CLOUD F**O**UNDRY

FOUNDATION

Membership Prospectus
September 2016

About the Cloud Foundry Foundation:

The Cloud Foundry Foundation sees a world of cloud computing that is:

- Ubiquitous and flexible, supporting multi-cloud deployment of applications.
- Portable and interoperable, enabling users and developers to move their applications wherever they need to go.
- Vibrant and growing, underlying a massive ecosystem of applications and services based on an efficient marketplace.

The Cloud Foundry Foundation is a 501(C)(6) tax exempt non-profit entity with a mission to foster the growth and development of the Cloud Foundry open source project portfolio, community, and global ecosystem. Projects hosted at the Foundation support these goals in three main ways:

- By providing features and functionality relating to the core Platform-as-a-Service ("PaaS") experience as perceived by users of the platform.
- By extending Cloud Foundry through well-defined integration points; for example, by providing support for additional buildpacks and services.
- By providing features and functionality relating to the management, administration, and operation of a Cloud Foundry-based PaaS and associated services.

The Foundation responsibilities include oversight of Projects, IP and trademark management, infrastructure support, ecosystem development, events and tradeshows. The Foundation is also responsible for Cloud Foundry Certification. These responsibilities are performed under a number of guiding principles including Governance by Contribution, IP Hygiene, Equal Opportunity to Participate, and No Surprises.

Foundation Structure

The Foundation structure includes the Board of Directors, PMCs, Projects, Technical Advisory Board, Strategy Council and a User Advisory Board.

- **Board of Directors:** The Board oversees all Foundation affairs and currently consists of nine voting members (7 Platinum member representatives and 2 Gold member representatives).

- **Project Management Committees (PMC):** A PMC oversees and provides leadership for collections of related Projects.

- **Projects**: Projects are where day-to-day development activities are performed. Each Project has a well-defined charter and scope that must be approved by the governing PMC.

- **Technical Advisory Board:** The goal of the Cloud Foundry Foundation's Technical Advisory Board is to serve as a mechanism for debating, documenting and maintaining a long term technical strategy for the Foundation. The Technology Advisory Board's objective is to take a long range technical view and share its collective perspective in a formal document with the Foundation's PMCs for their consideration.

- **Strategy Council:** The Strategy Council provides a mechanism for community members to voice any concerns, raise issues for discussion, and provide feedback to those setting the direction of the Foundation and the PMCs. The group also provides an additional mechanism to disseminate information to the Cloud Foundry community and to solicit input on proposed plans.

- **User Advisory Board:** The User Advisory Board provides a mechanism for end user member companies to voice any concerns, raise issues for discussion, and provide feedback to those setting the direction of the Foundation and the PMCs. The User Advisory Board also provides a channel to disseminate information to the Cloud Foundry user community and to solicit input on proposed plans or on issues as the Board from time-to-time deems it necessary or appropriate to conduct the business and further Foundation objectives.

Foundation Marketing

An important part of the Cloud Foundry Foundation is marketing the technology and member partners' contributions and offers. We intend to leverage modern industry practices to create a significant amount of coverage and interest in Cloud Foundry and the Foundation partners.

This includes a coordinated effort around:

- Social media outreach and networking.
- Cloud Foundry Foundation and member blogs delivering the message and explaining the practical value of PaaS.
- Regional meet-ups and hack-a-thons to drive developer interest.
- Cloud Foundry Summits.

Members of the Foundation will be highlighted in these activities and asked to participate in building market awareness of Cloud Foundry and associated solutions.

Foundation Membership

The Foundation includes four levels of membership: Platinum, Gold, Silver and Individual.

Platinum Membership:

Platinum membership is designed for industry leader companies who desire to have the most influence on the direction and future of Cloud Foundry. Platinum membership has an initial cost of $500,000 per annum with a three-year commitment. Platinum membership benefits include:

- A Platinum member organization may assign a Director on the Cloud Foundry Board of Directors.
- Each Platinum member of the Foundation will have the right to fill two (2) seats on the Technology Advisory Board.
- Platinum members are given access to the Foundation's Global Perception Study, providing vital information about awareness and

adoption of PaaS and Cloud Foundry.

- Platinum members receive discounts on Cloud Foundry Certification provided by the Foundation.

- Platinum members have guaranteed representation on every PMC for which they have at least one (1) Dedicated Committer to the respective PMC's Projects.

- Access to restricted use of Cloud Foundry logos for commercial use.

- Recognition of Platinum sponsorship with a corporate logo placement on the cloudfoundry.org website.

- A company profile on the cloudfoundry.org website.

- Opportunity to participate in the Cloud Foundry Summit conference(s).

Expectations of a Platinum Member:

Platinum members are encouraged to participate in all aspects of the Foundation including code contributions, community development, user education, and Foundation related marketing activities. Some examples include:

- Assign a Director to represent the member on the Foundation Board of Directors.

- Assign appropriate senior technical staff members to the Technical Advisory Board.

- Participate in growing the Foundation based on resources and interest areas.

- Engage actively in the development process.

