



Driesnote

DrupalCon Atlanta 2025



Dries Buytaert
Founder, Project
Lead of Drupal

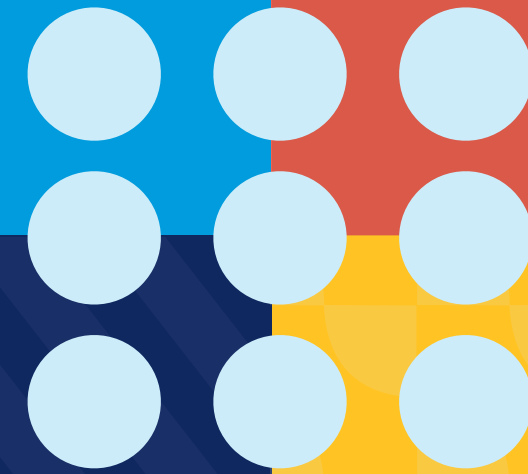


Why Drupal CMS

A reminder of
our mission

What is in development

Roadmap for 2025



Where we stand today

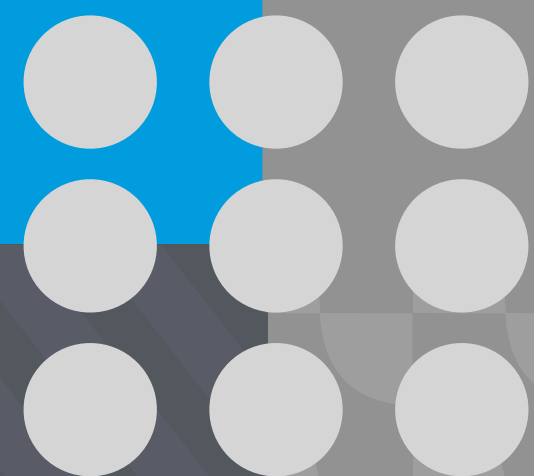
Progress to date

?

Unveiling what
is next

Why Drupal CMS

A reminder of
our mission



Drupal Starshot

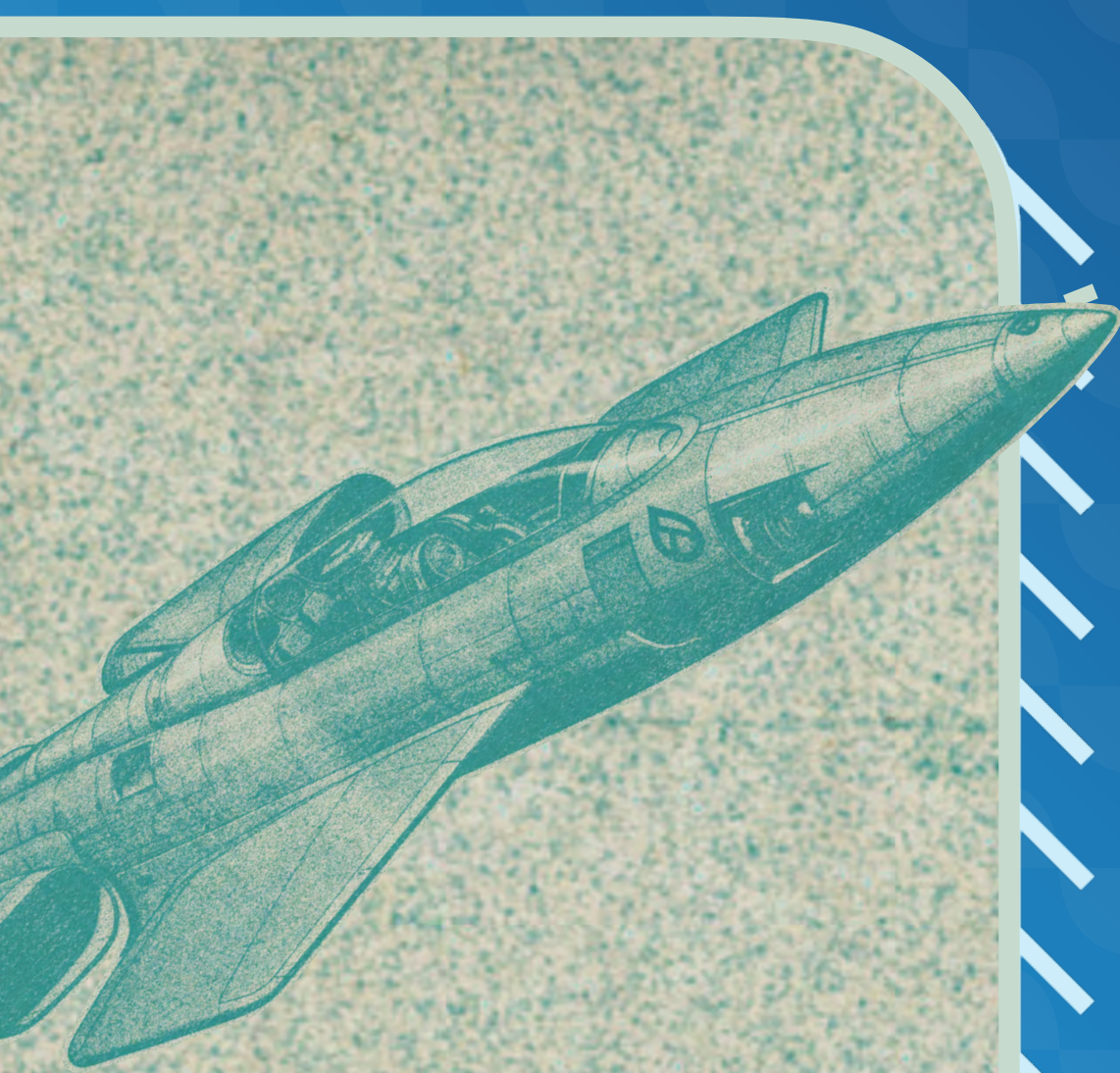


**We went on
a mission
for growth**

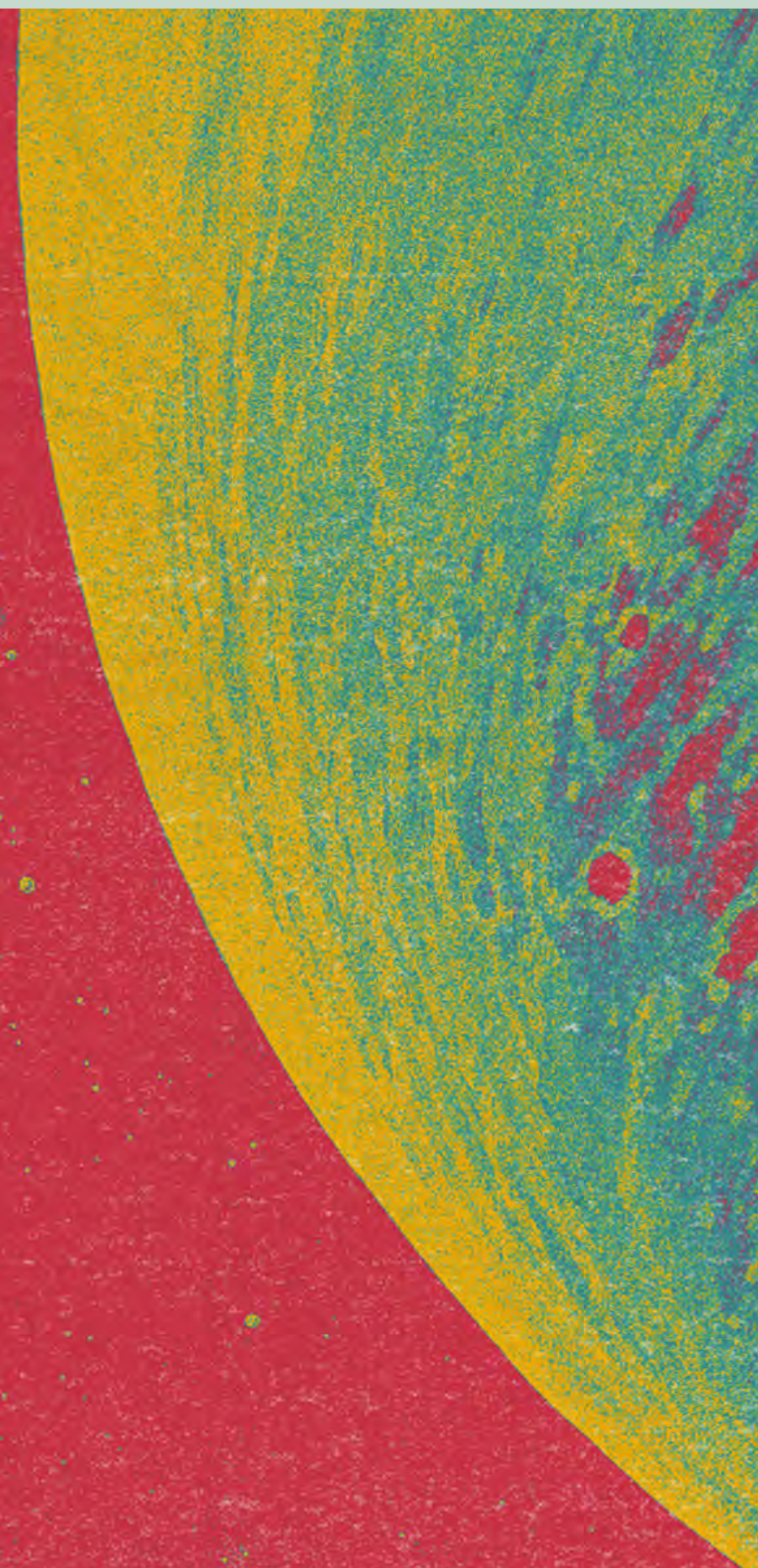
Our mission: Drupal Starshot, a new version of Drupal

...to reach more marketers and site builders

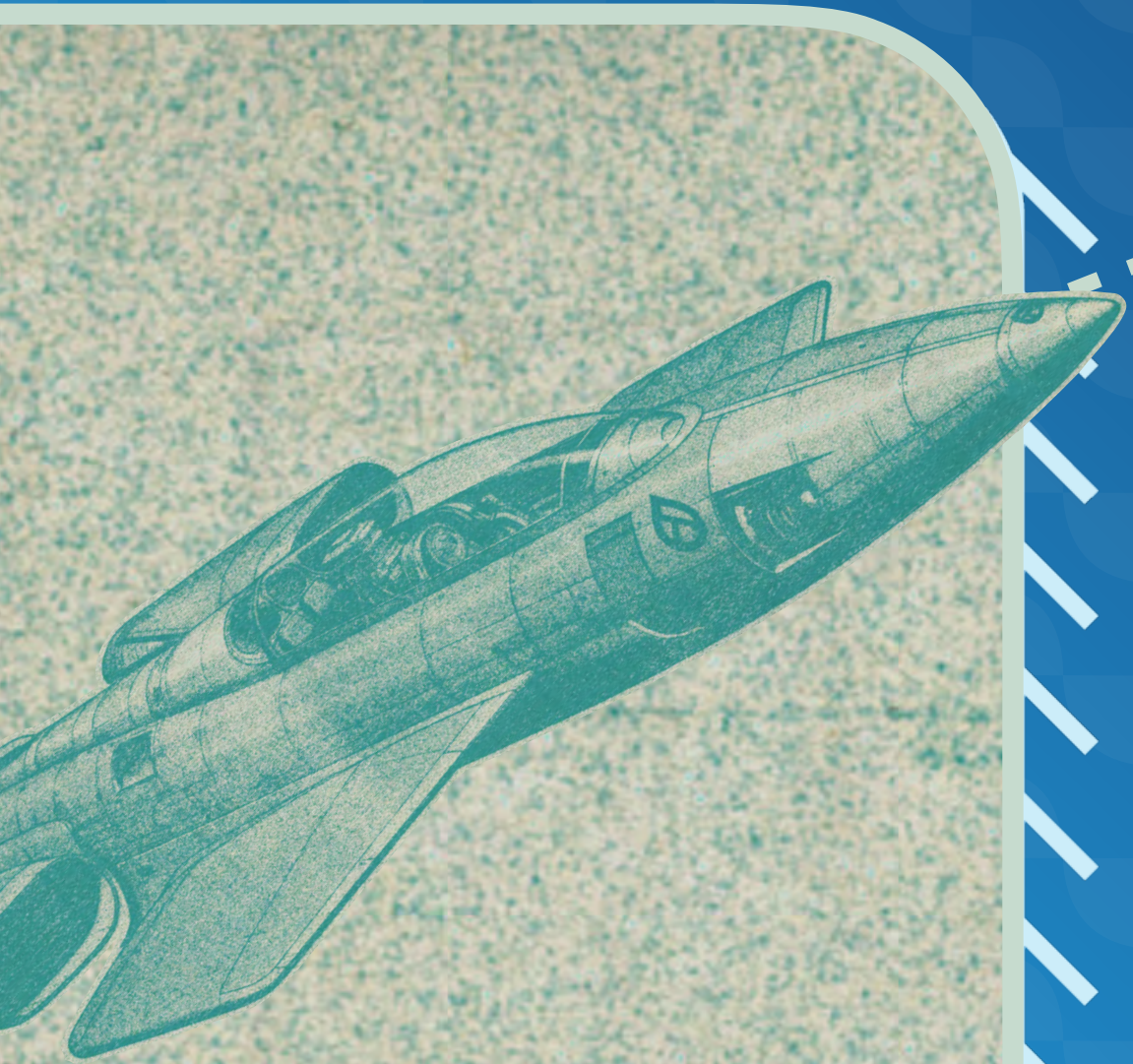
...that supports more mid-sized organizations



Planet CMS



Our mission: Drupal Starshot, a new version of Drupal



Planet CMS

- ⚡ Easier to create sites
- 📡 Stronger marketing
- 🚀 Accelerated innovation

Drupal CMS 1.0

was launched on January 15



THANK YOU TOP MAKERS

for making  Drupal™ CMS 1.0 possible!

ACQUIA

 Lullabot®

tellurium 52 Te 127.60	carbon 6 C 12.011	hydrogen 1 H 1.0079	nobelium 102 No [259]	chromium 24 Cr 51.996	astatine 85 At [210]
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 Drupal™
ASSOCIATION



 AGILEANA®

annertech

 axelerant

 DIGITAL
POLYGON

dropsolid

 Droptica

drupalize 

 evolvingweb

FreelyGive.io

 kanopi™
Studios

 LakeDrops

mediacurrent

oomph

 palantir.net

< PREVIOUS  >

 QED42

 SALSA DIGITAL

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THIRD AND
GROVE

 THE UNIVERSITY
of EDINBURGH

 vardot™
Enterprise Drupal Solutions

 velir

 ZOOCHA
Digital Agency

 1x INTERNET

+ many more Makers!



The moment after the launch.

The rocket is off the launch pad.

**Everyone is holding
their breath.**



Drupal CMS
Launch Party

ACQUIA



The energy is back!



**Drupal doesn't chase trends,
we set them.**



We are bigger than code.



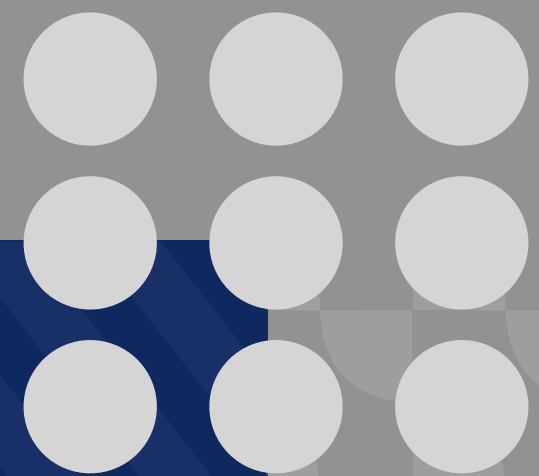
**Decline is a choice.
Drupal chose growth.**



The Open Web needs us.
And we showed up.



Where we stand today
Progress to date



THE DAILY NEWS

VOL. 117, NO. 341

JANUARY 15TH 2025

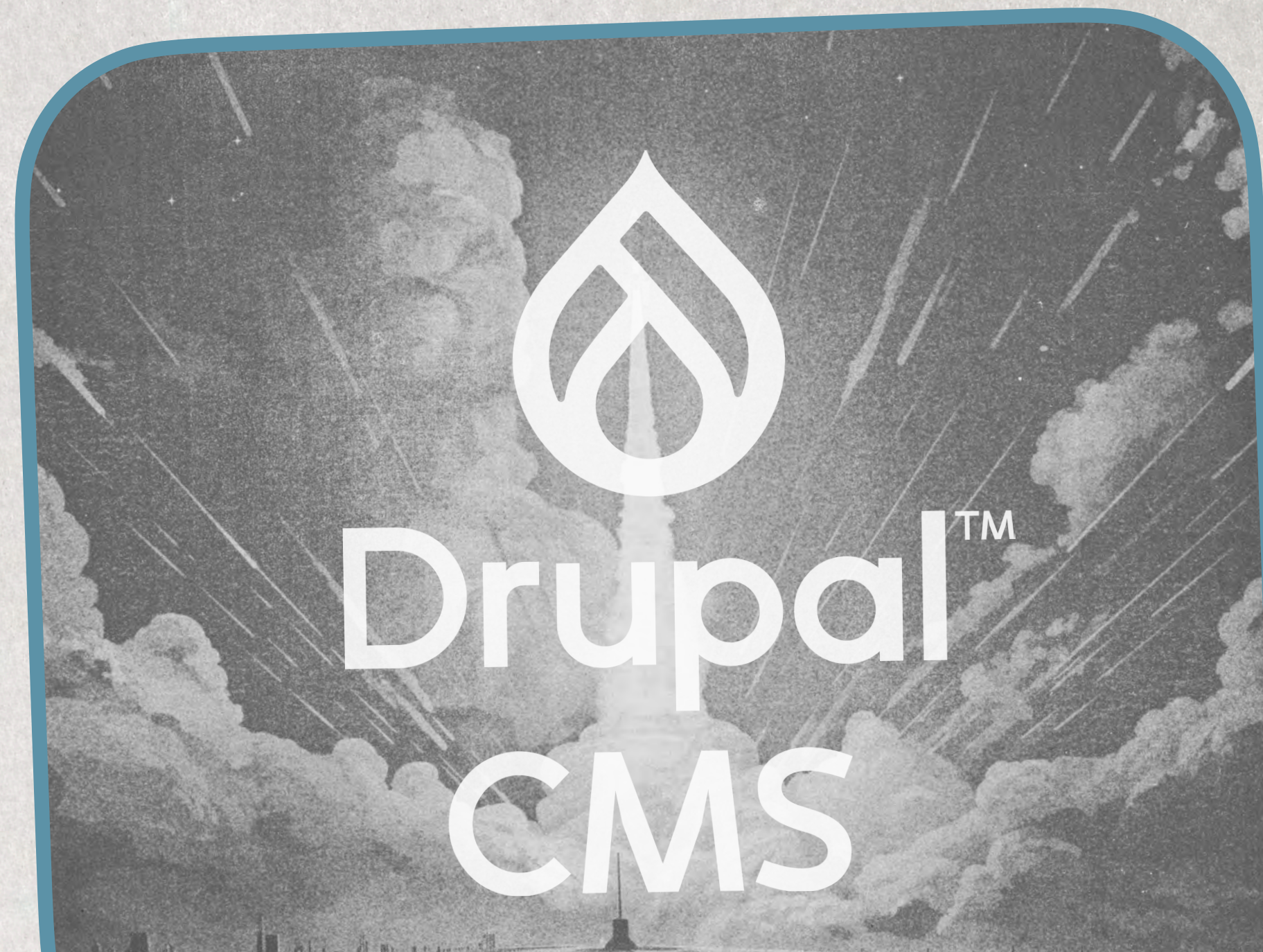
DAILY 50 CENTS

Drupal Launches Game-Changing CMS Platform, Empowering Marketers to Create Exceptional Digital Experiences

CMSWIRE

Drupal revolutionizes enterprise web development with the launch of Drupal CMS, a powerful yet intuitive platform that enables marketers and content teams to create sophisticated digital experiences without technical expertise.

The new platform combines Drupal's robust open-source foundation with marketer-friendly features including AI-powered tools, smart defaults, and advanced marketing technology



THE DAILY NEWS

VOL. 117, NO. 341

JANUARY 15TH 2025

DAILY 50 CENTS



r/drupal · 2 mo. ago
DriesBuytaert



Drupal CMS 1.0 released 🚀

Exciting news: Drupal CMS 1.0 was officially launched today, like we said we would 8 months ago!

