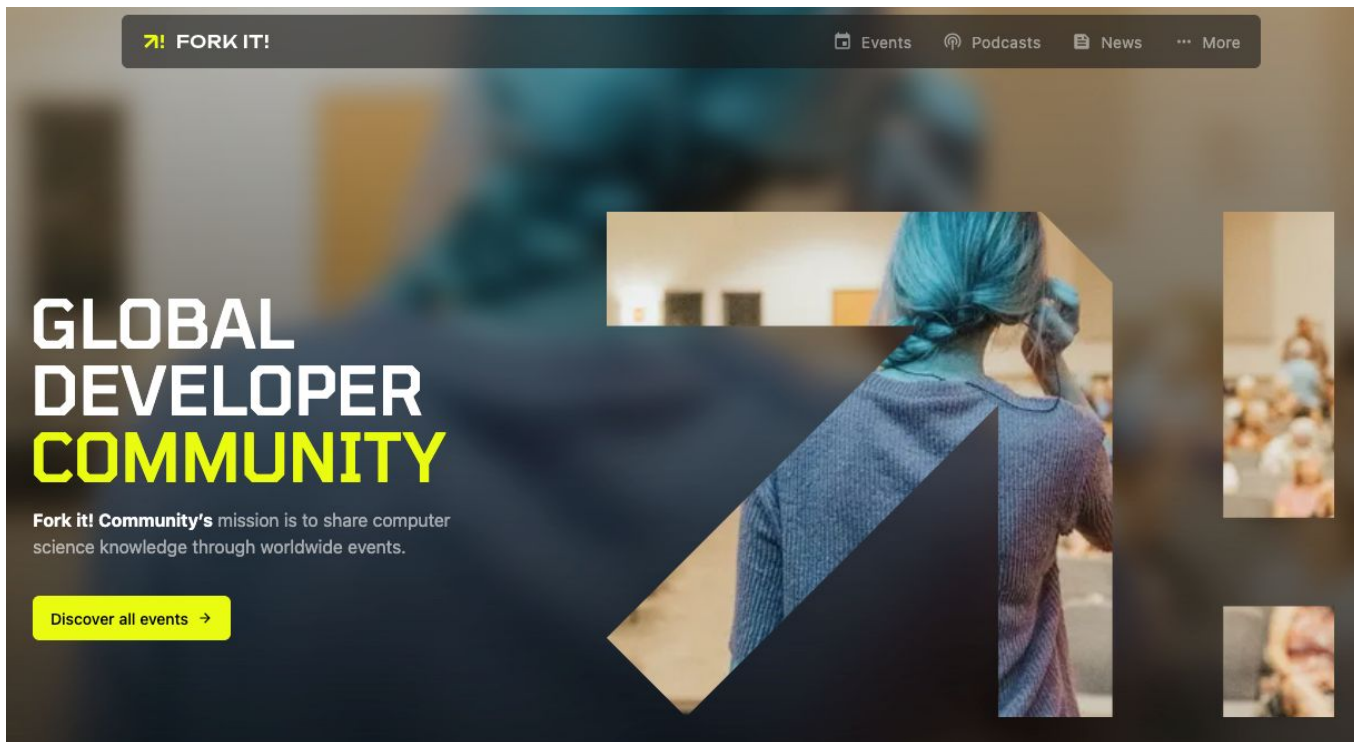
Claire Jeanne

Vous vous êtes déjà sentie comme une baleine dans Microcosmos ? Moi ça m'est arrivé... Quand sur mon parcours professionnel j'ai rencontré un studio de développement. J'avais déjà écumé pas mal de secteurs, bien décidée à ne pas signer de CDI tant que je ne me sentirai pas vraiment bien quelque part ! Mais jamais rien qui ressemblait de près ou de loin au BEARSTUDIO.


J'ai plongé sans bouteille et sans préparation dans un monde où l'on m'a parlé d'agilité, d'auto-gouvernance, mais aussi de sprint, de merge request, d'issue et une flopée d'autre terme que je ne maîtrise toujours pas... En contrepartie je leur ai parlé contrat cadre, convention collective, gestion des congés, plan comptable...

