Tech of our own: how to grow a business with a purpose?
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
Founder has an idealistic startup idea

Mission is deprioritized
Whose interest should technology serve?
### DON’T BE EVIL CANVAS aka GAME OF INCENTIVES

<table>
<thead>
<tr>
<th>Funding - from whom and which bias and obligations does it create?</th>
<th>Business model - is it sustainable?</th>
<th>Ecosystem - who can help?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where will the money to kickstart your company come from? What’s the trade off?</td>
<td>How will the company make money to pay its bills after it acquired first users? Is it sustainable?</td>
<td>How do other players support your company’s existence?</td>
</tr>
</tbody>
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<tr>
<th>Governance - how do you make decisions?</th>
<th>Ownership - who controls it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which governance structure will ensure there is room for user-first product and company decisions?</td>
<td>Who controls the company and how is the ownership acquired and distributed?</td>
</tr>
</tbody>
</table>
Take what’s working and improve the rest
The future of healthcare is co-designed with patients.

"World Changing Idea"
FASTCOMPANY

"50 Most Daring Entrepreneurs"
Entrepreneur

#PlatformCoop

THE INTERNET OF OWNERSHIP BRINGS DEMOCRACY TO THE ONLINE ECONOMY.
STEWARD-OWNERSHIP

1. ENTREPRENEURSHIP = OWNERSHIP

2. PROFIT = MEANS TO AN END
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