- Contribute any relevant software.

- Engage in ecosystem development.

- Participate in conferences as a sponsor by providing topics and speakers.

- Provide event/marketing resources and sponsorship funding.
- Promote Cloud Foundry to other potential partners/users.

- Certify any Cloud Foundry software distribution or online service they offer commercially.
- Certify internal developers and operators that are working on Cloud Foundry.

Gold Membership:

Gold membership is designed for industry leader companies who desire to have a high level of influence in Cloud Foundry. Gold membership has an initial cost of $100,000 per annum with a three-year commitment.

Gold membership benefits include:

- A Gold member organization may put forward a candidate for one of the two designated Gold seats on the Cloud Foundry Board of Directors.
- Participation in the election of Gold membership to the Cloud Foundry Board of Directors.
- Each Gold member of the Foundation will have the right to fill one (1) seat on the Technology Advisory Board.
- Gold members have guaranteed representation on the Strategy Council.
- Gold member end user companies may be selected to participate on the User Advisory Board.
- Gold members are given access to the Foundation's Global Perception Study, providing vital information about awareness and adoption of PaaS and Cloud Foundry.
- Gold members receive discounts on Cloud Foundry Certification provided by the Foundation.
- Gold members have guaranteed representation on every PMC for which they have at least one (1) Dedicated Committer to the respective PMC's Projects.
- Access to restricted use of Cloud Foundry logos for commercial use.
- Recognition of Gold sponsorship with a corporate logo placement on the cloudfoundry.org website.

- A company profile on the cloudfoundry.org website.
- Opportunity to participate in the Cloud Foundry Summit conference(s).

Expectations of a Gold Member:

Gold members are encouraged to participate in all aspects of the Foundation including code contributions, community development, user education, and Foundation related marketing activities. Some examples include:

- If interested, the Gold member organization can put themselves up as one of the two Board of Director members.
- Participate in the Strategy Council.
- Participate in growing the Foundation based on resources and interest areas.
- Assign appropriate senior technical staff members to the Technical Advisory Board.
- Engage actively in the development process.
- Contribute any relevant software.
- Engage in eco-system development.
- Participate in conferences as a sponsor by providing topics and speakers.
- Provide event/marketing resources and sponsorship funding.
- Promote Cloud Foundry to other potential partners/users.
- Certify any Cloud Foundry software distribution or online service they offer commercially.
- Certify internal developers and operators that are working on Cloud Foundry.

Silver Membership:

Silver membership is designed for a range of companies, from start-ups to industry leaders, who want to strongly support the Cloud Foundry community and take advantage of membership benefits. Silver

membership has four fee tiers based on the number of total employees in the Member company as follows:

- A company with 1-50 employees has an initial cost of $5,000 per annum.

- A company with 51-150 employees has an initial cost of $10,000 per annum.

- A company with 151-500 employees has an initial cost of $30,000 per annum.

- A company with over 500 employees has an initial cost of $50,000 per annum.

Benefits include:

- Silver members may put forward a candidate for one of the six Silver membership representative roles on the Strategy Council.

- Participation in the election of silver representatives to the Strategy Council.

- Silver member end user companies may be selected to participate on the User Advisory Board.

- Silver members are given access to the Foundation's Global Perception Study, providing vital information about awareness and adoption of PaaS and Cloud Foundry.

- Silver members receive discounts on Cloud Foundry Certification provided by the Foundation.

- Silver members have guaranteed representation on every PMC for which they have at least one (1) Dedicated Committer to the respective PMC's Projects.

- Access to restricted use of Cloud Foundry logos for commercial use.

- Recognition of Silver sponsorship with a corporate logo placement on the cloudfoundry.org website.

- A company profile on the cloudfoundry.org website.

- Opportunity to participate in the Cloud Foundry Summit conference(s).

Expectations of a Silver Member:

Silver members are encouraged to participate in all aspects of the Foundation including code contributions, community development, user education, and Foundation related marketing activities. Some examples include:

- If interested, the Silver member organization can put themselves up as one of the six members of the Strategy Council.

- Participate in growing the Foundation based on resources and interest areas.

- Provide feedback on existing technology and future direction.

- Engage actively in the development process.

- Contribute any relevant software.

- Engage in eco-system development.

- Participate in conferences as a sponsor by providing topics and speakers.

- Provide event/marketing resources and sponsorship funding.

- Promote Cloud Foundry to other potential partners/users.

- Certify any Cloud Foundry software distribution or online service they offer commercially.

- Certify internal developers and operators that are working on Cloud Foundry.

Individual Membership:

Individual membership is open to individuals who are not an employee of a member company. There are currently no membership fees associated with an Individual membership. Individual membership is

designed for a person who would like to eventually become a Dedicated Committer.

Benefits include:

An Individual member who qualifies and becomes a Dedicated Committer would have representation on the PMC to which the individual is a Dedicated Committer.

Expectations of an Individual Member:

Individual members are encouraged to participate in the Foundation including code contributions and positively engaging with the overall Cloud Foundry Community.