1 an et demi plus tard je suis toujours là, eux aussi, on s'est apprivoisé on a appris à travailler ensemble et à se comprendre. C'est cette expérience singulière mais tellement enrichissante que je voudrais partager parce que franchement je ne regrette pour rien au monde d'avoir osé me lancer dans cette aventure professionnelle et humaine !

4- Create your community



Challenges for the company

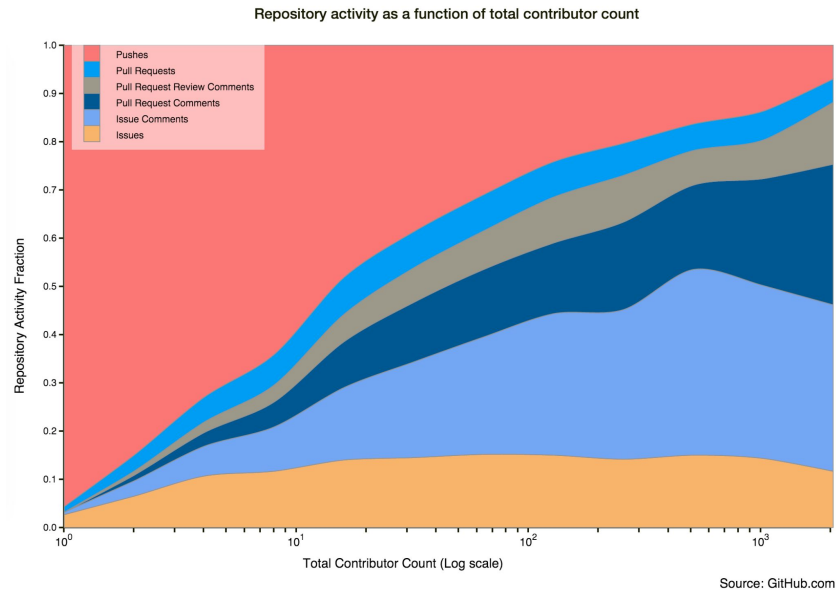
- Encouraging people to **attend in person** while convincing to take a bit of their time
 - **Motivate** to speak: send as attendee first (or as volunteer)
 - Send them as **volunteer** to events
 - **Budget**
 - **Time**
- 

2nd ingredient

**Contribute to an
existing project**

Major issues

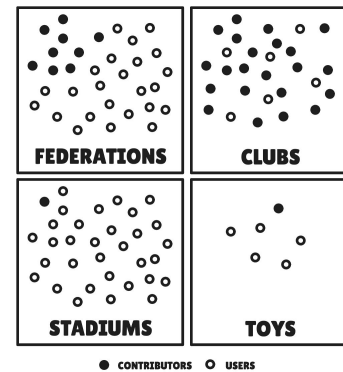
- **Where to start?**
- **Impostor Syndrome**
- **Motivate team**



<https://github.blog/news-insights/research/the-shape-of-open-source/>

Project choice

- Project, technology or tool **used by the team**
- **Size** (federations, clubs, toys, stadium)



	HIGH USER GROWTH	LOW USER GROWTH
HIGH CONTRIBUTOR GROWTH	Federations (e.g., Rust, Linux)	Clubs (e.g., Astropy)
LOW CONTRIBUTOR GROWTH	Stadiums (e.g., Babel)	Toys (e.g., gitweb)

No-code contributions !

- **Test** the project/tool
- Create **issues**
- Take **simple issues** good first issue
- Improve **documentation**
- Help on the **design**
- **Answer questions** from the community
- **Onboard** people



Donate

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 @dai-shi	👁 Public	Dec 22, 2022	\$250.00 one time	Manage ▾
 @imsnif	👁 Public	Dec 22, 2022	\$100.00 one time	Manage ▾
 @TkDodo	👁 Public	Dec 22, 2022	\$400.00 one time	Manage ▾

**Dominik** 🧐 🟦 @TkDodo · Dec 22, 2022

Thank you so much @_BearStudio for sponsoring me on GitHub 🧡



github.com
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Web-Developer • 🧡 ReactJs and TypeScript •
Maintainer of TanStack Query and remeda • ...