<https://new.drupal.org/drupal-cms>

<https://dri.es/drupal-cms-1-released>

This release is a major milestone, making Drupal more user-friendly and powerful than ever before. Built on Drupal 11, it introduces innovative features like AI agents for site building, 30+ pre-configured recipes for faster setup, and tools that simplify maintenance — all while staying true to the open-source way: collaborative and community-driven.

A BIG thank you to everyone who helped make this possible!



172



81



Share



Search in r/drupal

r/drupal · 2 mo. ago
DriesBuytaert

Drupal CMS 1.0 released 🚀

Exciting news: Drupal CMS 1.0 was officially launched today, like we said we would 8 mo



Turbulent_Break_1862 · 2mo ago

Were are the puppies?

[.org/drupal-cms](#)

[al-cms-1-released](#)

major milestone, making Drupal more user-friendly and powerful than e
before. Built on Drupal 11, it introduces innovative features like AI agents for site building
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staying true to the open-source way: collaborative and community-driven.

A BIG thank you to everyone who helped make this possible!

172

81

Share



iBN3qk · 2mo ago

Top 1% Commenter

Wake me up when experience builder is ready 🤔

<https://dri.es/drupal-cms-1-released>

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← r/drupal • 2 mo. ago
DriesBuytaert

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<https://new.drupal.org/drupal-cms>

<https://dri.es/drupal-cms-1-released>

This release is a major milestone, making Drupal more user-friendly and powerful than e

te building
all while



GenFan12 • 2mo ago • Edited 2mo ago

So I just want to download an Drupal CMS archive file and throw it on my server.

↑ 172 ↓

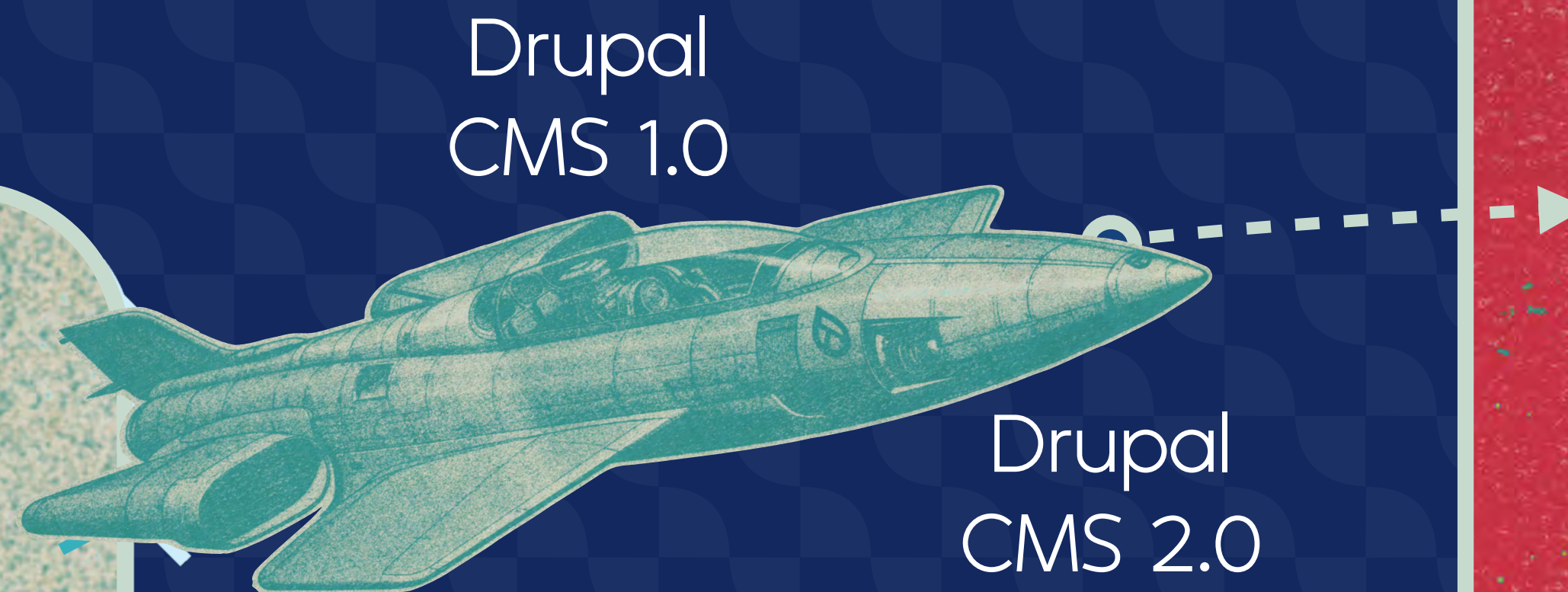
🗨 81



➦ Share

Drupal CMS 1.0 is a milestone, not a finish line

dri.es/introducing-drupal-starshot-product-strategy



○○○

Planet CMS

⚡ **Easier to create sites**



📡 **Stronger marketing**

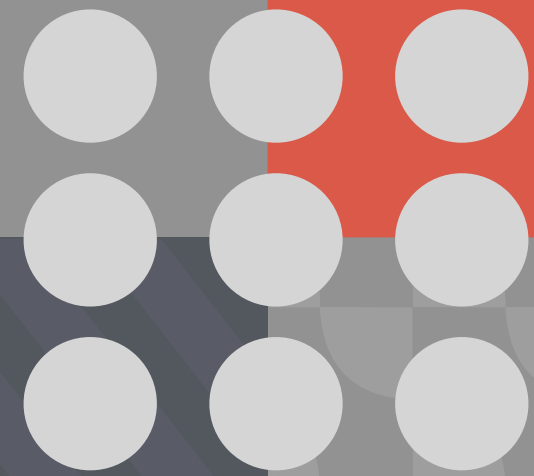


🚀 **Accelerated innovation**

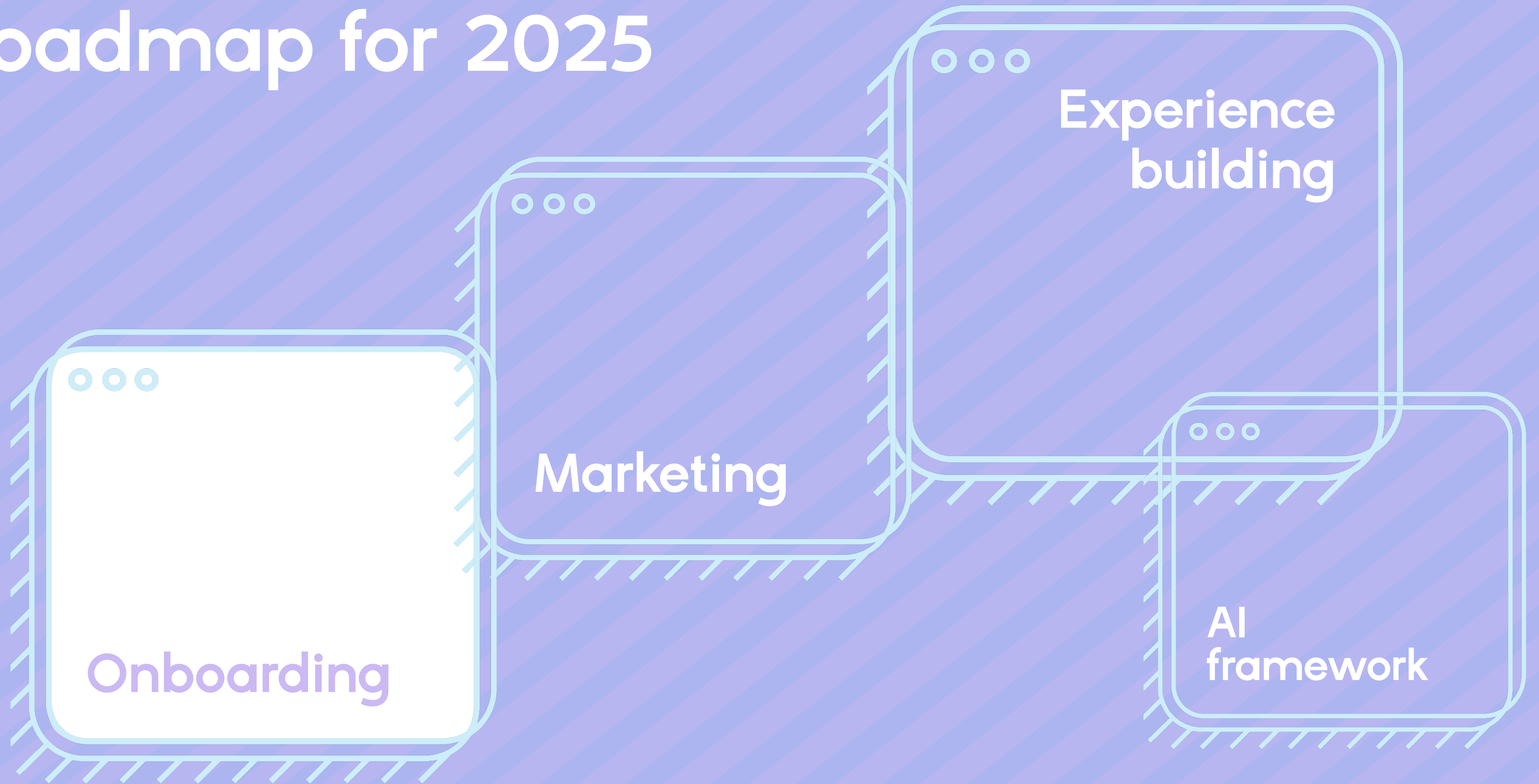


What is in development

Roadmap for 2025



Roadmap for 2025

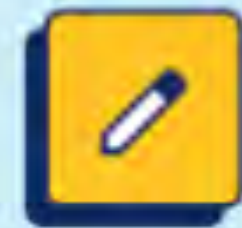


drupal.org/drupal-cms/trial

Try Drupal CMS

Find out how Drupal CMS unlocks the power of Drupal for everyone, with our free trial.

Supported by 



Faster time-to-value

Jump straight into building sites with curated recipes that let users snap together common features quickly, making it ideal when deadlines loom or resources are limited.



Easy onboarding for newcomers

Designed for site builders with no prior Drupal or PHP experience, Drupal CMS offers a browser-based

Sign up below to start a 4 hour trial of Drupal CMS.

If you receive a **validation** error when starting a trial, please temporarily disable your ad blocker.

First Name *

Last Name *

Email *

Company *

Job Position Title/Role

Country *

ooo

Video:
**Drupal CMS
Launcher**

ooo

Gábor Hojtsy
💧 *gábor hojtsy*

ooo

Acquia

ooo



github.com

drupal / cms-launcher

Type / to search

Code Issues 7 Pull requests Actions Security Insights

cms-launcher Public

Edit Pins Unwatch 5 Fork 8 Star 4

main 1 Branch 7 Tags

Go to file Add file Code

phenaproxima Use main branch of static-php-cli for Windows PHP interpreter. ✓ 34d6089 · 7 hours ago 47 Commits

.github/workflows	Use main branch of static-php-cli for Windows PHP inter...	7 hours ago
AppIcon.iconset	Update app icon to 2024 Drupal icon (#6)	last month
images	Update logo (#34)	last week
live_update	ProcessFactory shouldn't assume that \$command has an...	last month
.gitignore	Initial commit.	last month
LICENSE.php.txt	Add acknowledgement required by PHP license.	last month
LICENSE.txt	Initial commit.	last month
README.md	Mention Lando and Docksal in README alternatives.	2 days ago
binaries.js	Update DMG background image.	last month
cacert.pem	Initial commit.	last month
dmg-background.png	Update logo in DMG background image and add a retina-f...	last month
dmg-background@2x.png	Update logo in DMG background image and add a retina-f...	last month
drupal-cms.js	Specify the root package version to Composer so that it ...	15 hours ago
forge.config.js	Update DMG background image.	last month
icon.icns	Update app icon to 2024 Drupal icon (#6)	last month
icon.ico	Update app icon to 2024 Drupal icon (#6)	last month
icon.svg	Update app icon to 2024 Drupal icon (#6)	last month

About

A packaged application to launch Drupal CMS

- Readme
- MIT license
- Activity
- Custom properties
- 4 stars
- 5 watching
- 8 forks

Report repository

Releases

7 tags

Packages

No packages published

Contributors 4

- phenaproxima Adam
- pameeela Pamela
- goba Gábor Hojtsy
- rikki-iki Rikki Bochow

Find More Ways To Explore Drupal

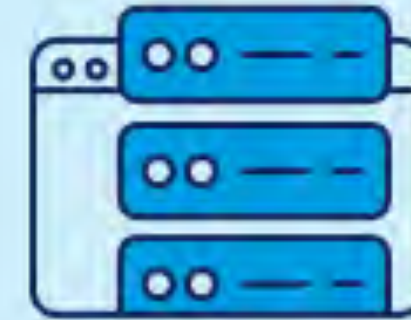


Desktop App

Try Drupal directly on your desktop, with no extra software required. The Drupal CMS launcher makes evaluating Drupal easier than ever.

[Download for Mac →](#)

[Download for Windows →](#)



Hosting

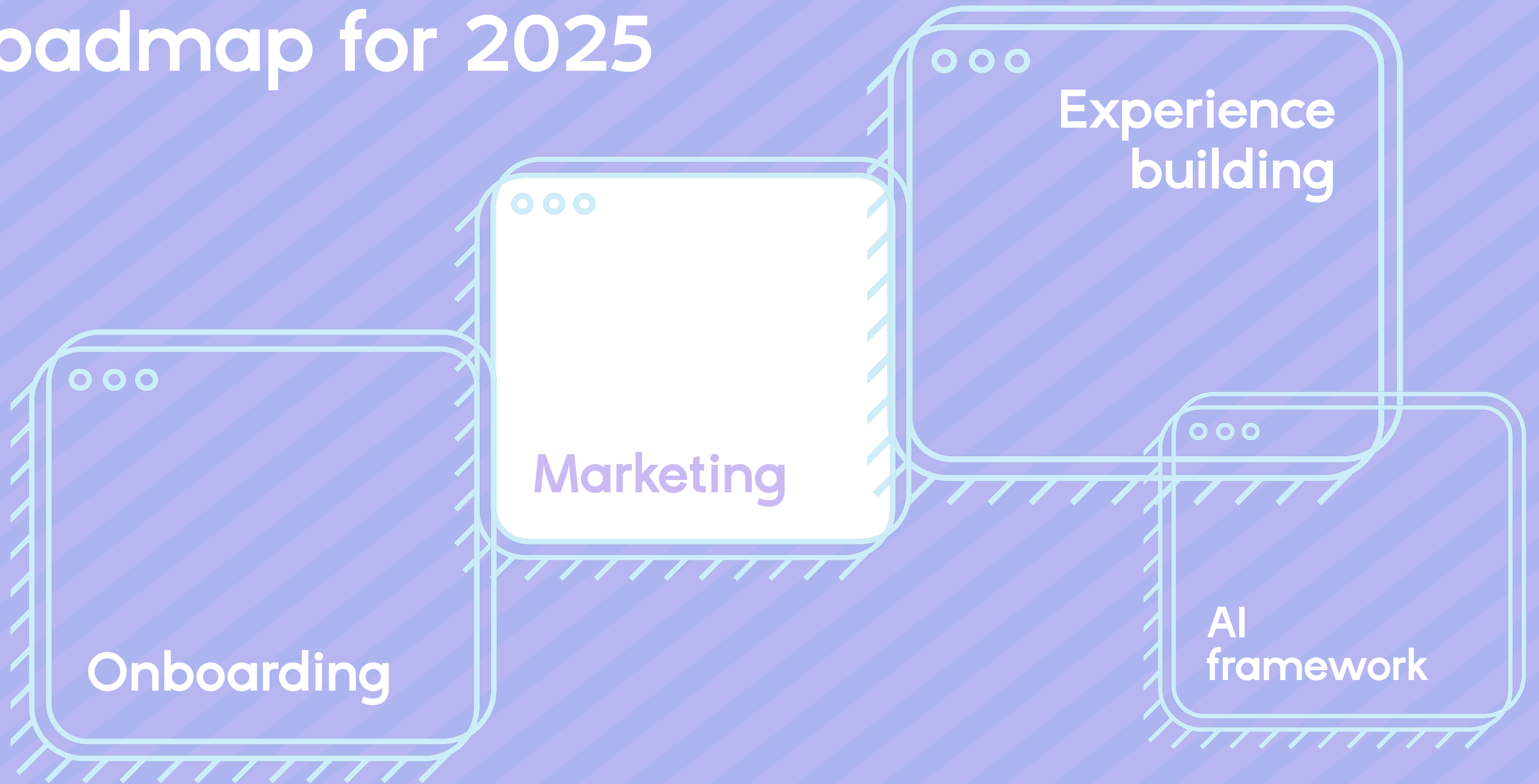
Once your Drupal CMS trial is complete, you can either use our featured hosting partners for tailored solutions or host it yourself, as Drupal is free and open source, offering full control over your hosting environment.

[Find a Hosting Provider →](#)

[Host on Your Own →](#)



