

SHAKING THE W3C:  
A PROPOSAL FOR  
A REALISTIC BUSINESS MODEL

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```
#W3C > *.expert[volunteer="true"]::before
```

## 2 days training session for W3C experts

s/Member/Member/  
Become a W3C ambassador  
Possibly how to tie a tie...



```
#W3C > *.expert[volunteer="true"]::after
```



# FIND CUSTOMERS ? MANAGE CONTRACTS ?

**NO !!!**

Make deals with (global) service companies  
needing such expertise and give them back 10%

Target is everyone, not only W3C Members.

Perfectly reasonable market price for top-level  
international-class experts  $\geq 5000$  US\$/day

Let's say 30 W3C experts...

Let's say 10 work days per year...

Let's say the expert gets as an extra 20% of the income

Yearly revenue stream for W3C : \$1,080,000

Yearly extra per W3C expert : \$9,000

%age given to the service company: \$150,000

Pros:

- easy to implement (**start now and have it ready for january 1st is perfectly reasonable**)
- market price = lot of income for minimal work
- W3C is present on 3 continents and has local offices
- W3C has incredible experts
- Travels paid by customer, preparation of training sessions paid by customer
- Positive spiral : consulting helps filling the holes, hire more, get more income AND do more standards work.
- ...

### Cons:

- CSS 2.1 could be 10 more days late :-)
- Internal resistance because it's a new culture
- Legal aspects because the W3C is (still) not independant
- One contract per host with services companies, sigh...
- Only volunteers



Two years ago, I was worried reading the W3C finances report.  
Today, the finances report is just scary.

Please don't wait two more years to try ideas only because  
they're outside of the Academic culture or because there are  
structural issues.

W3C Members don't stop in front of cultural changes of  
structural issues.

Why do you stop?