Tips and tricks for motivation and onboarding

- Dedicated **recurrent day**
 - Dedicated **period**
 - **Yearly** objective
 - **Articles**
- 



3rd ingredient

**Create an Open
Source project**

(Live “only” from Open Source)

- Freelance **have a side mission**
- Open Source companies **sell**
 - ◆ a product
 - ◆ change their business model
- Services companies **sell support**



Clearly identify the goals



- For the **company**
- For the **contributors**
- For your **clients**
- For your **users**



Methods to move forward

- Backlok **preparation**
- Dedicated **week or days**
- Code **retreat**
- **Lunch break**
- **Mob** programming
- **In between** contract



Techniques

- Have a real **everyday need**
- No need to be **perfect** on first releases
- **Show and tell**
- **Promote** / Showcase
- Find a **leader**
- **Onboard** others
- **find users**



4th ingredient
maintain OS project

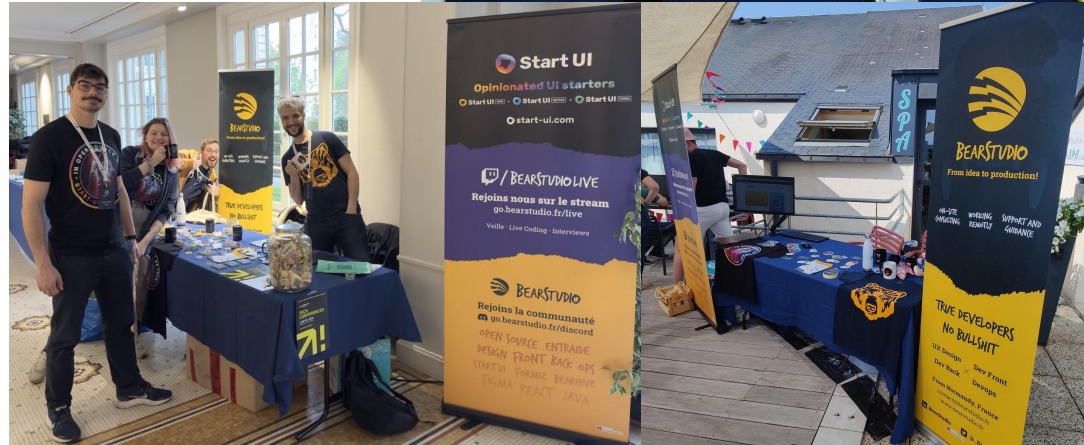
Main issues

- Keep up **the motivation**
- Free some **time**
- Identify ROI

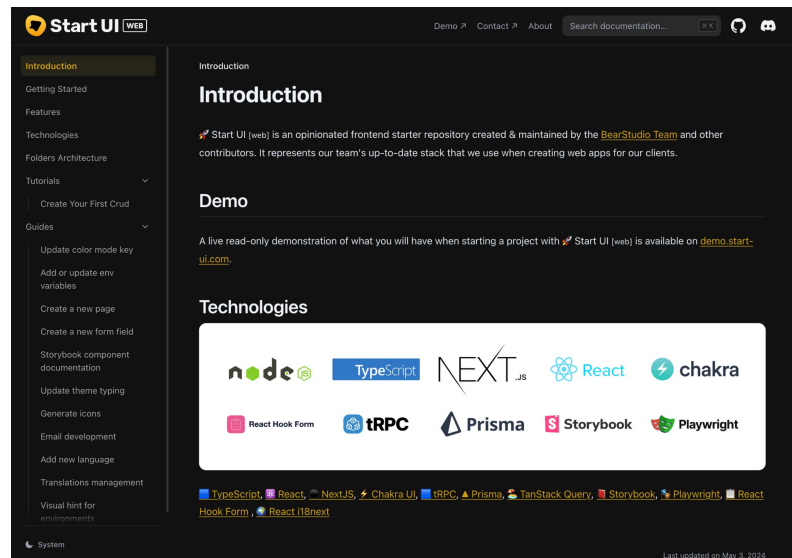
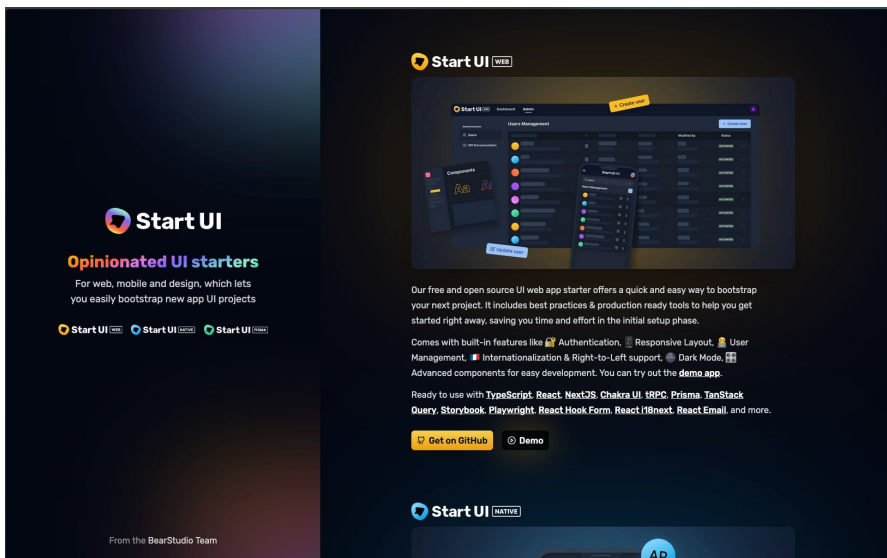