Roadmap for 2025



Progress since DrupalCon Portland



1

**New Drupal
brand
launched**

2

**drupal.org
rebuild
underway**

3

**2 product
marketers
hired at
The Drupal
Association**

**What
is next?**



Rewarding Makers

Bring projects to Makers

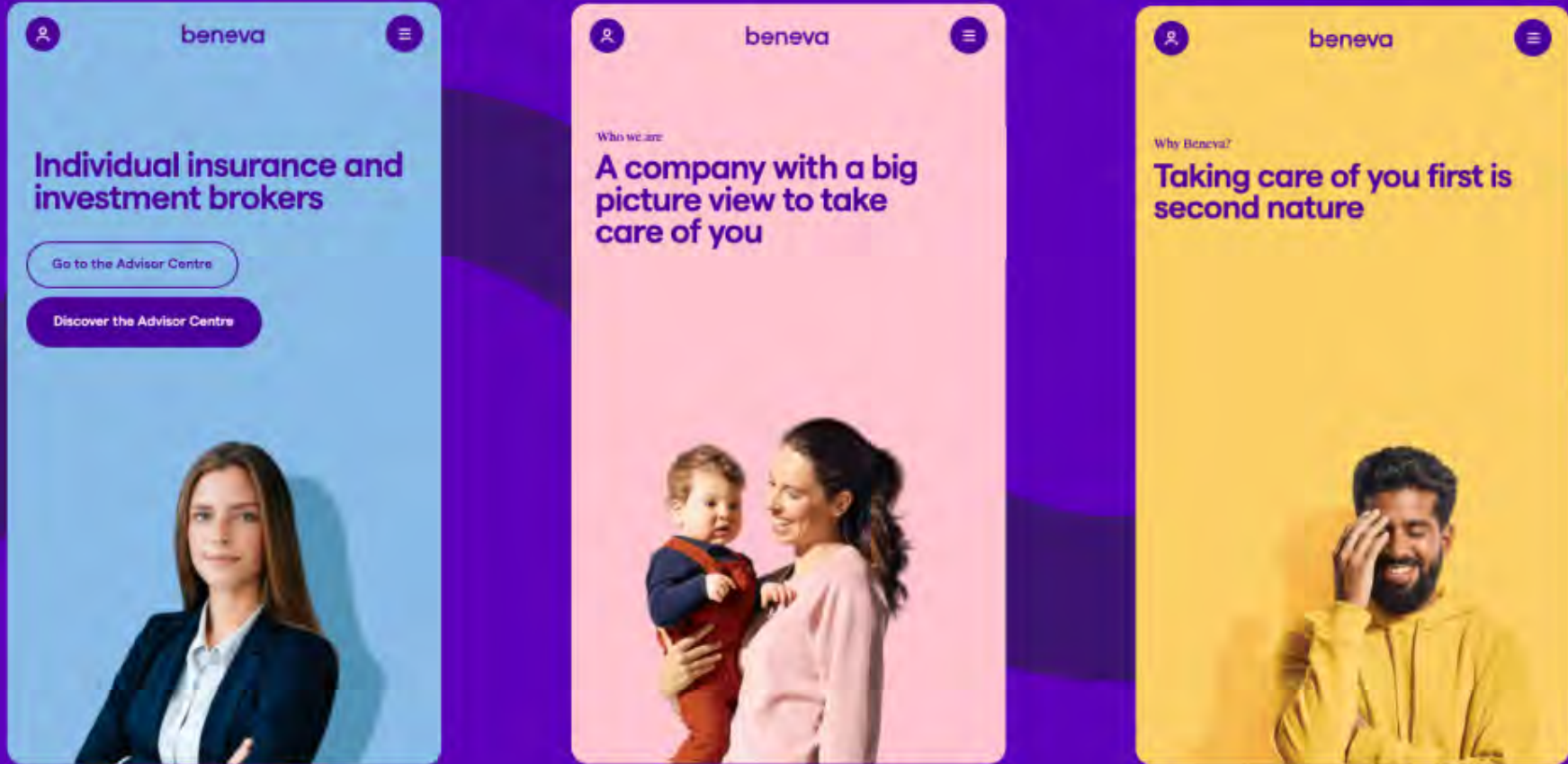


Drupal™ PLATFORM SOLUTIONS DEVELOP DOWNLOAD GET SUPPORT CONNECT SUPPORT DRUPAL ❤️ 🔍 👤 Get Started →

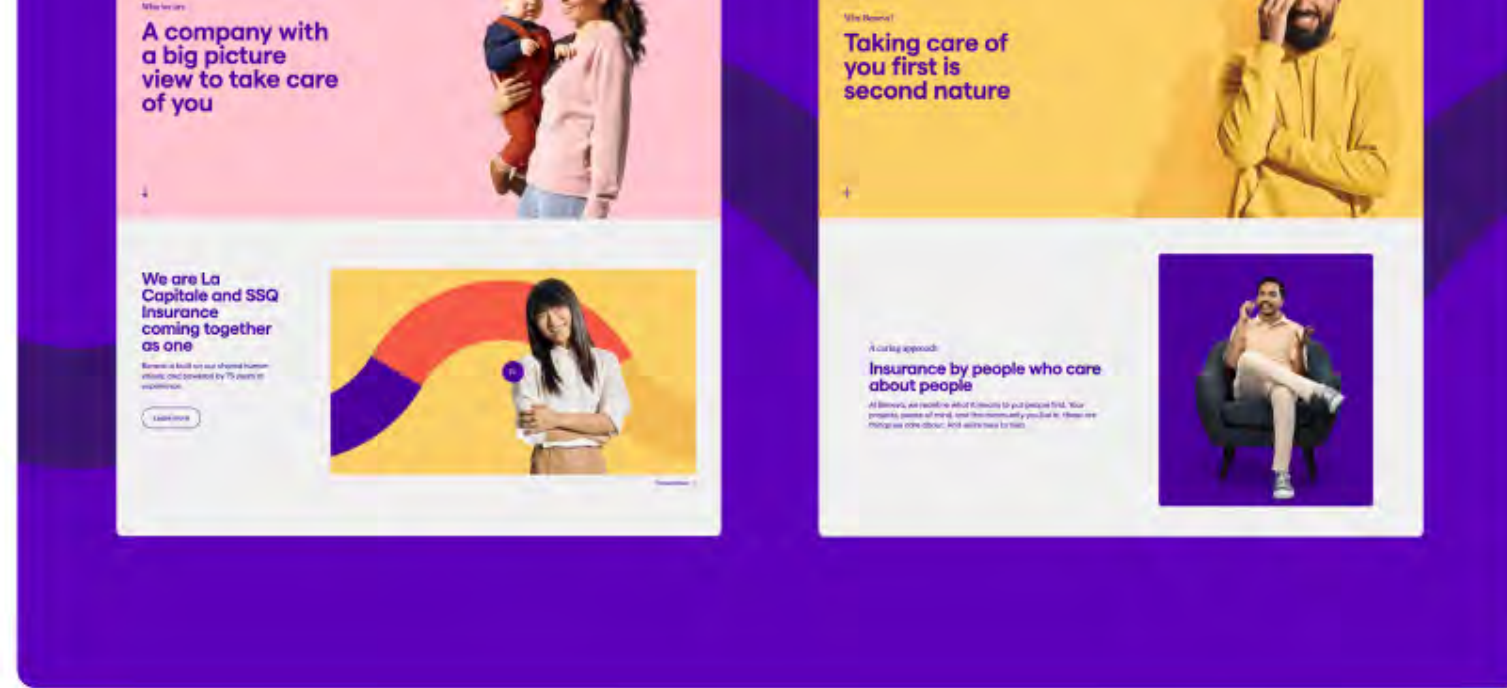
Home > Solutions > Case Studies

Collaborating with Canada's largest insurance mutual to create a high-performance website

Evolving Web 11 October 2024



The image displays three mobile app screens for "beneva". The first screen (light blue background) features the text "Individual insurance and investment brokers" and two buttons: "Go to the Advisor Centre" and "Discover the Advisor Centre". The second screen (pink background) features the text "Who we are" and "A company with a big picture view to take care of you" above an image of a woman holding a child. The third screen (yellow background) features the text "Why beneva?" and "Taking care of you first is second nature" above an image of a man with his hand to his face.



Technical specifications

- **Drupal version:** Drupal 10.x
- **Key modules/theme/distribution used:** [Paragraphs](#)



Contact

Looking for a partner to make your Drupal vision a reality?

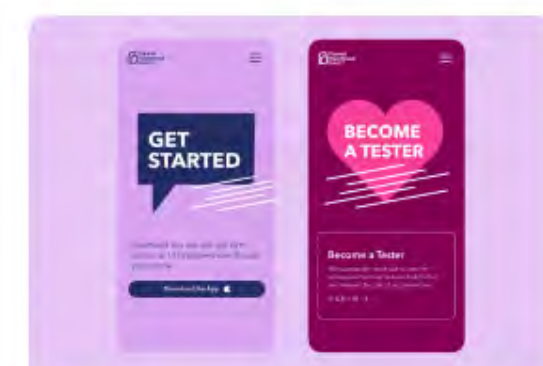
Contact Evolving Web.

First Name *	<input type="text"/>	Last Name *	<input type="text"/>
Email *	<input type="text"/>	Company *	<input type="text"/>
Country *	<input type="text" value="United States"/>	Job Position Title/Role	<input type="text"/>

Submit

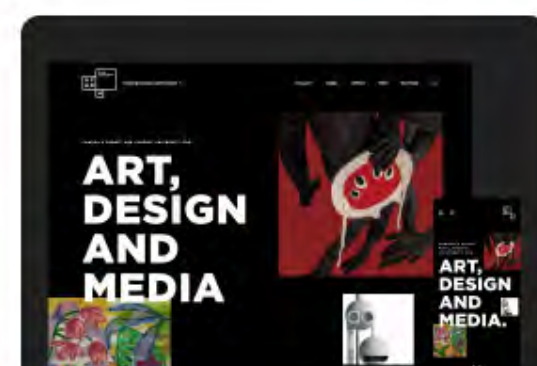
More case studies

[All case studies →](#)

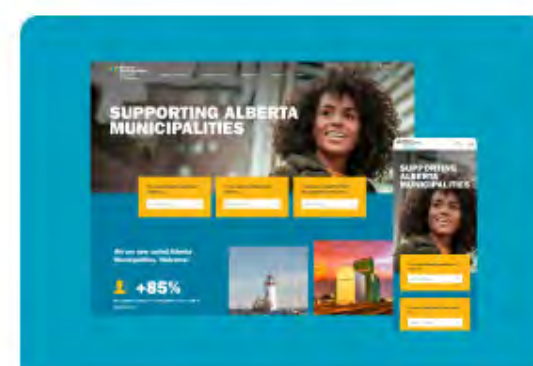


Planned Parenthood

Evolving Web



OCAD University: Student-centric, boldly designed...



Alberta Municipalities

Evolving Web



City of Hamilton

Evolving Web

- ◆ Fresh design for **case studies** on Drupal.org
- ◆ Lead forms to connect end users with Makers

Give credit to Makers

Early Bird Registration for DrupalCon Atlanta is now open! By registering during our Early Bird Registration window, you'll save January 2025 and will go by quickly, so don't wait!



PLATFORM SOLUTIONS DEVELOP DOWNLOAD [GET SUPPORT](#) CONNECT

SUPPORT DRUPAL

Evolving Web

Evolving Web is a full-service digital agency that empowers organizations to adapt and thrive in the ever-changing digital landscape.

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- [Blackfire](#)
- [Cludo Search Update](#)
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- [Discover Drupal Program](#)
- [Drupal BA - Buenos Aires Drupal User Group](#)
- [Duplicate role](#)
- [Entity Reference Revisions Translation Fixes](#)
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- [Migrate Scanner](#)
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- [Sidr: Accessible Mobile Menus](#)
- [superfish_ios8_workaround](#)
- [workflow_features_fix](#)

Events sponsored

Contact

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Email *	<input type="text"/>	Company *	<input type="text"/>
Country *	<input type="text" value="United States"/>	Job Position Title/Role	<input type="text"/>

Submit

Case studies



- About Drupal
- Code of Conduct
- Privacy Policy
- Terms of Service
- News
- Sign Up for Drupal News
- Planet Drupal Blog
- Web Accessibility



Give tools to Makers



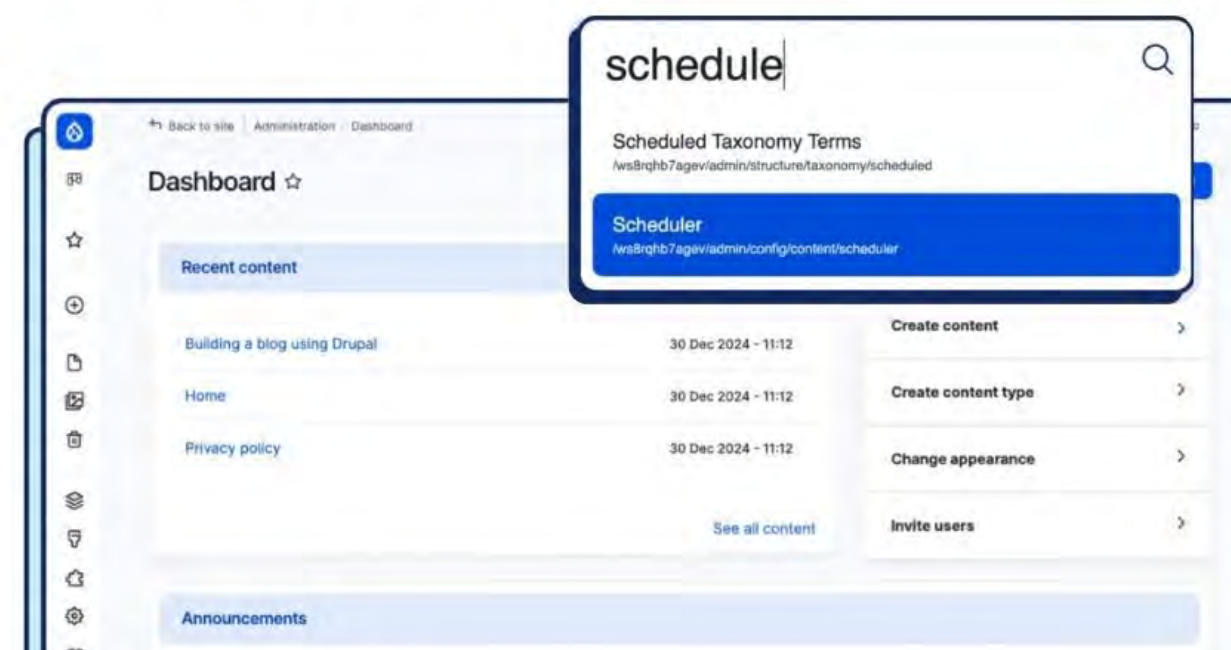
Detailed Drupal CMS marketing deck



FEATURES **USER-FRIENDLY ADMIN UI**

Easy website management for everyone

With Drupal CMS, editors and admins can quickly access the tools and information they use most.



Modern, Accessible Interface

- Clean, intuitive admin UI
- Brand color customization options

Search-Powered Efficiency

- Quick admin task search
- Instant results

Intuitive Navigation

- Clutter-free menus
- Contextual action buttons

Customizable Dashboard

- Adaptable layout
- Quick access to drafts and tasks
- Team-specific workflow tools

Roadmap for 2025





**Experience Builder,
our next big milestone**



DrupalCon

ATLANTA 2025

24-27 MARCH

Experience Builder:

What's new for end users



DrupalCon

ATLANTA 2025

24-27 MARCH

Experience Builder:

What's new for frontend developers

XB alpha



Today



Drupal CMS 2.0

XB 1.0



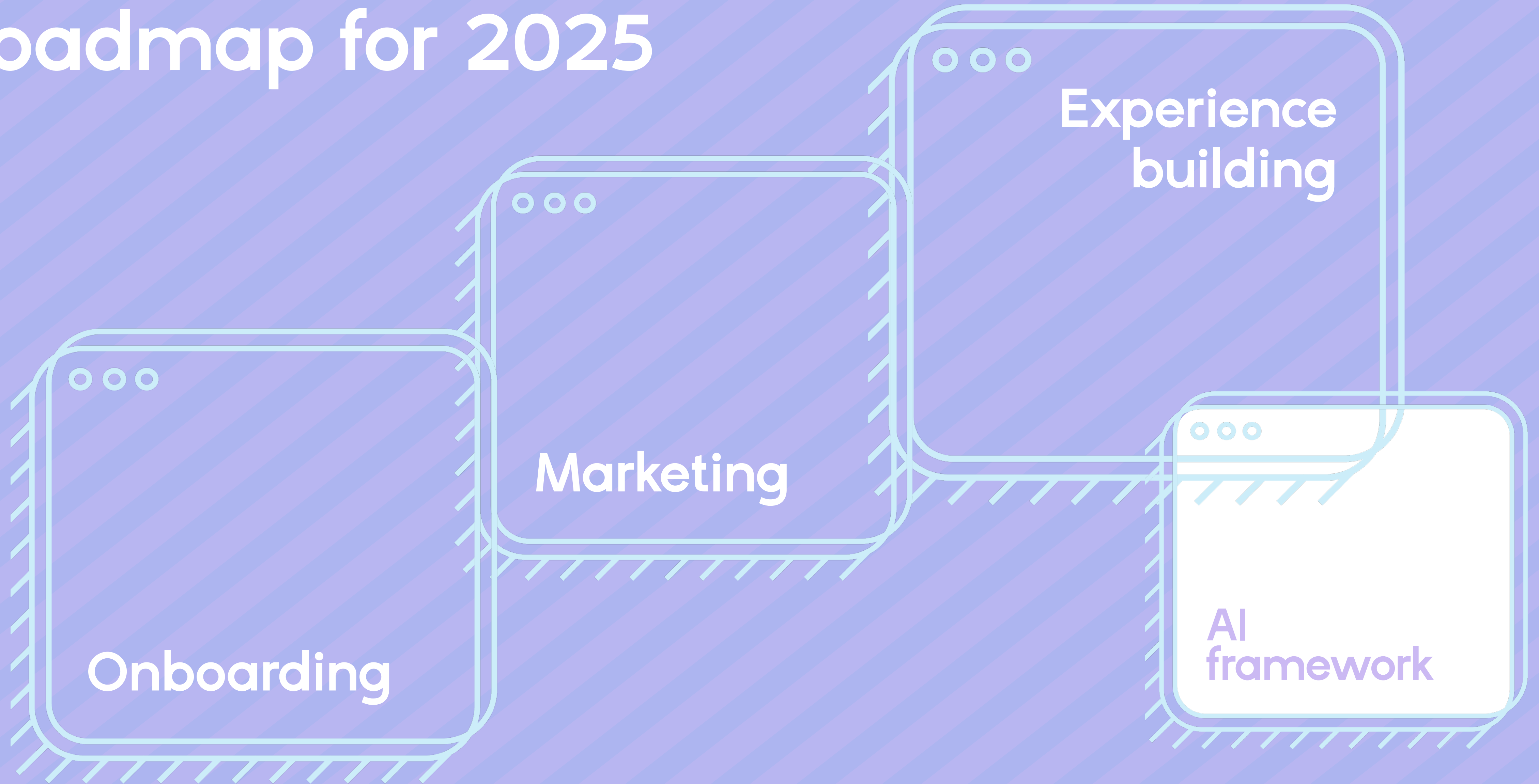
DrupalCon Vienna

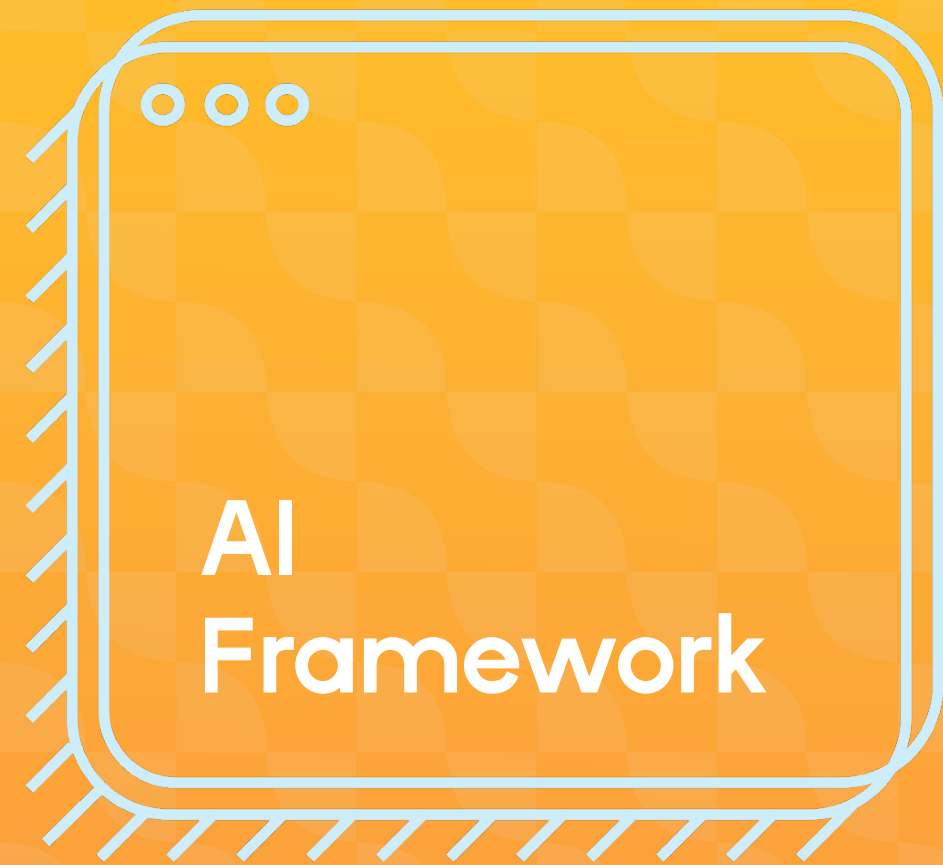
Try it today!

github.com/phenaproxima/xb-demo

**Experience
building**

Roadmap for 2025





Drupal AI community is taking off

Adoption

3X

Usage has almost **tripled** since launch

Major organizations on board



UNITED NATIONS

Innovation accelerating

From 5 AI agents in Barcelona to 30+ today including a **Drupal AI creating Drupal AI agents** 🤖





DrupalCon

ATLANTA 2025

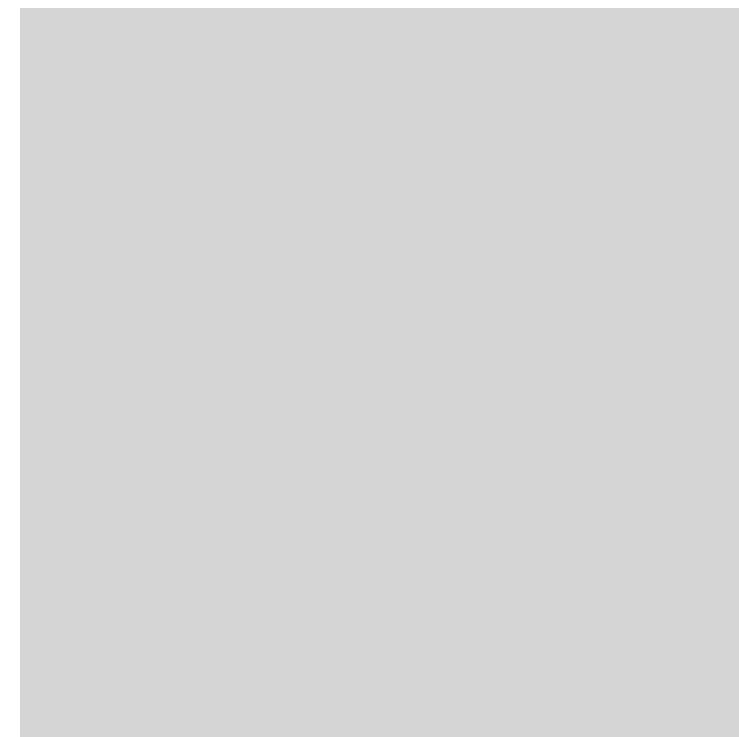
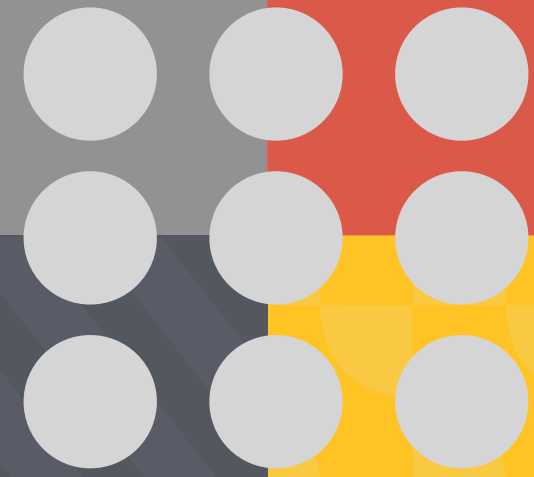
24-27 MARCH

