



Marketing Committee Update

Jack Kang

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<http://www.riscv.org>



RISC-V's Modest Ambitions

We envision RISC-V becoming the standard ISA for all computing devices.

Krste Asanović and David Patterson

Instruction Sets Should Be Free: The Case For RISC-V (2014)



The Marketing Committee Mission

Our goal is to grow RISC-V **mindshare**
and grow the RISC-V **community**.



Marketing Committee Charter (1/2)

- Build awareness of RISC-V in industry, open source community, and academia
- Grow the community of RISC-V users, developers, and Foundation members
- Organize RISC-V workshops, tutorials, and developer summits
- Coordinating RISC-V participation at industry events, conferences, and trade shows



Marketing Committee Charter (2/2)

- Creating RISC-V educational materials for industry practitioners, researchers, and university students
- Highlighting exciting RISC-V happenings on the riscv.org website, social media, and official press releases



Marketing Committee Key Members

- **Chair:**

- Arun Thomas (BAE Systems)
- arun.thomas@baesystems.com

- **Vice Chair:**

- Ted Marena (Microsemi)
- ted.marena@microsemi.com

SWAG Update



T-Shirt



Mug



Tote Bag



Beach Towel

- <https://store.riscv.org/>
- More items coming
- Not a profit item for the foundation (break even+)

- **Charter:**

- Plan RISC-V workshops and support RISC-V community-organized events
- Grow the workshop, increase press coverage, visibility, attendance
- Grow workshop over time
- Open to ideas on what people want to see from workshop

- **Chair:**

- Jack Kang (SiFive) jack@sifive.com

- **Updates:**

- 6th Workshop (Shanghai, May 2017) – You are here
- 7th Workshop (Bay Area, Nov. 2017)



Industry Outreach TG

- **Charter:**

- Promote RISC-V at industry events
- If many companies are going to the same event, coordinate any cross promotion or general RISC-V program
- Recruit member companies for smaller events so that we can have a RISC-V presence at as many shows as possible
- Event Calendar on shared Google Doc

- **Chairs:**

- Neil Hand (Codasip) hand@codasip.com
- Dmitry Alenushkin (Syntacore) dmitry.alenushkin@syntacore.com

- **Updates:**

- Embedded World 2017 (Nuremberg, Mar. 2017)
- DAC (6/8-6/22 in Austin TX), Hot Chips (8/19-8/21, Cupertino CA), Linley (Oct 4-5, Santa Clara CA)



Open Source and University Outreach TG

- **Charter:**

- Promote RISC-V to open-source community and universities
- Talks and tutorials at open source conferences (e.g., FOSDEM.)
- Talks and tutorials at academic conferences (e.g., possibly MICRO)
- Tracking courses using RISC-V and research publications using RISC-V
- New since last workshop: Free individual contributor memberships for those contributing to open source
- Creating guidance on RISC-V trademark and licensing to support open source community
- General outreach to open source software and hardware projects

- **Chairs:**

- Arun Thomas (BAE Systems) arun.thomas@baesystems.com
- Art Swift (Esperanto) art.swift@esperantotech.com

- **Updates:**

- FOSDEM 2017 (Brussels, Feb. 2017)
- Computer Organization and Design, RISC-V edition
- Possible workshop/tutorial at IEEE Micro 50

RISC-V Content TG

- **Charter:**

- Generate new content to increase RISC-V awareness
- Generate more RISC-V content for all to use and share

- **Chairs:**

- Michael Giolda (Antmicro) mgiolda@antmicro.com
- Ted Marena (Microsemi) ted.marena@microsemi.com

- **Updates:**

- Coordinating website updates, press releases, and social media
- Monthly RISC-V newsletter
- Planning RISC-V whitepapers

- **Charter:**

- Track RISC-V adoption and consider RISC-V's future direction
- Talking to analysts to promote RISC-V
- Tracking ecosystem growth
- Surveying members for their needs
- Messaging
- Identifying key gaps in the RISC-V ecosystem and feeding this info to Technical Committee

- **Chairs:**

- Art Swift (Esperanto) art.swift@esperantotech.com
- Neil Hand (Codasip) hand@codasip.com

- **Updates:**

- Creating a list of RISC-V SoCs/Cores
- RISC-V usage survey in progress

Call for Participation

- All member organizations should nominate a person for the marketing committee
- It's YOUR foundation (and your \$\$\$)
- Please consider joining a Task Group
 - We need your help to promote RISC-V and grow the community
- Thank you all for being a part of the RISC-V community

- Marketing Committee mailing list:
 - mktg@workspace.riscv.org
 - Anybody can email → goes to Marketing Committee members
 - If you want to join → ask Rick O'Connor (rickoco@riscv.org) or Sue Leininger (sue@riscv.org)
- Slack Group
 - riscv-mktg.slack.com
 - This is for foundation member companies only
- Bi-weekly calls:
 - Wednesdays: 9AM PDT (California)
6PM CEST (Munich, Germany)
12 Midnight CST [Thursday] (Shanghai)
 - Next one is 5/17 USA time.