Marketing

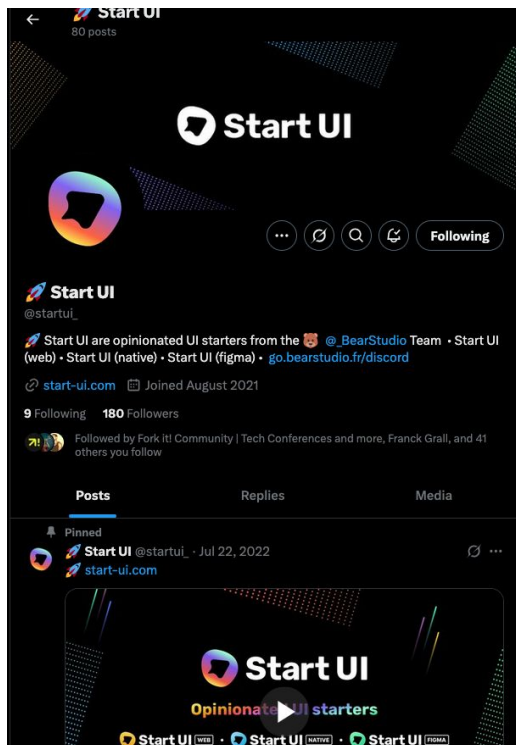
- **Goodies**
- **Exhibitions**
- **Involve most people in the company**



Doc & landing



Talk about your project



Talk about your project



This Week In React

Articles

[Newsletter](#)

Thread

Sponsor

English ▾

Issues

2025

#237: RSC, TanStack, Storybook, Lingo Compiler, LiveStore, Base UI | Legacy Arch, Hermes N-API, 120fps, ReactRaptor, DevTools | TC39, Import Maps, Vite, Vitest, Babel, PHP

#236: Remix, TanStack, RSC, RedwoodSDK, Storybook, Docusaurus | ExecuTorch, Screens, FlashList, Reanimated, Expo, EAS, Radon | TypeScript, Temporal, Angular, JSPM, ESLint, tsdown

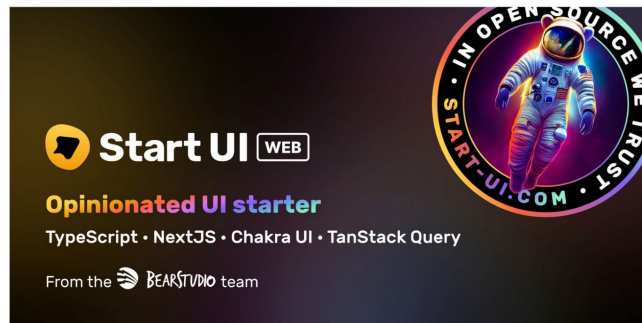
#235: React Router, createStore, SuspenseList, Transition Indicator, Compiler, RenderHooks, Waku, React-Scan | Expo, Lava, Fortnite, Skia, AI, Lynx | TC39, using, Zod, Node, Deno