Experience Builder:

How AI can help build in-browser code components

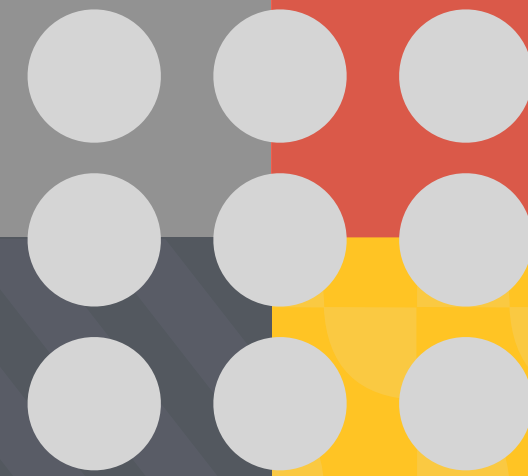
What is in development

Roadmap for 2025



What is in development

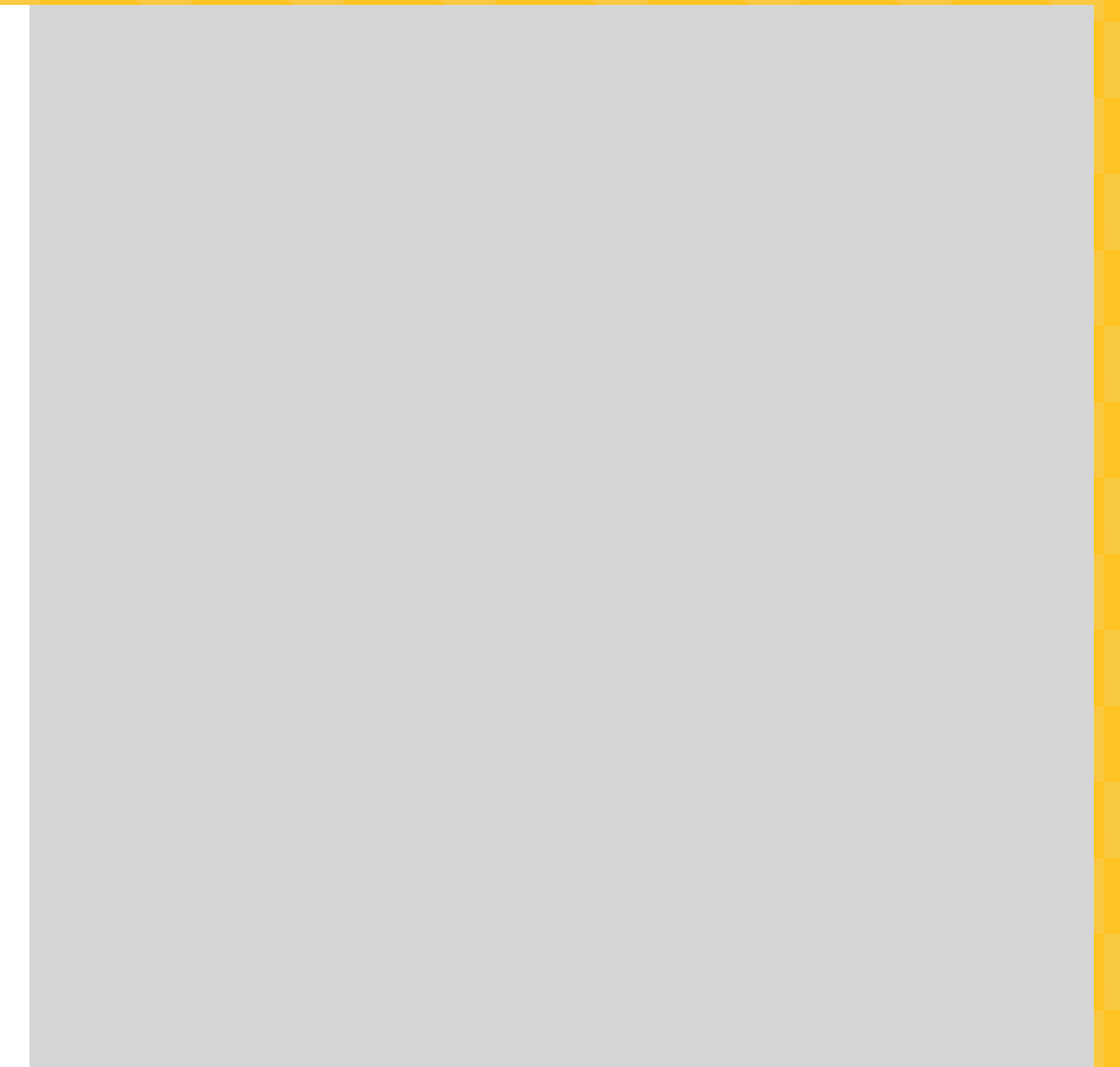
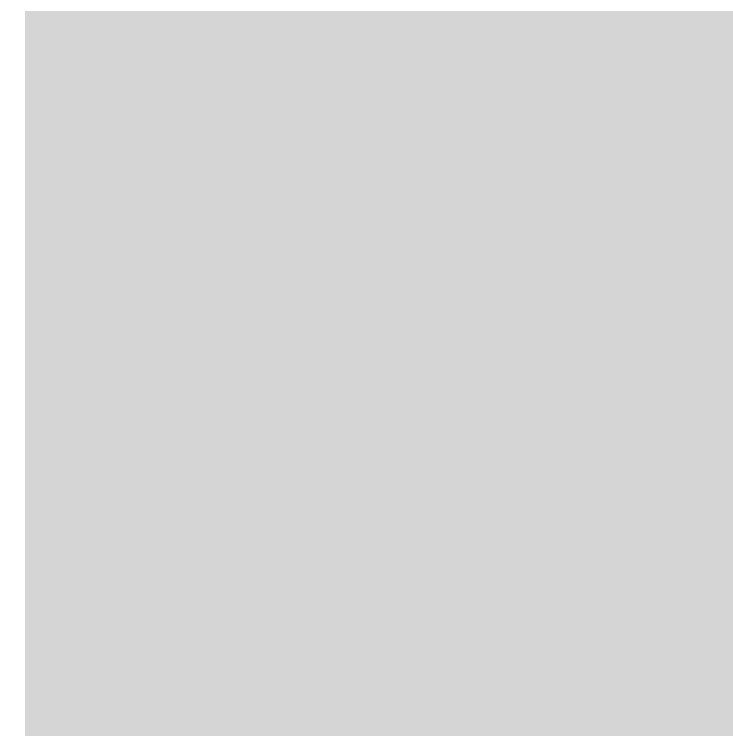
Roadmap for 2025

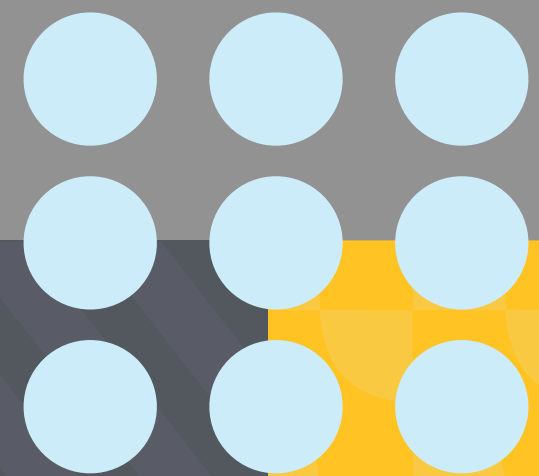


Marketing

AI framework

Experience
Builder

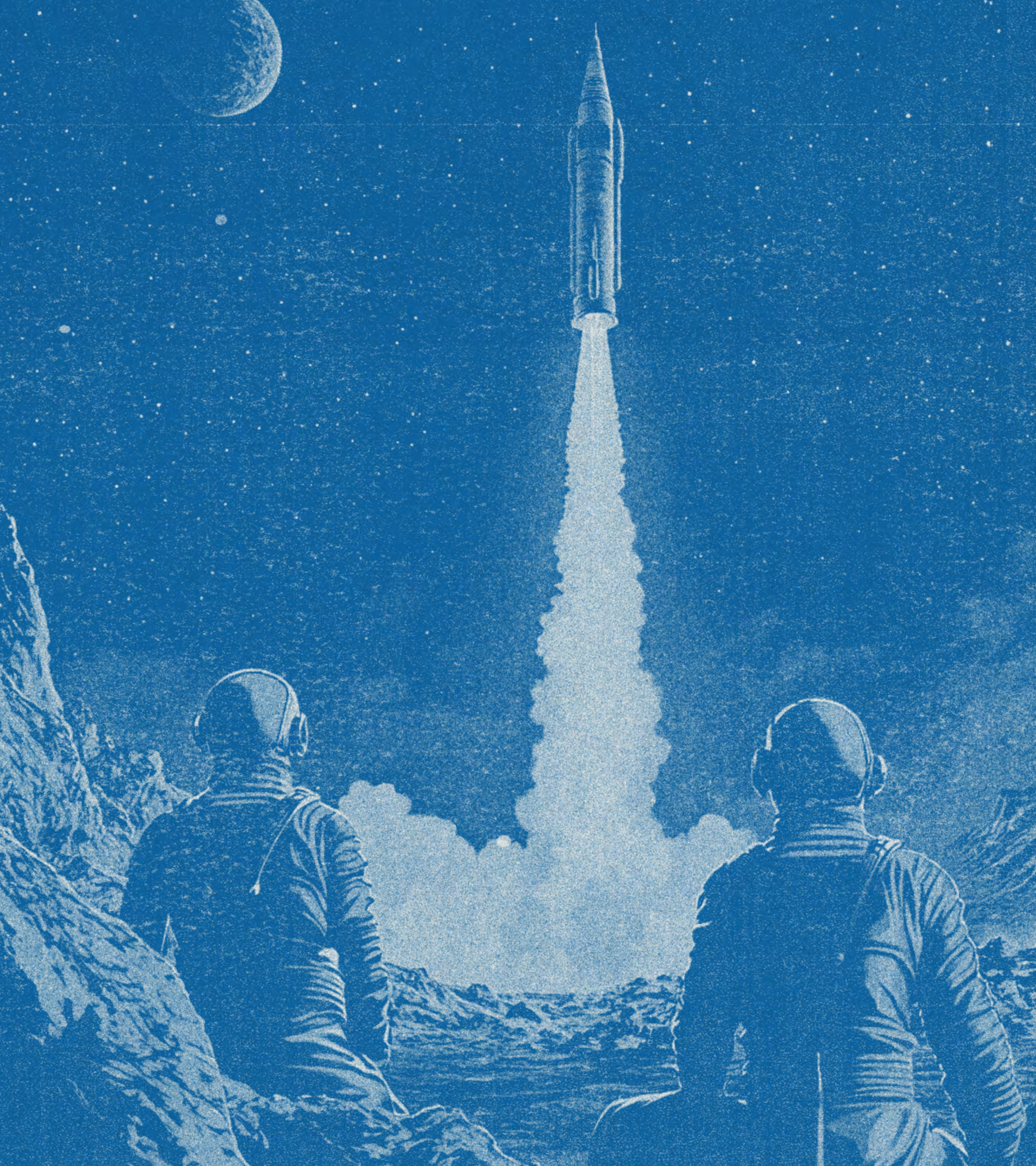


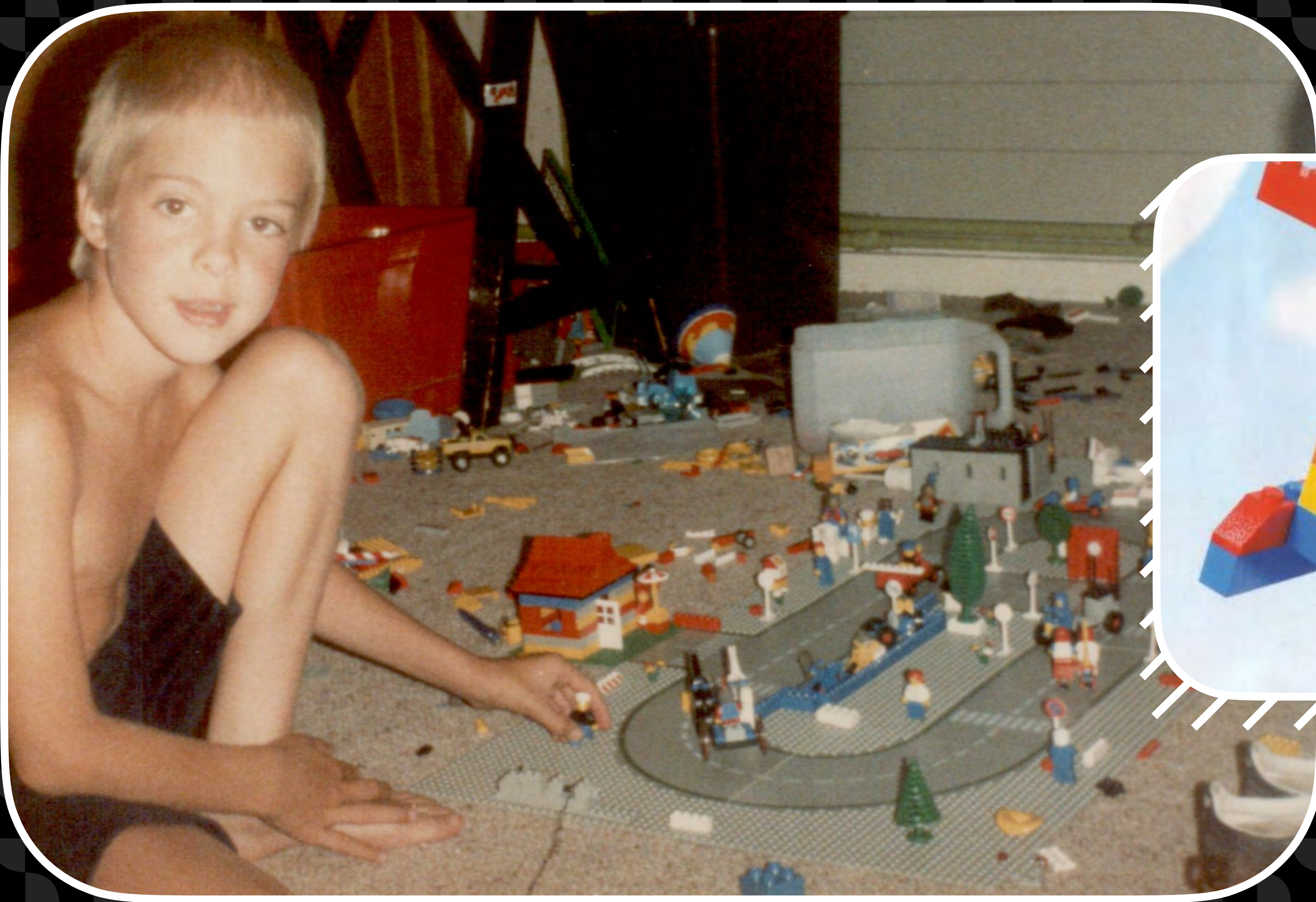


A graphic element on a yellow checkered background. It features a red square containing a smaller purple square with a white question mark. To the right of the red square is a larger purple square containing the text "Unveiling what is next".

?

Unveiling
what is next





The birth of the brick

1930s - 1970s



From bricks to sets

1970s - 1990s



From bricks to sets

1970s - 1990s



Sets like Town, Space and Castle introduced



From bricks to sets

1970s - 1990s



LEGO Sales - DKK (Danish Krone) Billions

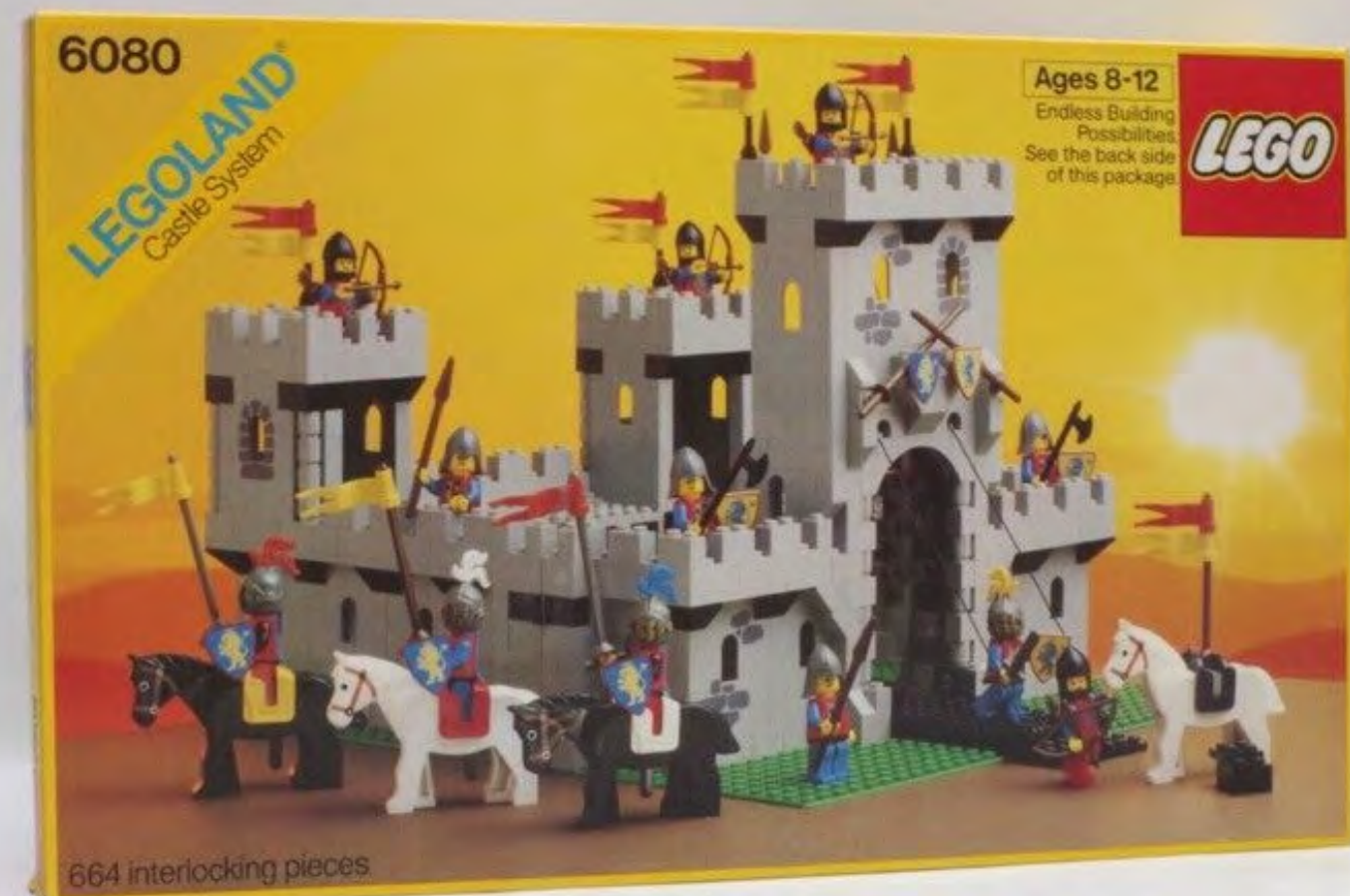
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1932

From bricks to sets

1970s - 1990s

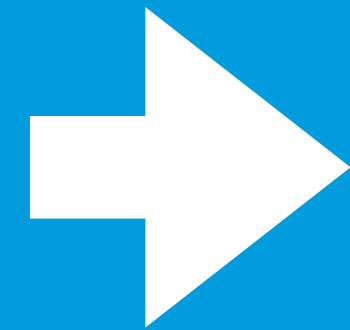




Modules



Modules



Recipes

Recipe

Module A

Module B

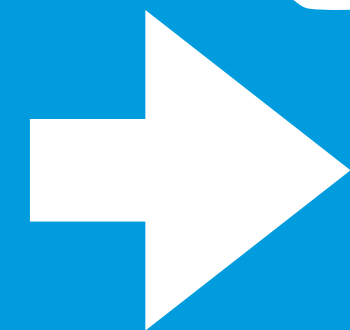
Module C

Content

Configuration



Modules



Recipes

With Drupal's **Recipes**,
you can build in minutes
what once took hours or days.

