

The background of the image is a wooden surface with various objects scattered on it: a laptop in the top left, a mouse in the top right, a black folder or book in the middle right, a pinecone in the bottom left, and a pair of glasses in the bottom left. The text is overlaid on this background.

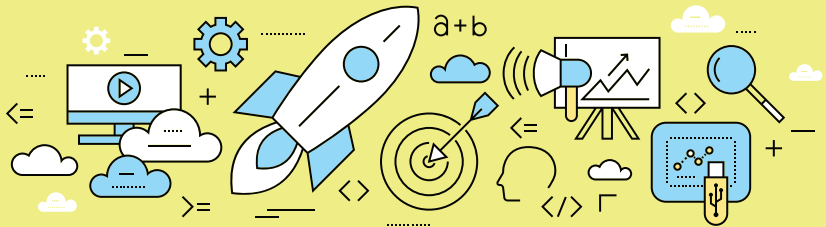
A GUIDE

Creative Commons for Start-Ups

hiperderecho

It's not just good vibes

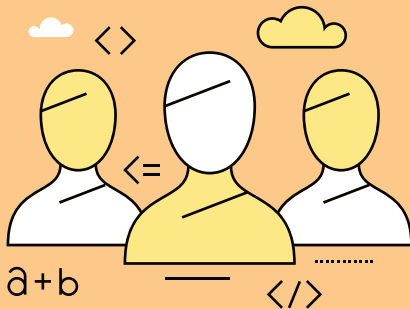
Community building and free-to-use content can turn up to be much more important for success than investing large sums of money in market analysis and advertising. Actually many successful startups and even large companies working on emerging markets such as electric cars, Internet of Things and other technologies decide to share their findings, release their code, and refrain from patenting their inventions in order to strengthen their ecosystems. New ventures, big and small, benefit from this. The exponential growth of the so called sharing economy is proof of this.



A new paradigm for entrepreneurship

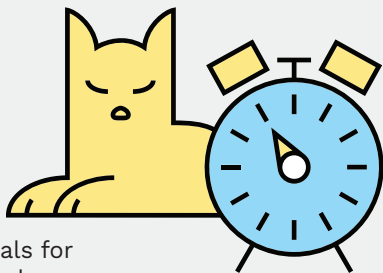
Creative Commons represents the effort of people around the world who want to show you there is an alternative, a different philosophy, a less lonely and gloomy path that you can choose.

It may surprise you to know that right now thousands of people around the world are sharing content just for the pleasure of knowing that it can be useful to others. Writers who release their material so it can be reproduced and edited without permission, photographers who upload hundreds of terabytes of free-to-use content, and developers who share the code of their creations so they can be improved, redesigned and redistributed.



An entrepreneur's life... is not easy

The road is full of obstacles and issues of all kinds: technical, financial, legal, etc. Even the best ideas take a long time to start off and some may never do. Although there are many articles, guides and support manuals for entrepreneurs, most of them reproduce a philosophy of work based on selfishness, greed and wild capitalism. **Ok, hold your horses. Is there any other way to succeed?** Is it an indispensable requirement for success to destroy other people's dreams? Doesn't arriving first always imply a chain of resignations and personal betrayals during the journey? For a long time, entrepreneurship ecosystems have developed embracing these ideas to the point of deviating from its original mission: creating something valuable and useful for people.

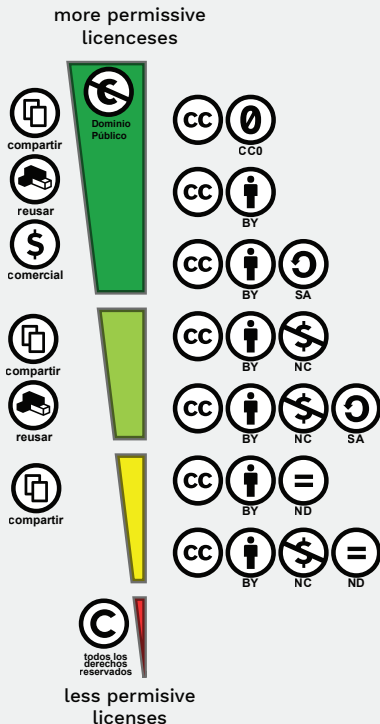


**This guide wants to show you that
sharing is also good for business.**

What is Creative Commons?

Creative Commons (CC) is an international non-profit organisation that makes a set of flexible licenses and tools available to authors and creators, to facilitate the dissemination of information, educational resources, artistic and scientific works. Since 2001 CC has grown to be active in 75+ countries thanks to its affiliates and volunteers.

To learn more about CC, go to creativecommons.org, or contact the local CC allies in Perú at cc.pe and hiperderecho.org/cc.



Creative Commons Tools for your Start-Up

Work Philosophy

Your start-up can succeed by being part of the sharing culture by creating value for, and strengthening, the ecosystem where you plan to work.

This doesn't mean not charging for your work, or sharing everything. Rather, it means to share some of the things that could help others. In fact, your start-up is probably already benefiting from Open Source Software like WordPress, or Python. Can you imagine the world if you didn't have those tools freely available? What if you contributed back code, tools, or even just ideas?

You can find more information about this in different websites using the keywords: open business, open innovation, collaborative economy.

Creative Commons Licenses

This is perhaps the best, and most widely spread, tool from CC. The CC licencing system enables you to have better control over your creations and its sharing, and also saves you time and money, possibly in the thousands of dollars, in legal services and fees.

Licenses are basically legal contracts ready to use that you can attach to your work on which you specify how and to what extent you want that the content you create to be used, shared and mixed by others. The texts of the licenses can be found here: creativecommons.org/licenses/?lang=en

Licensed content

Licensing your content with CC is great, but building on top of other CC content can be even better. Say your startup requires images or music for a video ad, or maybe just a set of slides. Some start-ups will have no trouble paying for (expensive) original work from photographers and musicians, but if your budget is on the small side, using CC content can be a life saver. Most CC content allows for free remixing, even for commercial purposes. You can find everything, from simple icons to beautiful videos. You can search for all kinds of CC content using the existing search options in Google, Flickr, YouTube and SoundCloud.



Start your search for free content at ccsearch.creativecommons.org

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**Yet another good idea
from Hiperderecho**
hiperderecho.org/cc

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Drawings from Frimufilms at Freepik.