

IoT Steering Committee Minutes

September 28, 2020

Agenda

Agenda Topics	Moderator	Minutes
Adopt the minutes of the August 24, 2020 call	Frédéric	5
Marketing updates	Ioana	15
2021 Program and Budget	Frédéric	45

Attendees

Present

Robert Andres — Eurotech (alternate)
Caroline Buck — Bosch
Paul Buck — Eclipse Foundation
Marco Carrer — Eurotech
Frédéric Desbiens — Eclipse Foundation
Ioana Maftei — Eclipse Foundation
Jens Reimann — Red Hat

Excused

Kai Hudala — Bosch (alternate)

Minutes

1. Minutes of the August 24, 2020 call

The minutes of the July 27, 2020 call were unanimously approved.

2. Marketing Updates

Ioana Maftei updated the committee on the status of several deliverables currently in the

pipeline. Those include:

- 2020 IoT Developer Survey results: The deck has been completed and will be unveiled during EclipseCon 2020 (October 20).
- VOLTTRON case study: Various SMEs have provided feedback about the final draft. The Aragona agency will start the design of the final document shortly.
- Cedalo case study: The final version has been published and is currently promoted on iot.eclipse.org and in our various social media channels.

Ioana, with the help of the marketing team, will produce a marketing plan proposal for the consideration of the committee. This plan will be one of the inputs to the budget process.

3. 2021 Program and Budget

Frédéric Desbiens prepared a starter slide deck for the 2021 program plan and a spreadsheet for the 2021 budget. Most of the strategic goals will stay the same as in 2020 and some objectives will need to be tweaked or updated. Ioana Maftei will put together a marketing plan that will define a number of deliverables for the year which, in turn, will determine allocations for that part of the budget.

The budget spreadsheet assumes that the working group's revenue will stay constant on a year-to-year basis. However, the members of the committee discussed various ways to increase the working group's revenue. The most promising avenue would be to introduce a new paying membership level that would slot between strategic and participant. We need to define the value proposition for it.