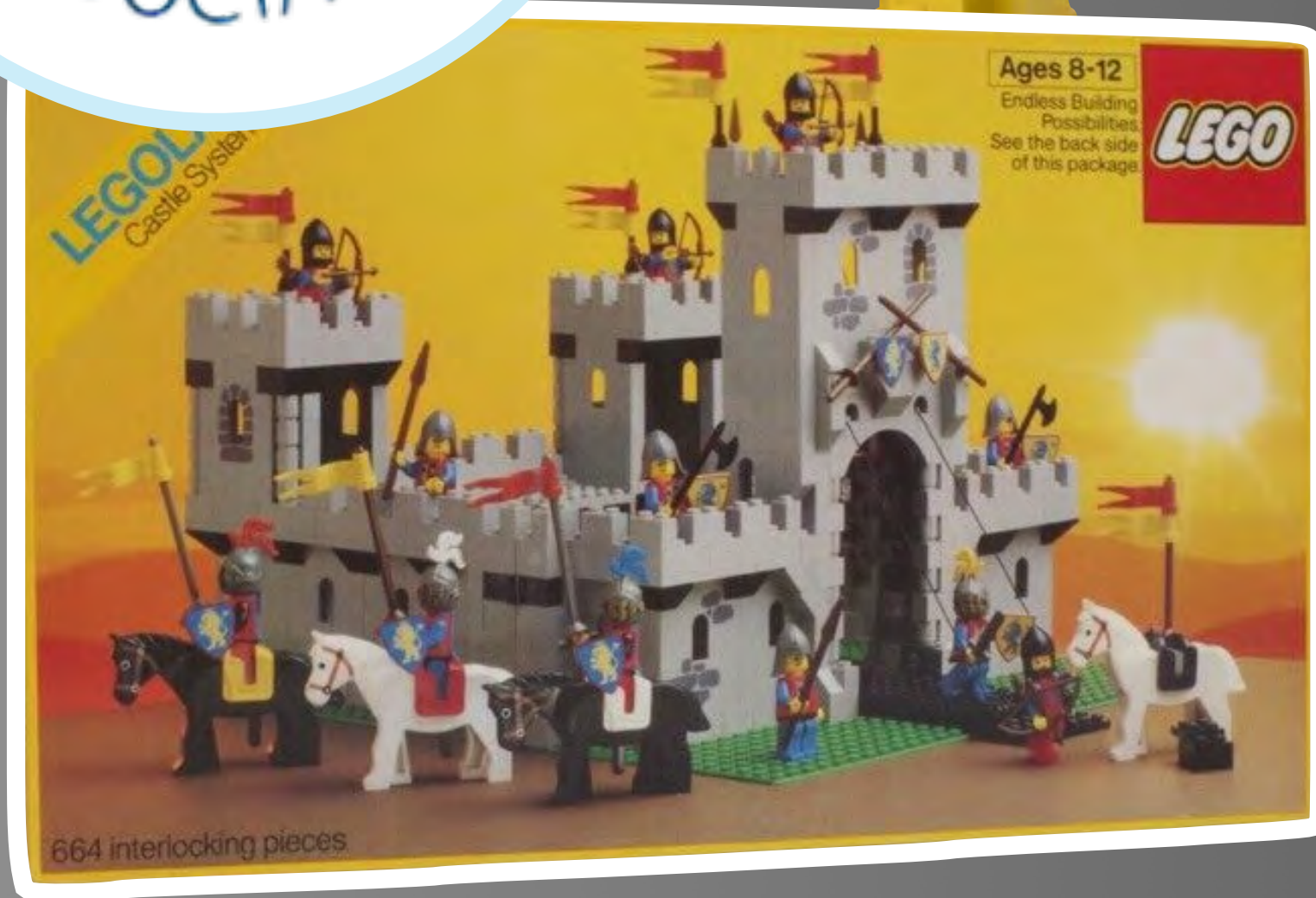
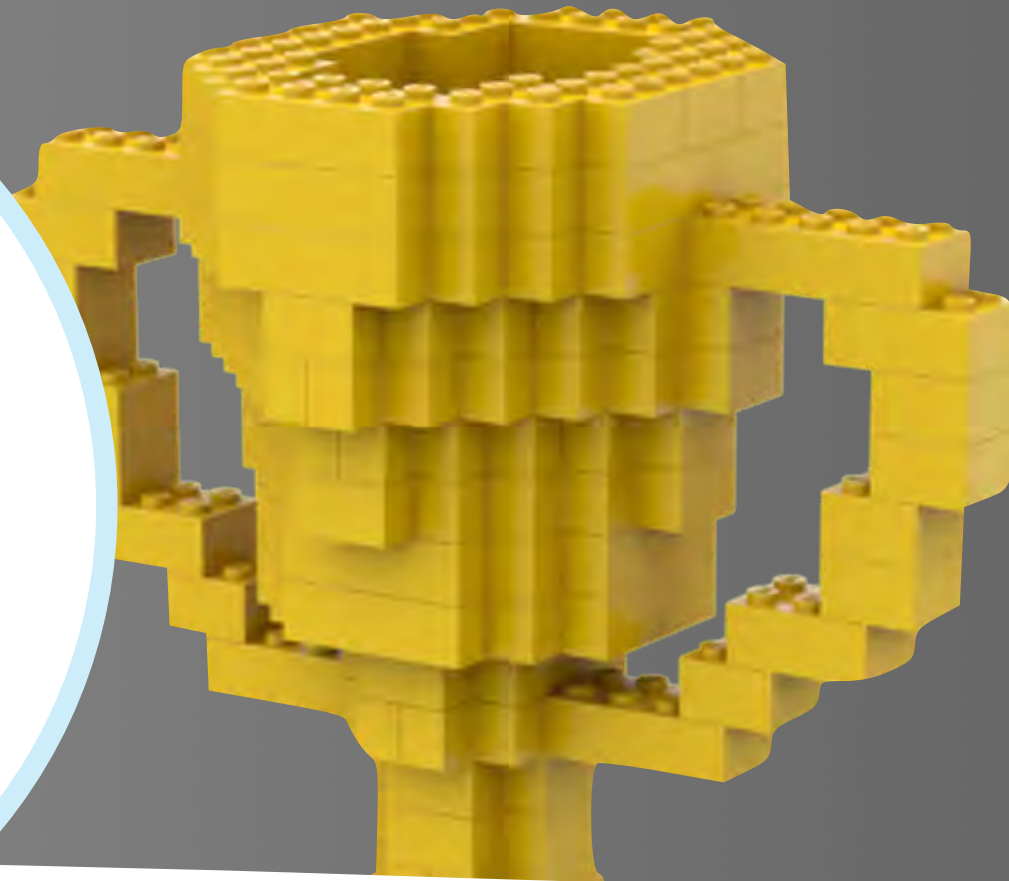
LEGO wins "Toy of the century"

2000



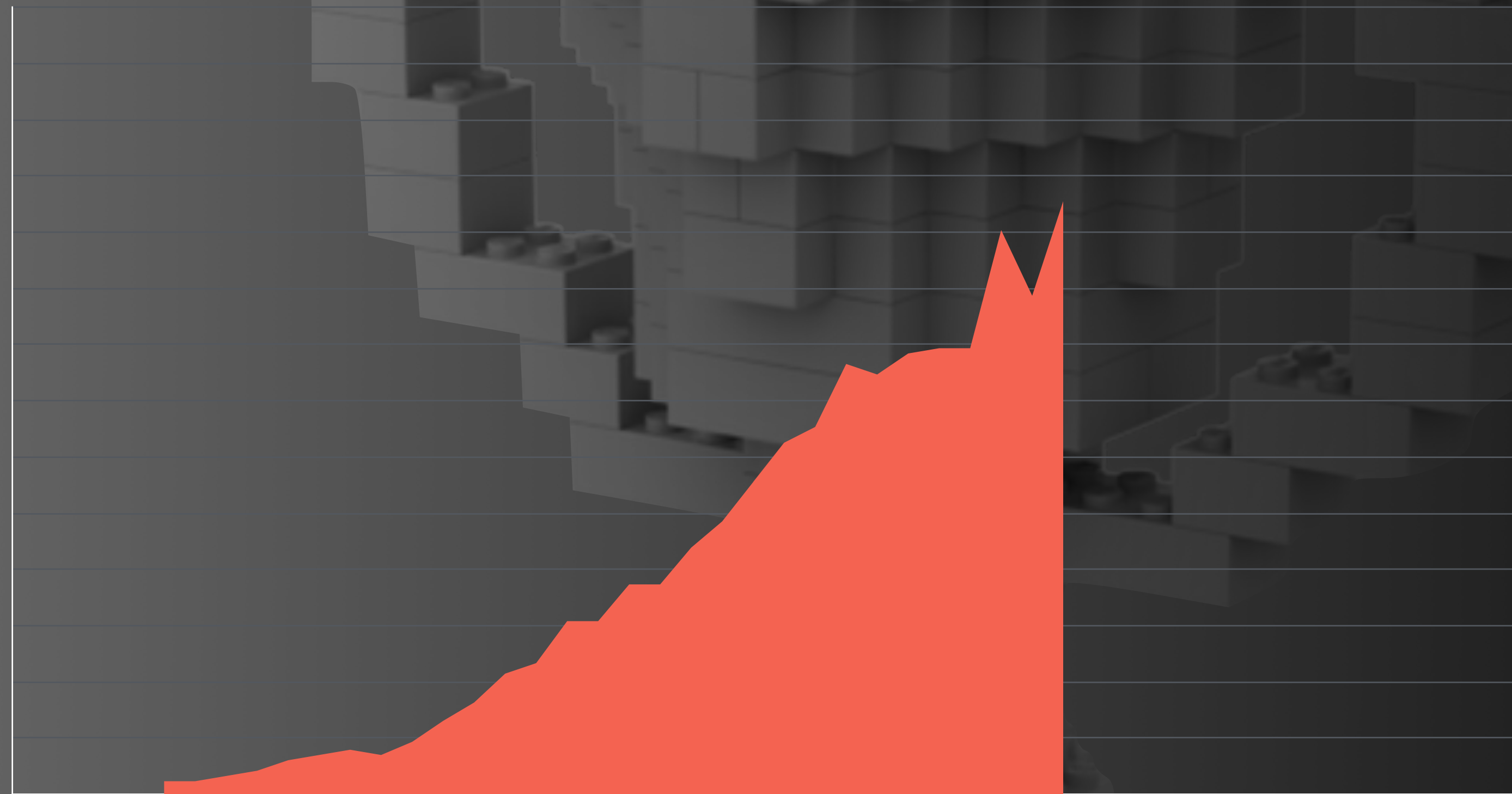
LEGO wins "Toy of the century"

2000



LEGO Sales (DKK Billions)

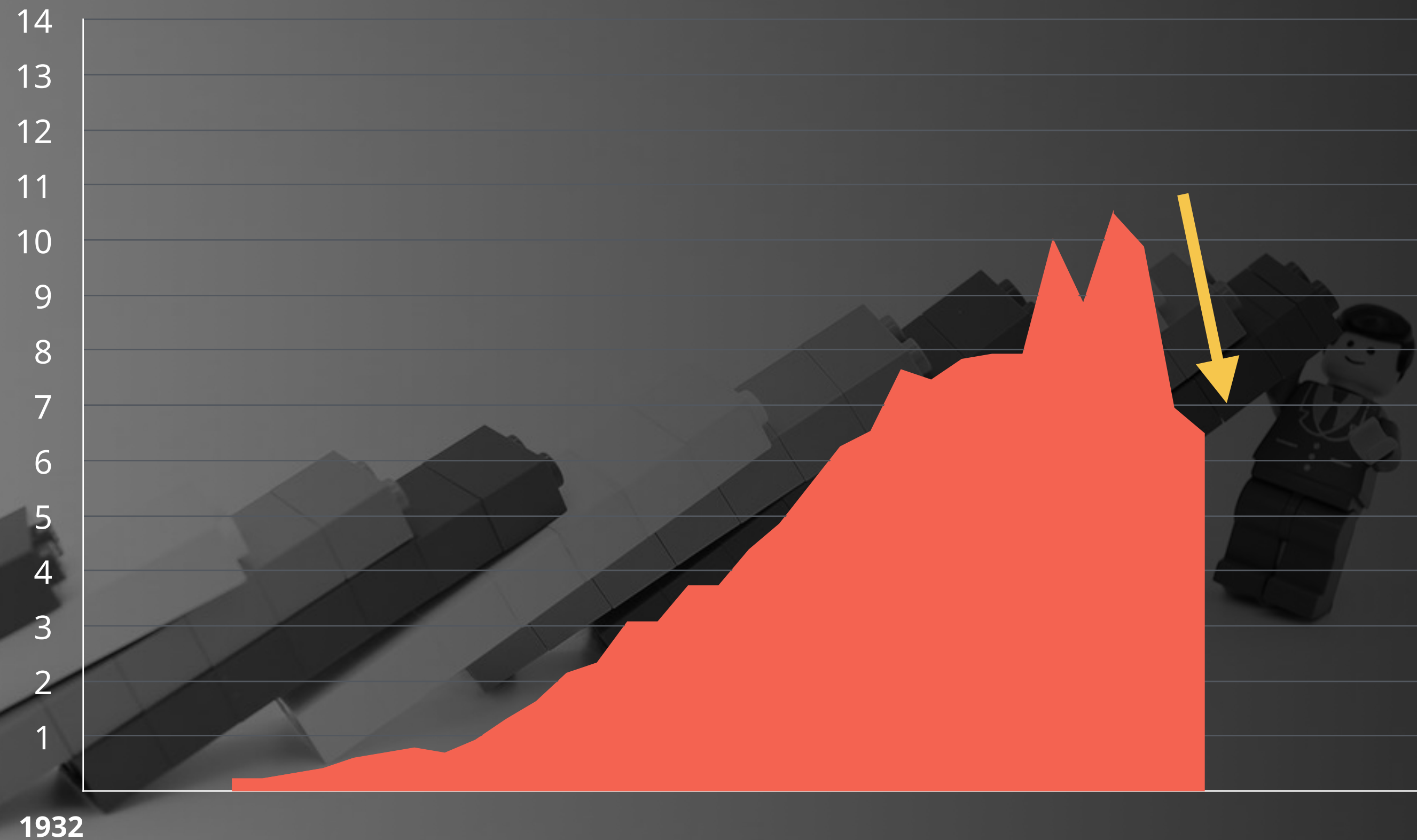
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1932

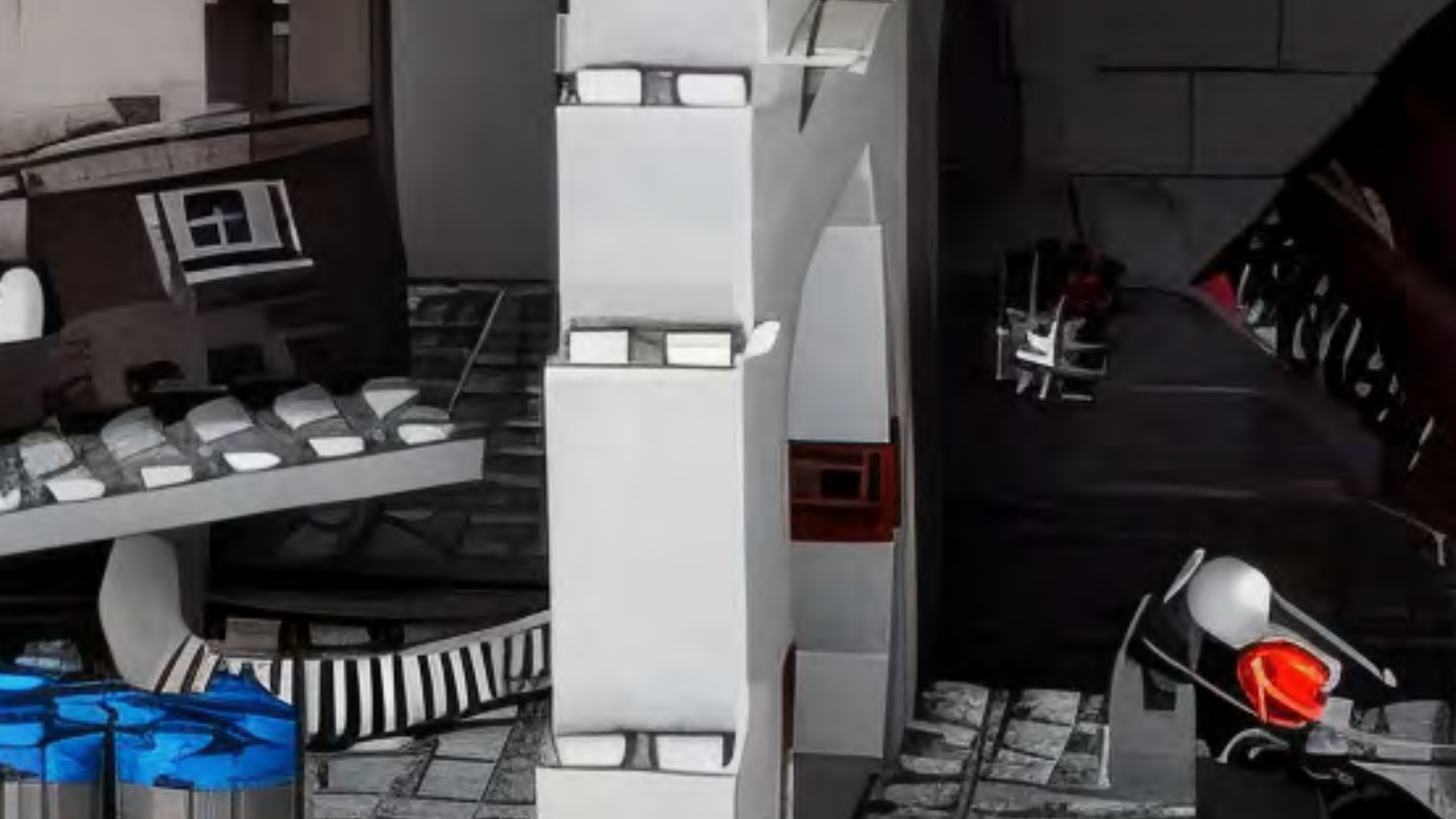


LEGO fell off a cliff 3 years later

2003

LEGO Sales (DKK Billions)







From sets to worlds

2000s - Present

LEGO Sales (DKK Billions)



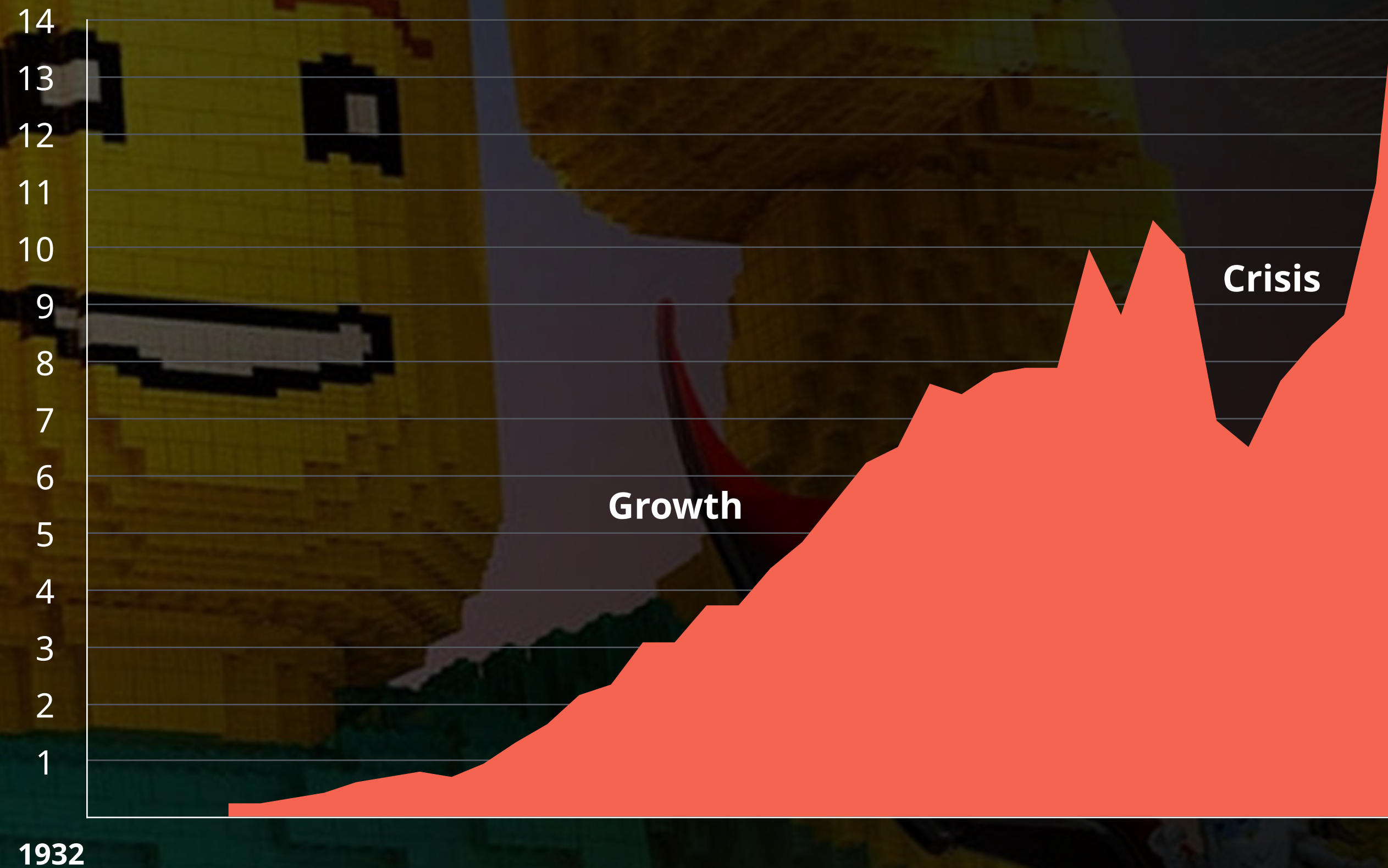
1932



Present day

Lego engineered one of the biggest business transformations in history.