#234: TanStack DB, TanStack Query, React Router, Vite, Redux Toolkit, Parcel | 0.80 RC, Expo, Legal, Re.Pack, Skia, Radon IDE, Rive | Rslib, Composites, Lightning CSS, Accessibility, V8

#233: RSC, Next.js, Compiler, Unhead, Shadcn, Relay, Mantine | Expo, WebGPU, Skia, Apple fees, Reanimated, Fragment Refs | Node.js, TS, Prisma, Deno, GSAP



Sponsor



Start UI [web] - Opinionated web app UI starter

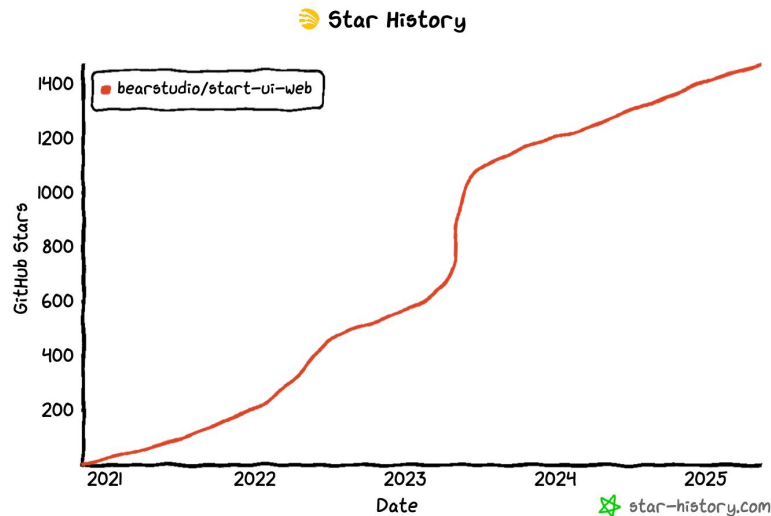
Our **free and open source UI web app starter** offers a quick and easy way to bootstrap your next project. It includes **best practices & production ready tools** to help you get started right away, saving you time and effort in the initial setup phase.

Comes with built-in **features** like 🗝️ Authentication, 📱 Responsive Layout, 👤 User Management, 🌐 Internationalization & Right-to-Left support, 🌑 Dark Mode, ⚙️ Advanced components for easy development. You can try out the [example app](#).

Ready to use with **TypeScript**, **NextJS**, Chakra UI, TanStack Query, Storybook and more.

[Start UI \[web\] on GitHub](#)

Collect Stars



- ➔ Organic
- ➔ Give back to the community by sponsoring newsletter
- ➔ Exhibit giveaway



ROI on the company

- ❑ Make your employee **learn** new things
- ❑ **Improved efficiency and time saved** through the use of OS projects
- ❑ Trigger **business** opportunities
- ❑ Learn and share Open Source **best practices**
- ❑ Builds “healthy” **confidence**
- ❑ Improve **technical skills**
- ❑ Improve **soft skills** (communication, project management, ...)
- ❑ Improve **documentation** skills
- ❑ **Credibility**



Conclusion

Don't forget

- Subjects skipped like:
 - deprecation
 - version update
 - community
 - ...

The main point

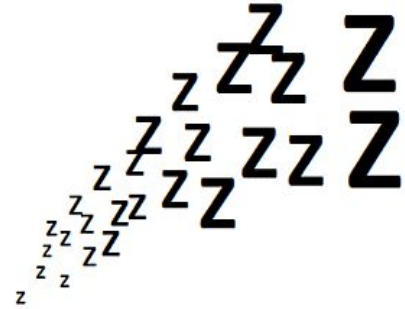
ROI is not measured by **money**

- ~**€10 million** in revenue thanks to open source.
- How many from our contributions? Difficult to tell, but **not null**
- **Budget:** teambuilding, marketing, business, HR...

FOSS contribution allows companies to **manage their budgets differently**

A yellow abstract shape, resembling a jagged line or a stylized mountain range, is located in the bottom right corner of the slide.

Don't sleep on Open Source





Questions?