**Making Money in IoT: is open source a Help or a Hindrance?**

Abstract:

All the signs are that the internet of things is a most exciting market, but it is clearly more fragmented and more complex than the mobile phone market. As applications and systems are deployed they need to meet conflicting criteria: price, performance, risk, future-proof, flexibility, etc. This complexity is holding back take-up and standards are needed to resolve some of these issues. Within the multifaceted ecosystem that surrounds IoT there is a role for open source to help pull things together, but today is it a help or a hindrance? This talk looks at the topic from a pragmatic perspective, from within a company selling current product and developing new ideas.