LEGO Sales (DKK Billions)





LEGO **JURASSIC WORLD**

Ages/edades **7-12**

75919

Indominus rex Breakout

1156 pcs/pzs

Building Toy
Jouet de construction
Juguete para Construir

WARNING: CHOKING HAZARD
Toy contains small parts and a small ball.
Not for children under 3 years.

LEGO **MARVEL STUDIOS** **THE INFINITY SAGA**

7+

76237

Sanctuary II: Endgame Battle

322

pcs/pzs

Building Toy
Jouet de construction
Juguete para Construir

CAPTAIN MARVEL IRON MAN THANOS

LEGO **TECHNIC**

10+

42127

THE BATMAN™
BATMOBILE™

1360

pcs/pzs

Building Toy
Jouet de construction
Juguete para Construir

batteries included

THE BATMAN

LEGO **CLASSIC**

Build together

12 mini builds

6 Building & Instructions

900

pcs

LEGO **Friends**

41058

Stephanie

Emma Stephanie Olivia Andrea Mia

LEGO.com/friends

LEGO **INDIANA JONES**

8-14

7627

KINGDOM OF THE CRYSTAL SKULL

LEGO **NINJAGO**

LEGO **Harry Potter**

16+

71043

Hogwarts™
Castle

LEGO **STAR WARS**

Ages/edades **7-12**

9490

Droid™ Escape

137 pcs/pzs

Building Toy
Jouet de construction
Juguete para Construir

WARNING: CHOKING HAZARD.
Toy contains small parts and a small ball.
Not for children under 3 years.

SMOOTROOPER™ SMOOTROOPER™

LEGO **MARVEL STUDIOS** **SPIDER-MAN**

Inspired by MARVEL STUDIOS' SPIDER-MAN: FAR FROM HOME

6+

30443

Spider-Man
Bridge Battle

TOWER BRIDGE

SPIDER-MAN

LEGO **CITY**

Ages/edades **6-12**

60200

Capital City

1211 pcs/pzs

Building Toy
Jouet de construction
Juguete para Construir

WARNING: CHOKING HAZARD
Toy contains small parts and a small ball.
Not for children under 3 years.

It's time to make worlds...



Modules



Recipes



???

Recipe

Module A

Module B

Module C

Content

Configuration

Site Template



Recipe 2

Recipe 3

Experience Builder theme

Relevant demo content



Sarah

Marketing director, Saborvin

Flashback to DrupalCon Barcelona

Example: Wine Tour Site Template

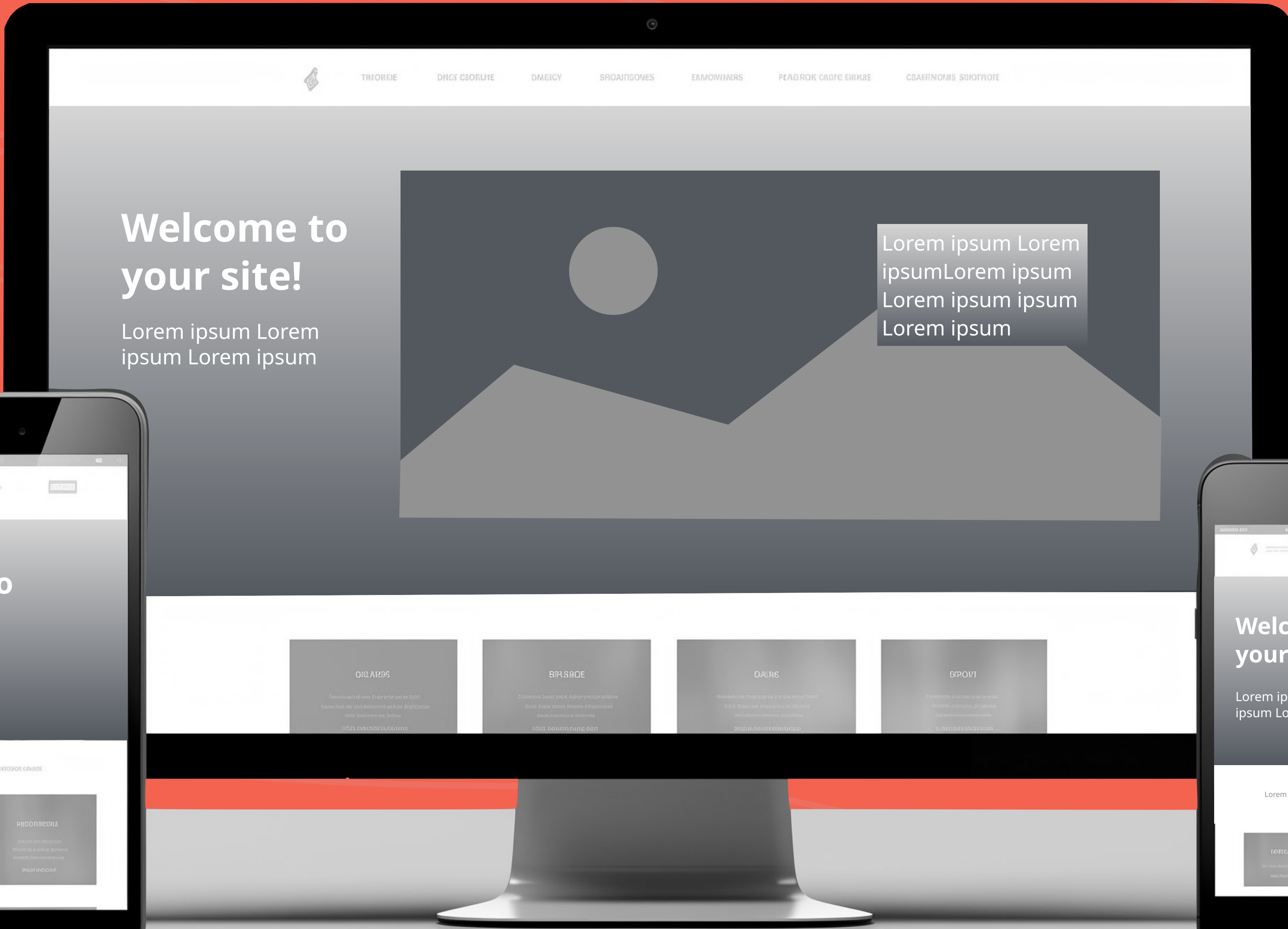
Media Recipe

SEO Recipe

Events Recipe

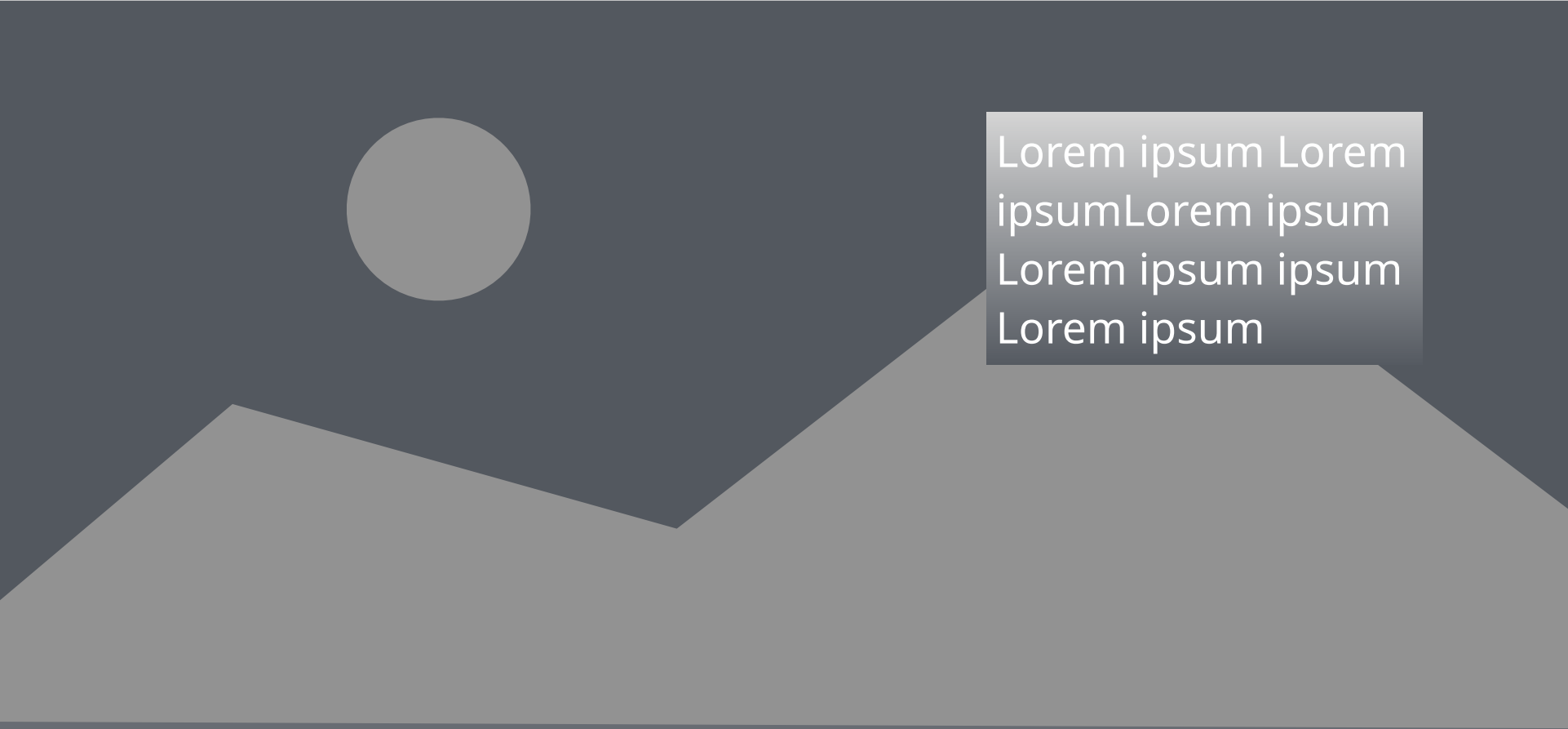
Gastronomy theme

Relevant demo content



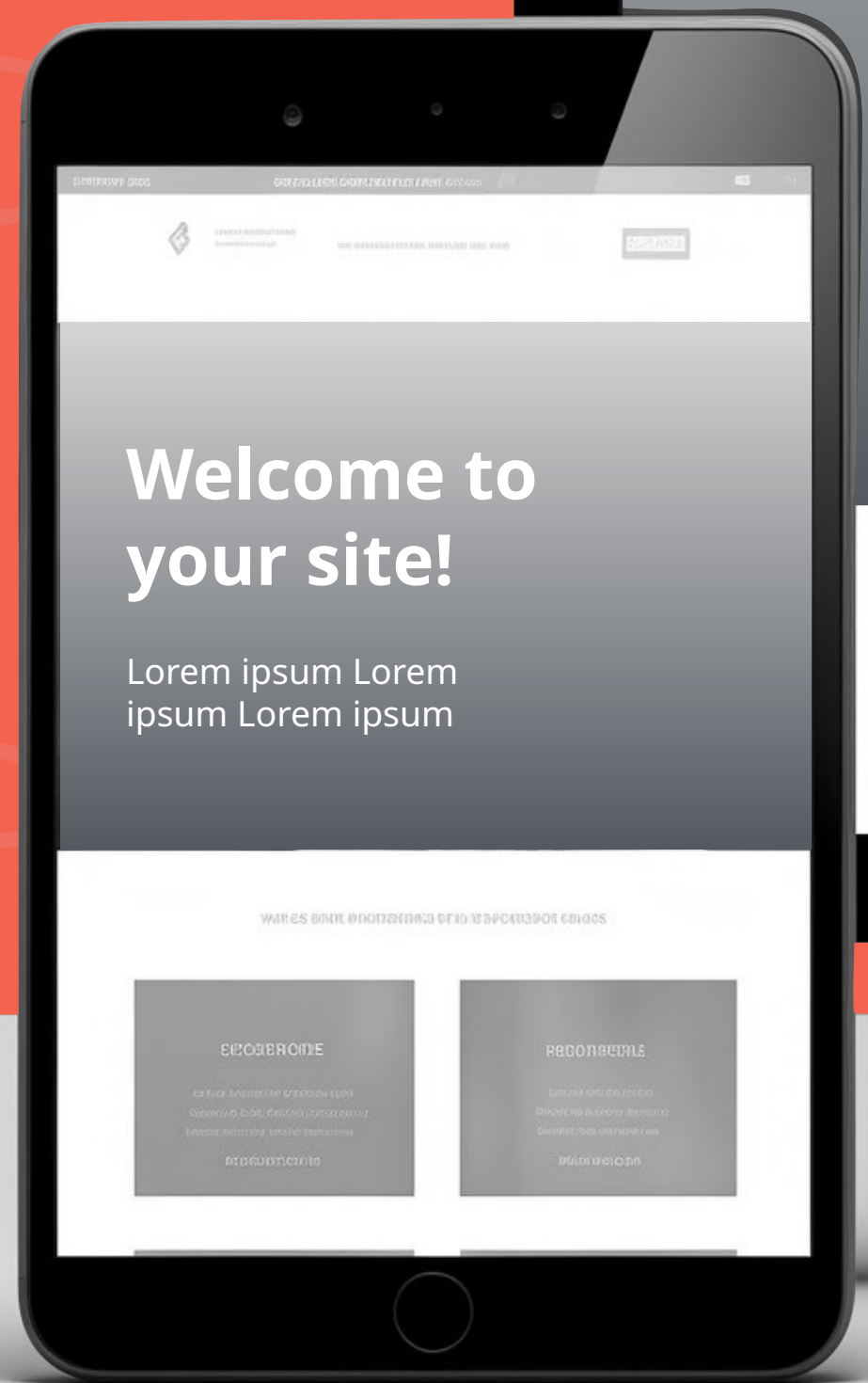
Welcome to your site!

Lorem ipsum Lorem ipsum Lorem ipsum



Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum

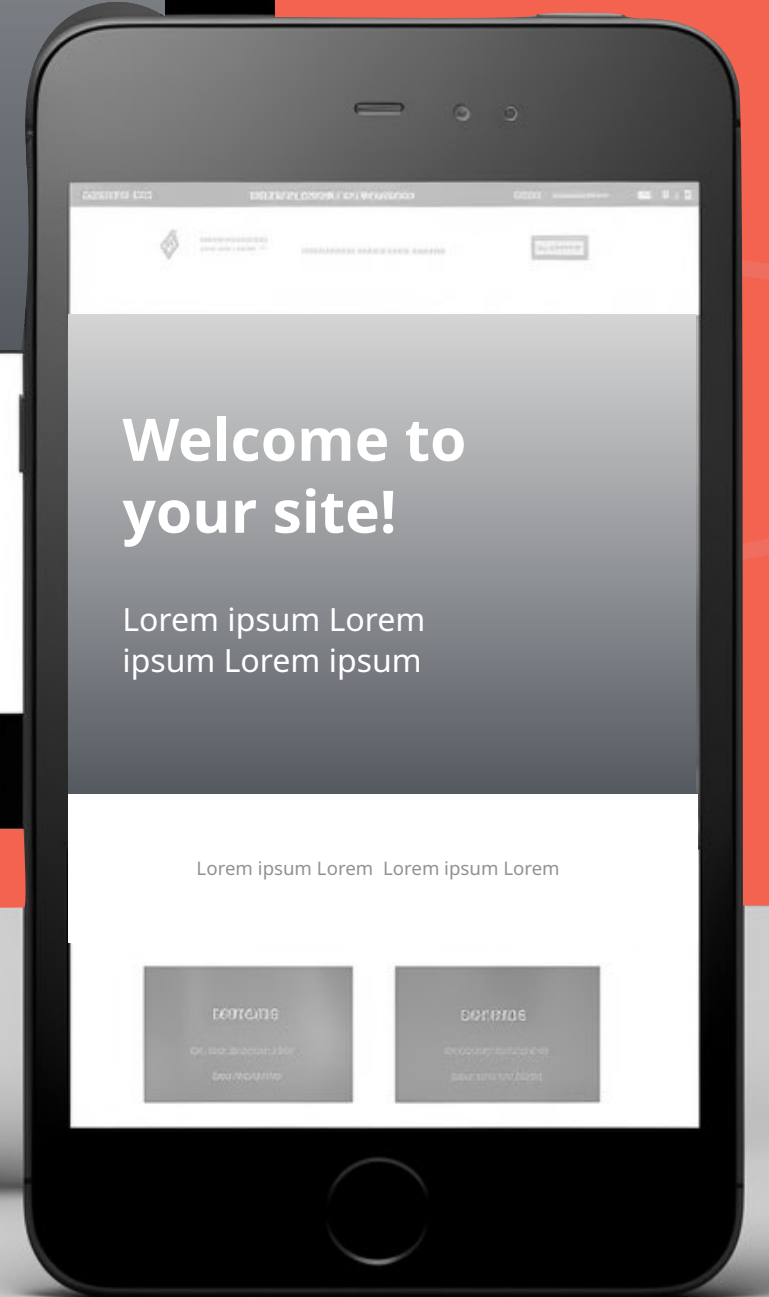
- QIG AIIPS
- BIR SBDE
- DAIRE
- BIPOLI



Welcome to your site!

Lorem ipsum Lorem ipsum Lorem ipsum

- ECOSEROME
- PROBRORE



Welcome to your site!

Lorem ipsum Lorem ipsum Lorem ipsum

- LOITGITE
- DOPHOS

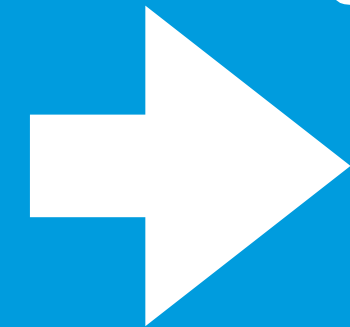


Instantly launch beautiful, powerful Drupal sites



Modules

AVAILABLE



Recipes

AVAILABLE



Site Templates

COMING IN 2025

Step 1

Ship a few site templates for Drupal CMS 2.0

?

