



OWASP

Open Web Application
Security Project

Draft Strategic Plan

Introduction:

To assist with the future growth and sustainability of the foundation, it will be necessary / beneficial to establish a strategic plan that is eventually supported by an annual business plan.

Below is the first attempt to introduce a holistic approach to a plan that should help the foundation identify the pathway for the future.

Working through and developing a strategic plan will allow for long term planning, provide the staff and community with an opportunity for input in guiding the foundation along its pathway for the future in a consistent and focused style.

The strategic goals presented below are simply thought-provoking ideas of what strategies might align themselves well with the foundation and its values and purpose.

VALUES

OPEN Everything at OWASP is radically transparent from our finances to our code.

INNOVATION OWASP encourages and supports innovation and experiments for solutions to software security challenges.

GLOBAL Anyone around the world is encouraged to participate in the OWASP community.

INTEGRITY OWASP is an honest and truthful, vendor neutral, global community.

PURPOSE

Be the thriving global community that drives visibility and evolution in the safety and security of the worlds software.

What are the current issues with the foundation, that limit us getting there?

What are the short term/tactical issues we need to deal with now?

What are the long term challenges we need to solve for?



STRATEGIC GOALS

GLOBAL STRATEGIC GOAL: Maintain and further develop OWASP's position as the champion for global information security with a focus on application security:

Strategies

- Advance the global standard of application security.
- Increase OWASP communication on projects and application security
- Develop relationships with other well-known non-profits and collaborate with other industry leaders
- Expand awareness of OWASP into other vertical information technology markets (developers etc..)

What are the Key performance indicators for this goal? What are the strategies we are planning to take on in 2018 to achieve this goal? It seems like a mission statement - of so remove it. Are we doing and delivering stuff something tangible for this?

GLOBAL STRATEGIC GOAL: Define and strengthen OWASP's brand on both global and chapter regional levels.

Strategies

- Align the brand with mission and vision
- Create a membership structure that supports the brand
- Communicate on the foundation and its activities as they relate to the brand.
- Produce Global Events that reflect the brand and image

GLOBAL STRATEGIC GOAL: Grow, nurture and strengthen long-term engagement with members.

Strategies

- Create a valuable member benefit package for individual and corporate members
- Provide additional member communication and engagement opportunities
- Develop chapter structure that supports membership engagement and growth



OWASP

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What are the Key performance indicators for this goal? What are the strategies we are planning to take on in 2018 to achieve this goal?

GLOBAL STRATEGIC GOAL: Preserve financial and organizational sustainability

Strategies

- Define and create a functional performing organizational structure
- Develop diversified and community focused governance structure through committees
- Develop a sustainable membership / chapter funding model that creates opportunity for future growth investment for the Foundation
- Develop income diversification model (Endowments etc..)
- Create long term operating reserve based on ASAE standards

What are the Key performance indicators for this goal? What are the strategies we are planning to take on in 2018 to achieve this goal?

GLOBAL STRATEGIC GOAL: Become the primary training and educational provider for the application security community.

Strategies

- Identify new training / educational programs
- Expand AppSec Conference and improve them
- Expand education to other groups within the information technology arena (developers)
- Provide online training / webinars / podcasts (members only)
- Establish a sustainable academic model

What are the Key performance indicators for this goal? What are the strategies we are planning to take on in 2018 to achieve this goal?

Missing Items:

Tactical:

- Updating the landing/homepage of OWASP.org
- Agreeing on a reasonable regional events split



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- Agreeing on committees structure to support OWASP
- Ensure accountability to address bullying at all levels

Audit Requirements:

- Include receipts for credit card expenses - agreed to move to expensify

Strategic:

- Shifting the financial dependency on events (diversifying revenue)
- Apply a multi (3-4) global AppSec events strategy
- Provide more support for projects and increase their participation and donations
- Solve the issues with salesforce and streamline our community support process.

Other items do decide if they live above/below the cut line:

- Moving to discourse (away from mailman)
- Anything else?