

# Why do we operate as a non-profit and open source outputs?

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## Briefing

Logic of our primary entity being a Not-for-profit		
1.	Neutral standard setting	The markets we serve need a coherent (even if imperfect) set of standards, not multiple marketplaces with conflicting models. Non-profit status should incentivize working with us rather than against us.
2.	Independence	Our markets are nuanced and can't avoid politicized issues. Not-for-profit status allows us to demonstrably pursue what's best for market growth and impacts rather than needs of shareholders.
3.	Credibility	We are more likely to be accepted across the spectrum of stakeholders as evangelist and arbiter of market decisions if we have no personal gain from judgements.
4.	Unlocks resources	As a not-for-profit we can access funding sources, pro-bono help, speaking slots, coverage and networks not necessarily available to commercial players.
5.	Takes cost out	Profit extraction by us would – at some point – raise market overheads. That would lower pay or raise charges on our sellers. Our markets deliver much of their value in other people's supply chains: employers, staffing companies, etc. If our take covers operations only, inclusion in these ecosystems will be easier.

Logic of open sourcing		
1.	Neutral standard setting	An Open Source platform incentivizes working-with rather than competing-against. This creates clarity and certainty across the stakeholders needed to make our model reality.
2.	Discipline	Subjecting ourselves to open source accreditation and inspection by the Github community forces us to maintain highest levels of system architecture, documentation and integrity.
3.	Credibility	Our authority as impartial exponents of a facility geared to the interests of its users would be hard to challenge if we are inviting constant inspection while giving away what we are learning.
4.	Robustness	Our technology will be explicitly configured for inspection and challenge. Anyone planning to incorporate us in their operations would know we had been checked over multiple times.
5.	Innovation	There are tools that could sit on our platform we will never invent ourselves. Open sourcing incentivizes anyone to experiment and add new facilities.

6.	Guarantee of social return	We as an organization may falter, but our outputs are freely available to others who may execute better. The outcomes which social investors seek will be more assured.
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