?

?

Drupal CMS 2.0

Want to get involved? Join us on Slack [#drupal-cms-templates](#)

Higher Ed

Medical

Hospitality

Storefront

Real Estate

News

Charity

Gallery

Step 2

Hundreds of site templates

Biotech

Gaming

Vet

Classes



EV CHARGING

EV Charging

Walmart

EV Charging

Walmart

Walmart

Walmart

EV CHARGING

EV CHARGING

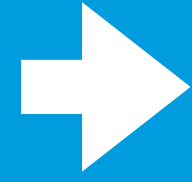


Step 3

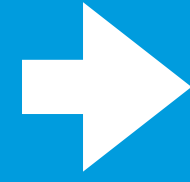
We're going to need shelf space...



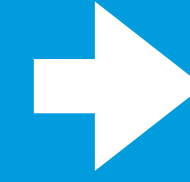
Modules



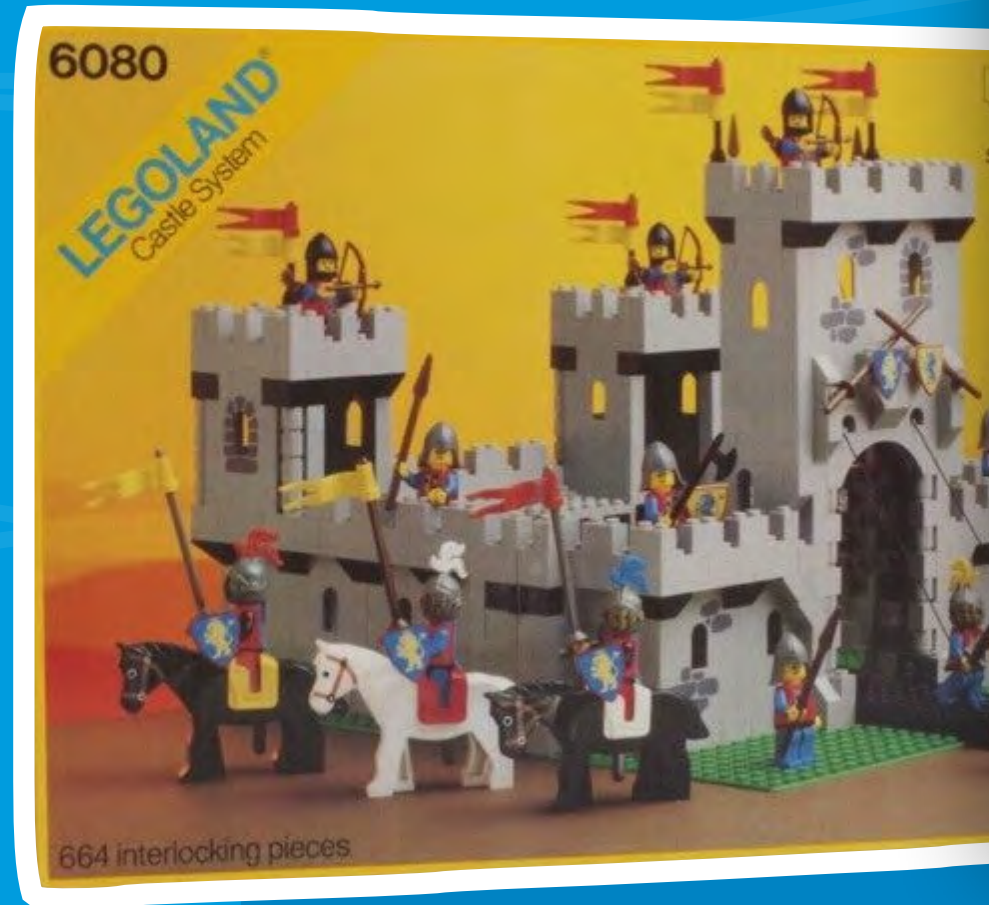
Recipes



Site
Templates



Marketplace



Search for templates

Templates > Categories > Food & Drink Templates

Food & Drink Website Templates

- All
- Featured
- Free

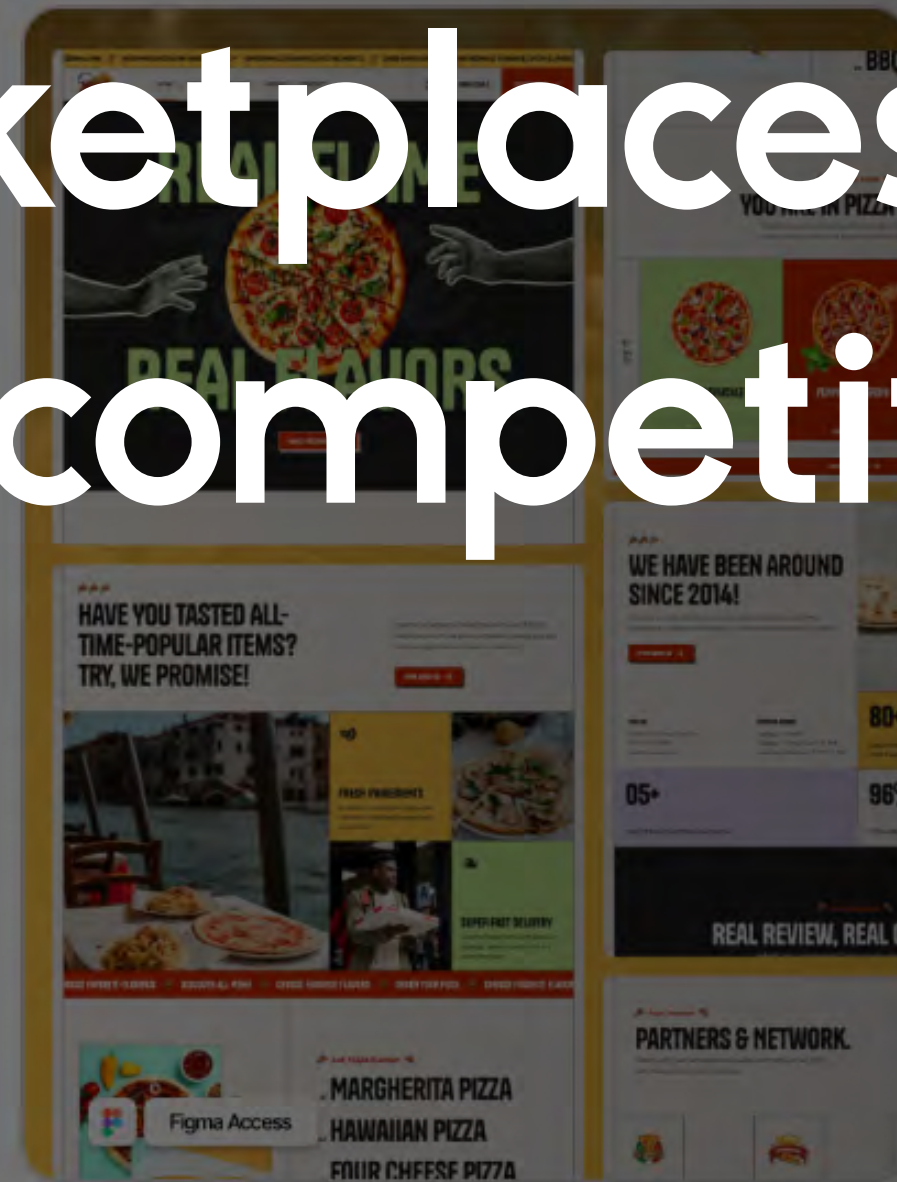
- Architecture & Design
- Arts & Entertainment
- Blog & Editorial
- Community & Nonprofit
- Documentation
- Education
- Environment
- Food & Drink** 456
- Government
- HR & Hiring
- Hair & Beauty
- Home Services
- Launch & Coming Soon

Agriculture Bakery Bar & Nightclub Cafe

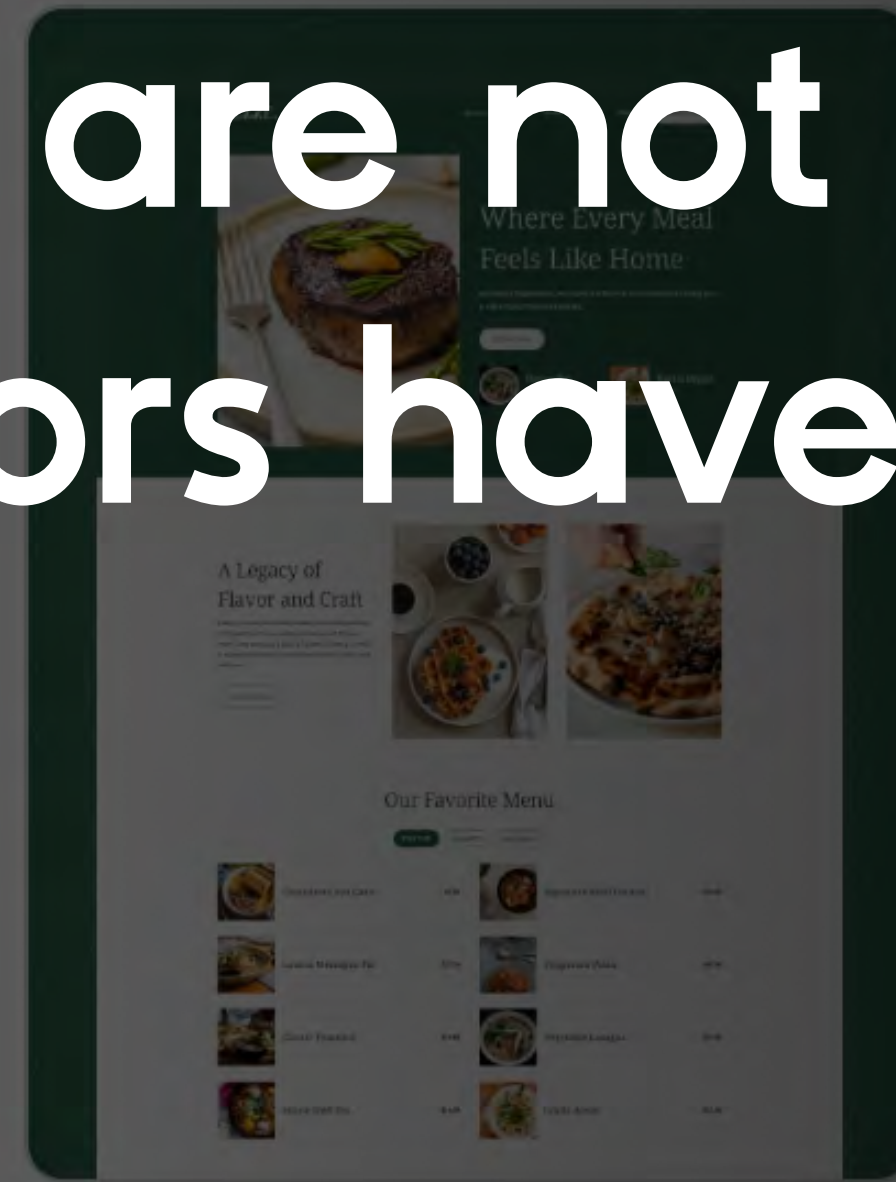
Style Type Free only

[Webflow.com/templates](https://www.webflow.com/templates)

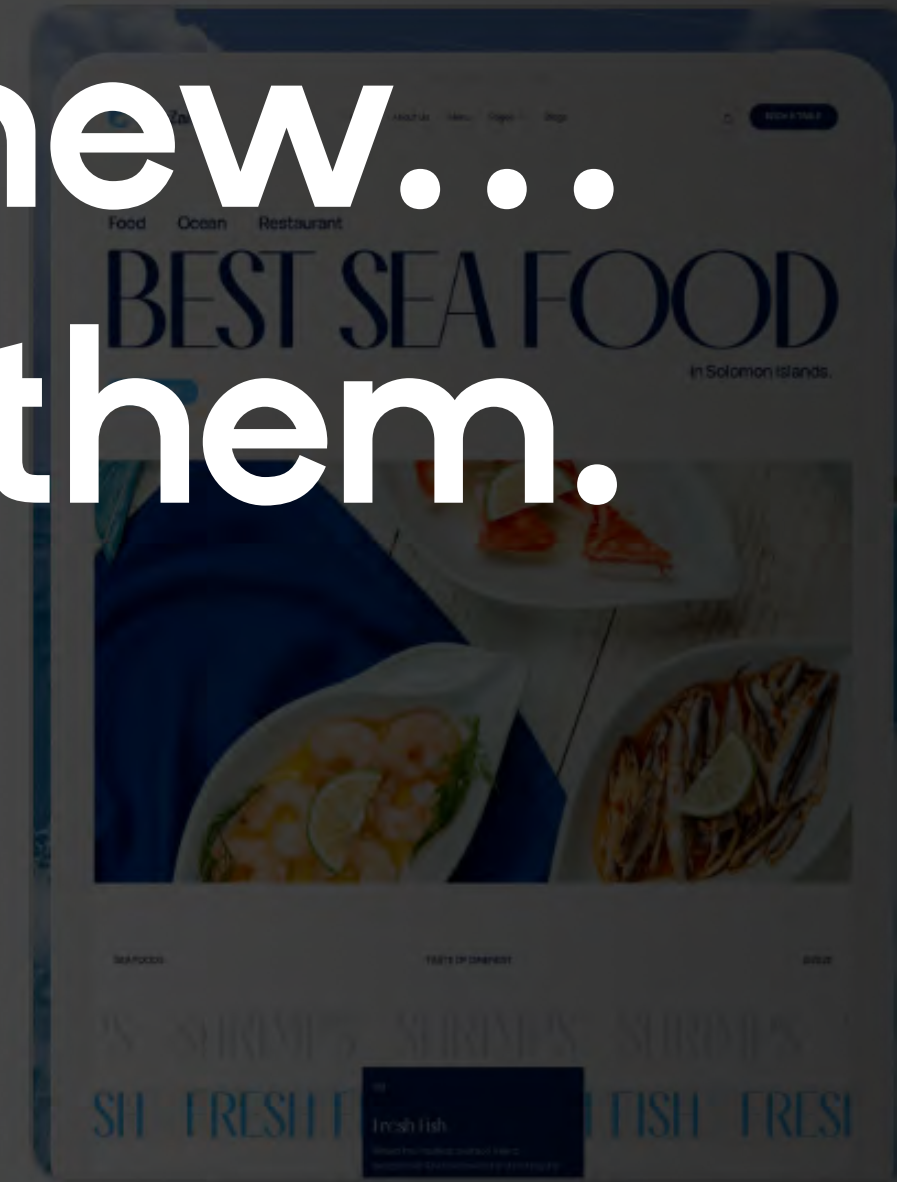
Marketplaces are not new...
Our competitors have them.



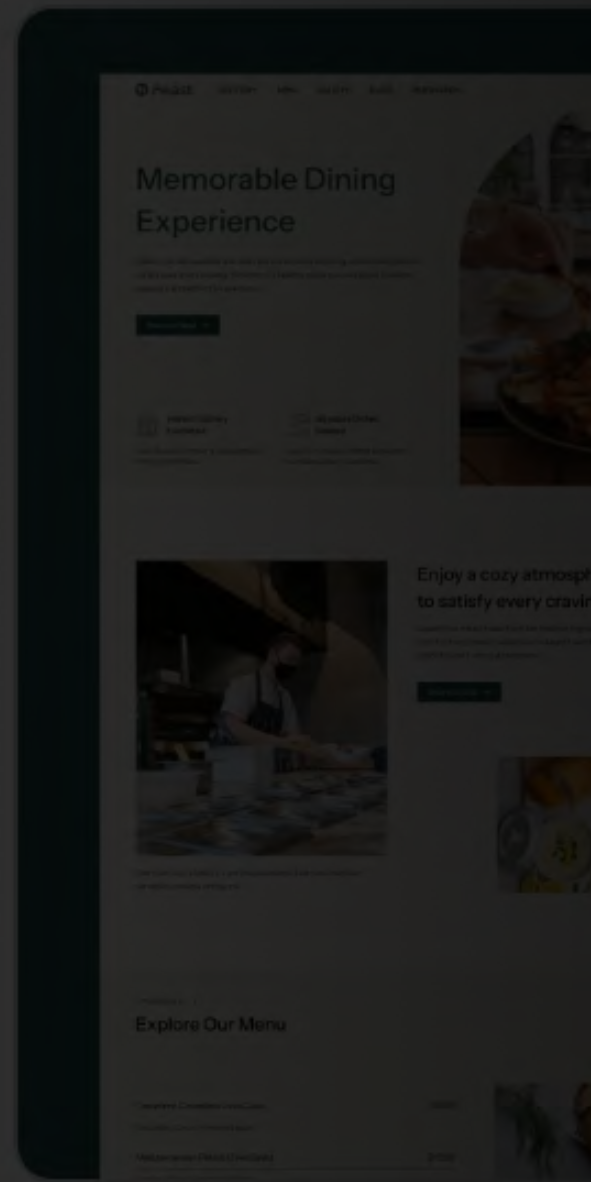
Pizza FZ \$79 USD
Flowzai



Mezze \$49 USD
MB Infotech



Wavzai \$79 USD
Flowzai



Feast
Nixar

Food & Drink Website Templates

Agriculture

Bakery

Bar & Nightclub

Cafe & Coffee Shop

Catering & Delivery

Food



Style

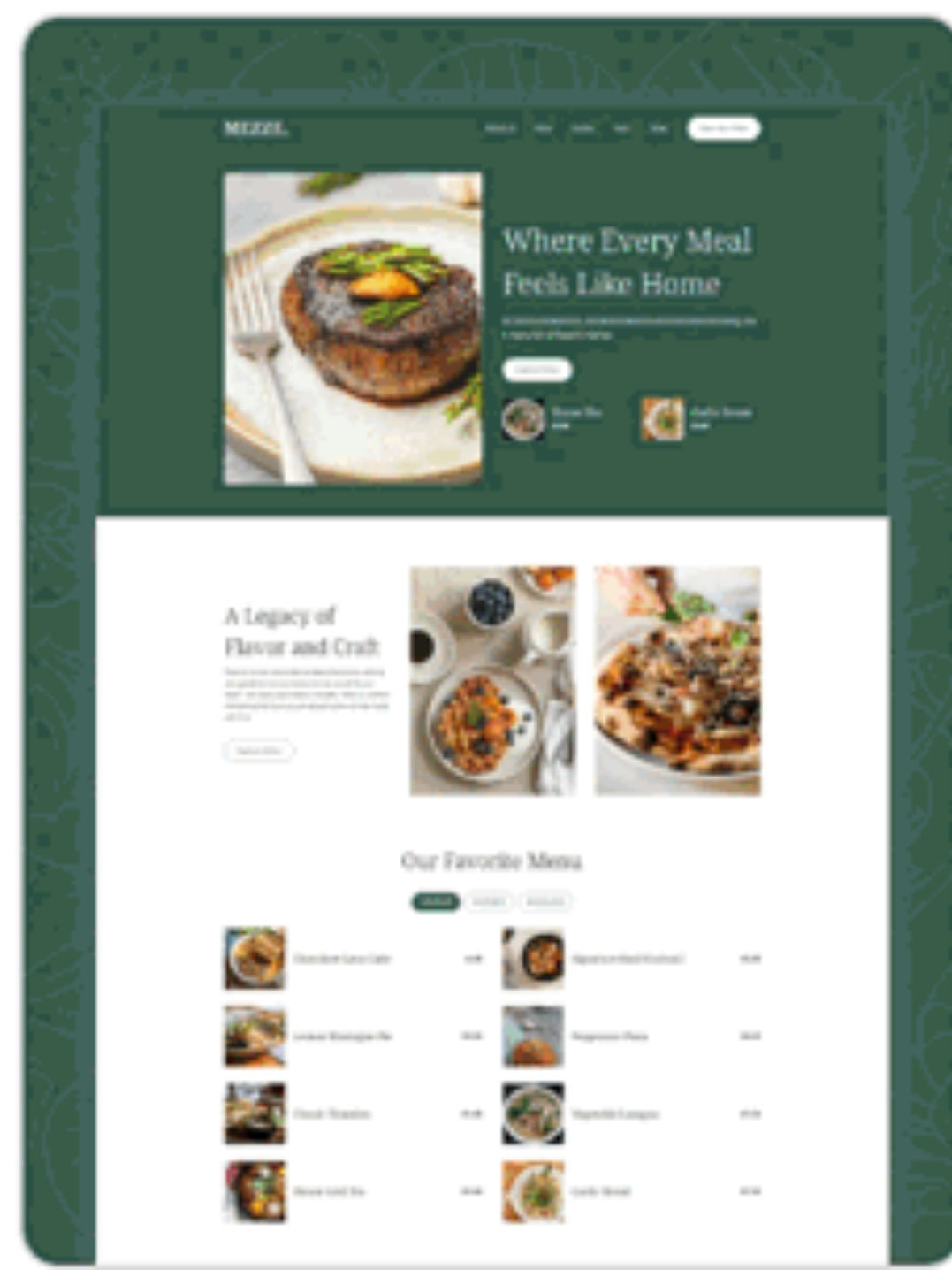
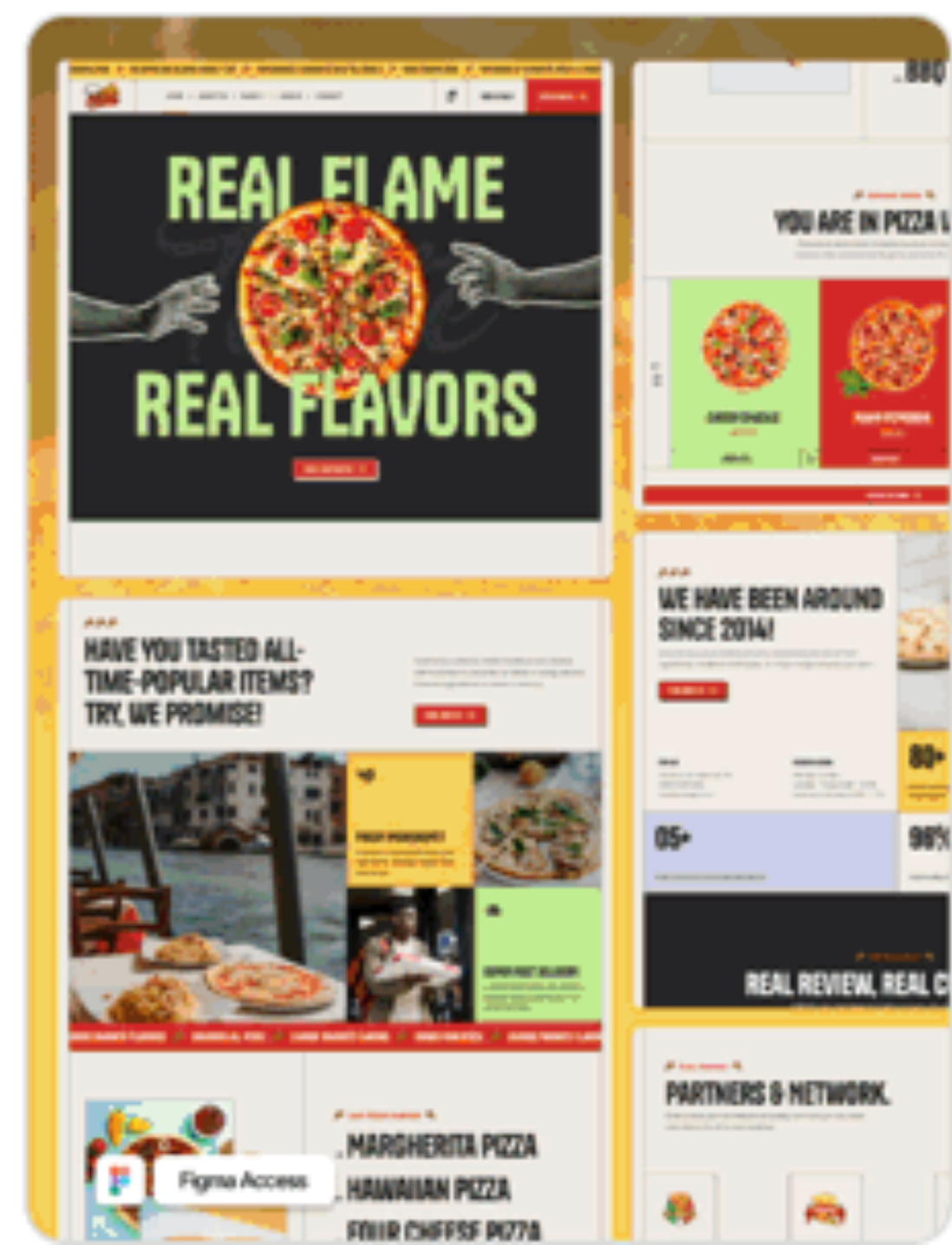


Type



Free only

Newest



Site templates we're committed to building; A Marketplace is under evaluation

Modules

AVAILABLE

Recipes

AVAILABLE

Site
Templates

COMING IN 2025

Marketplace

Under evaluation

We assembled a team to figure this out!

○ Drupal CMS Leadership Team



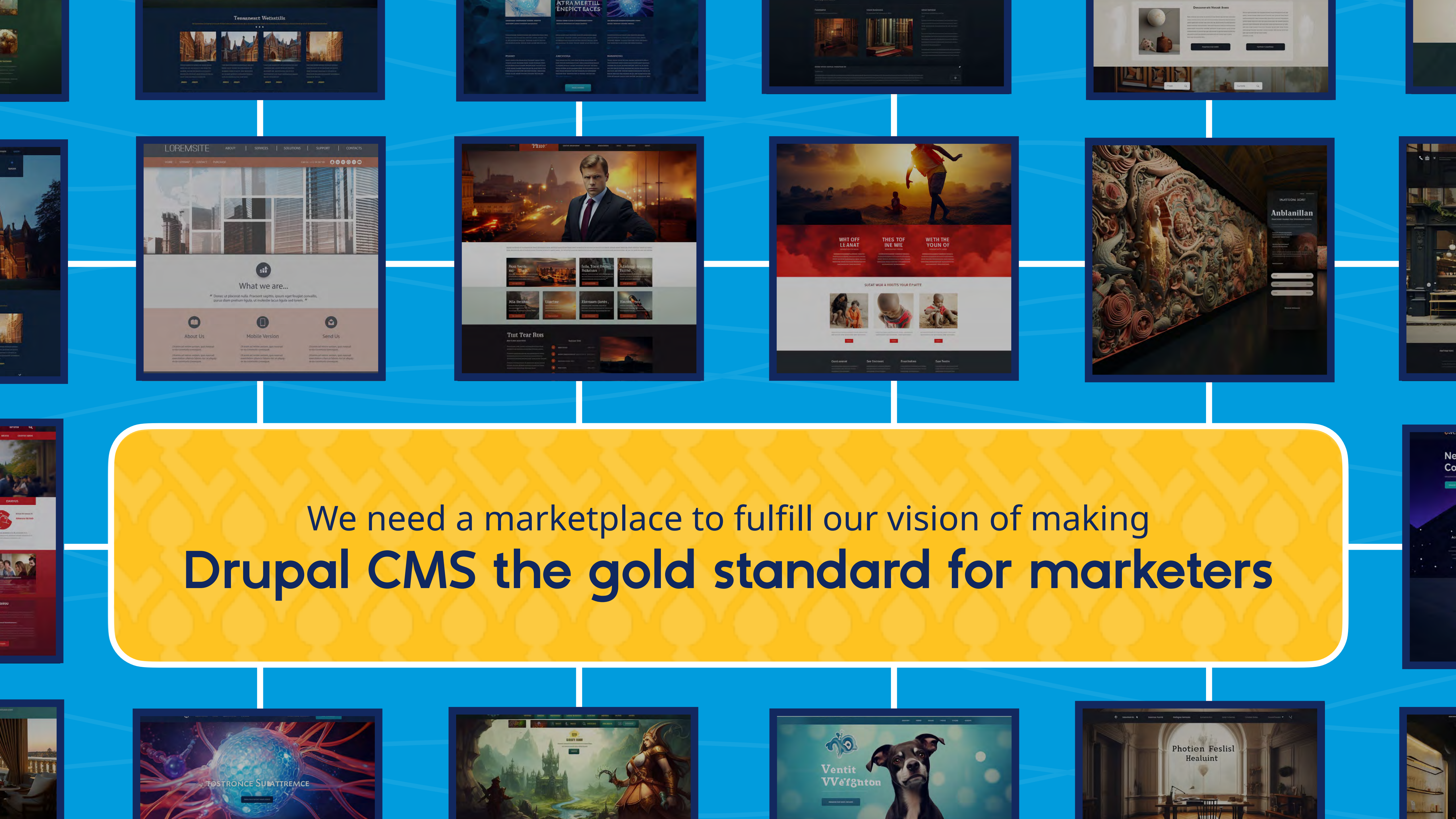
○ Drupal Association Team



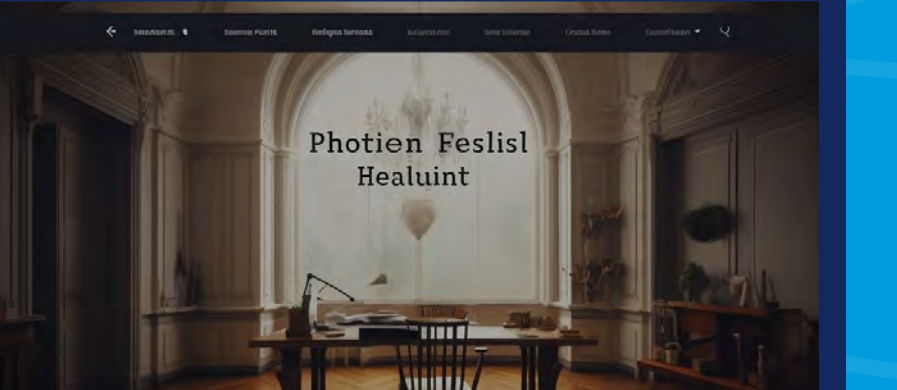
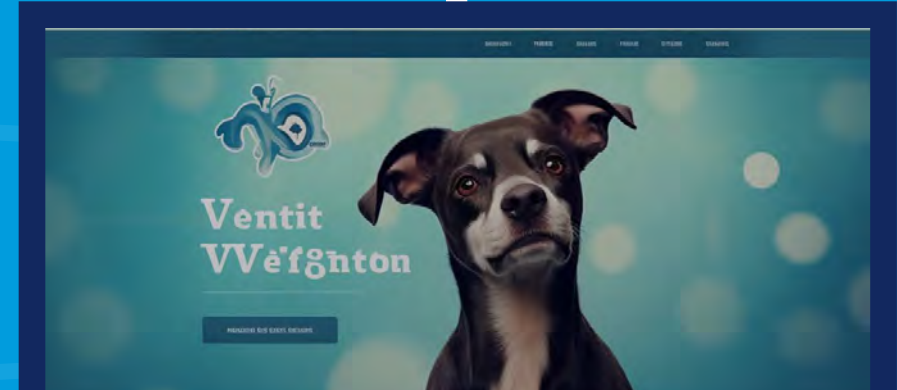
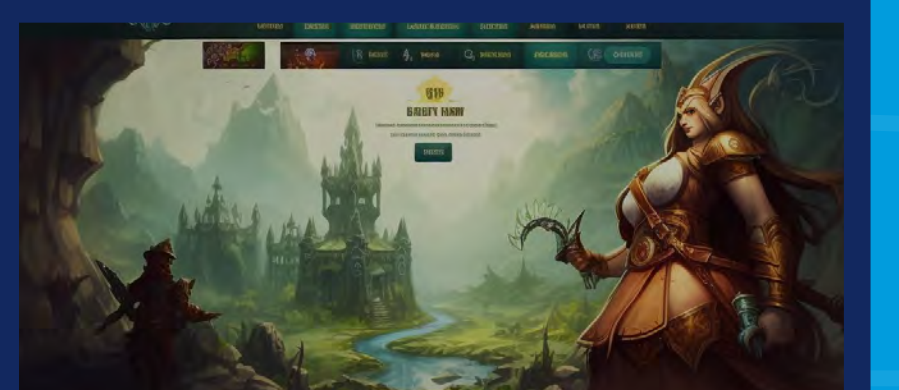
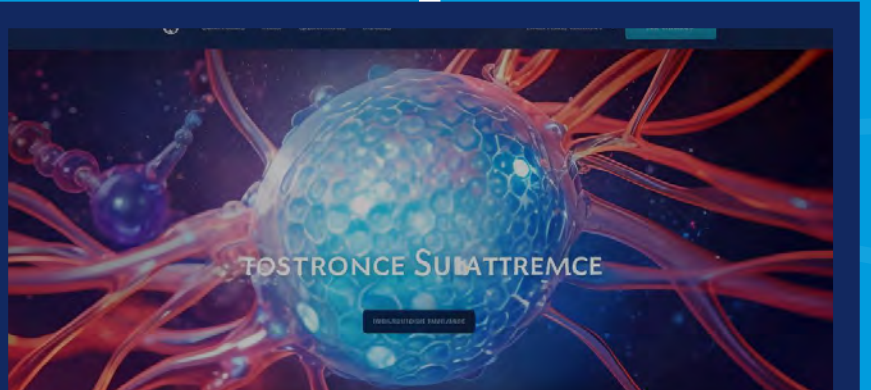
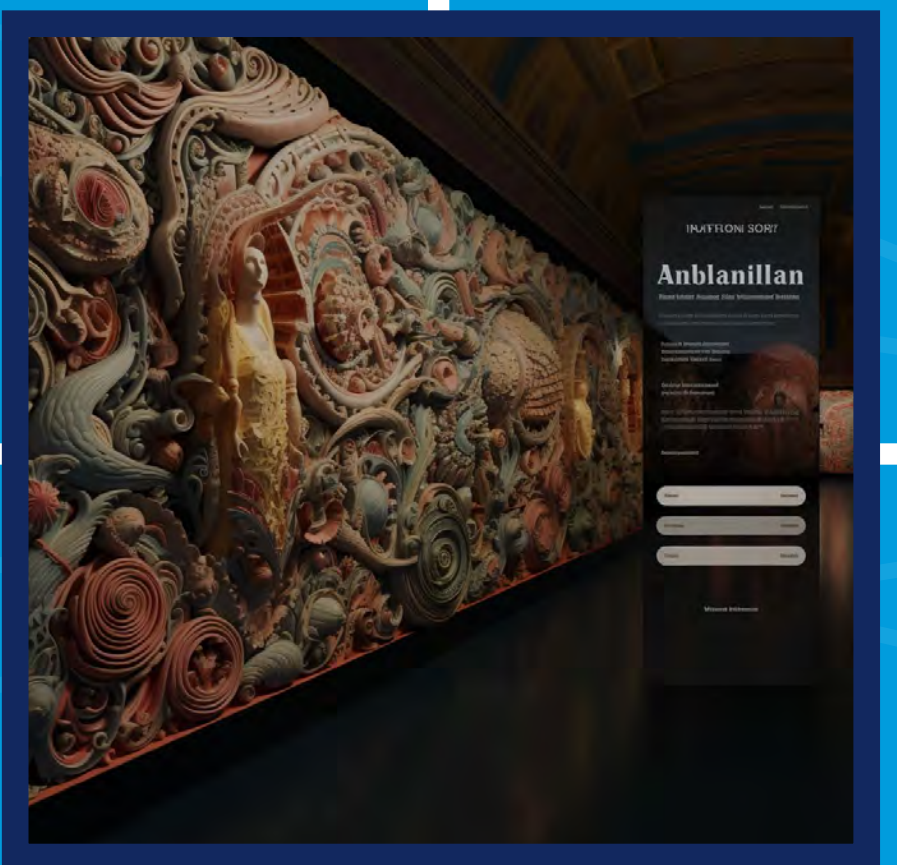
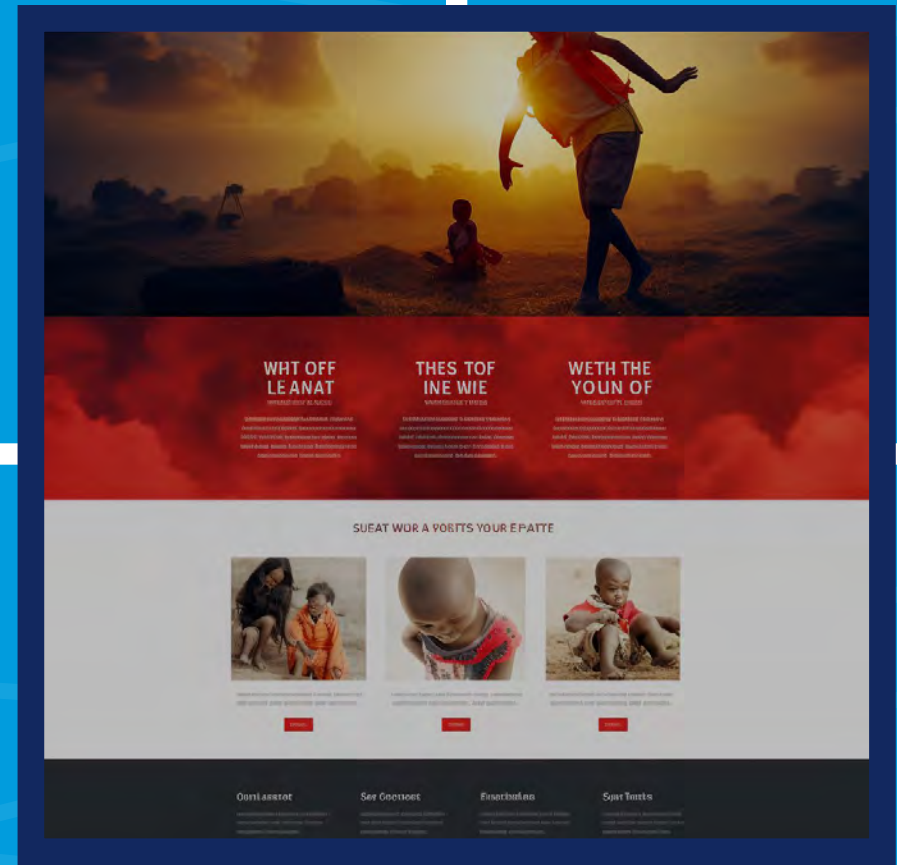
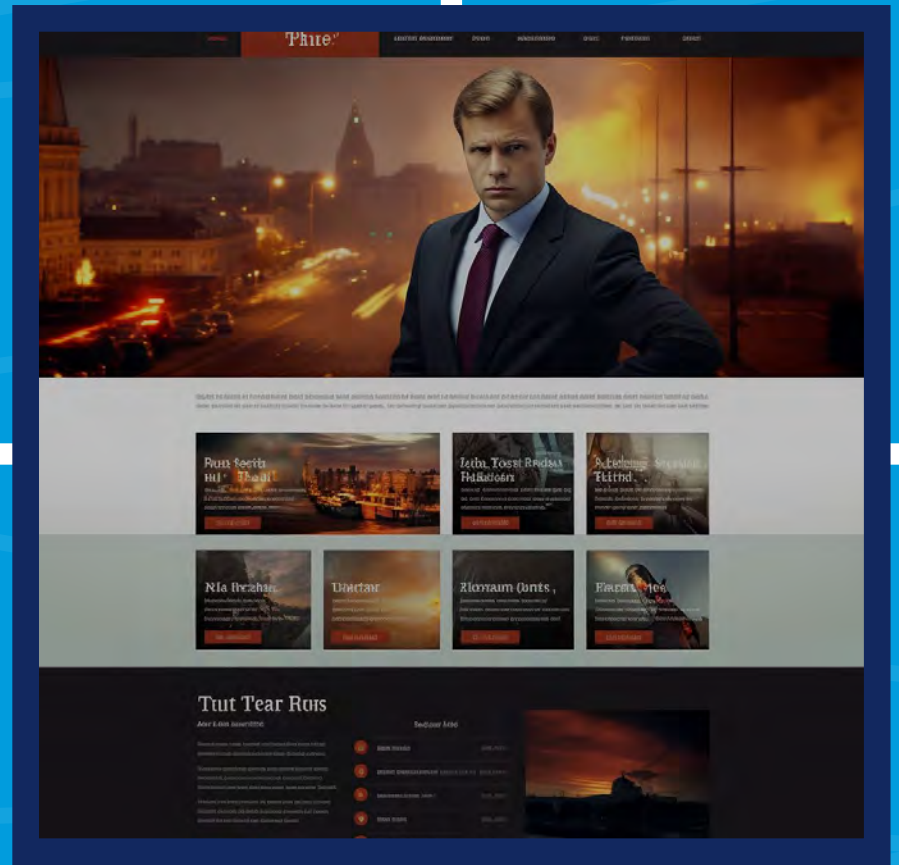
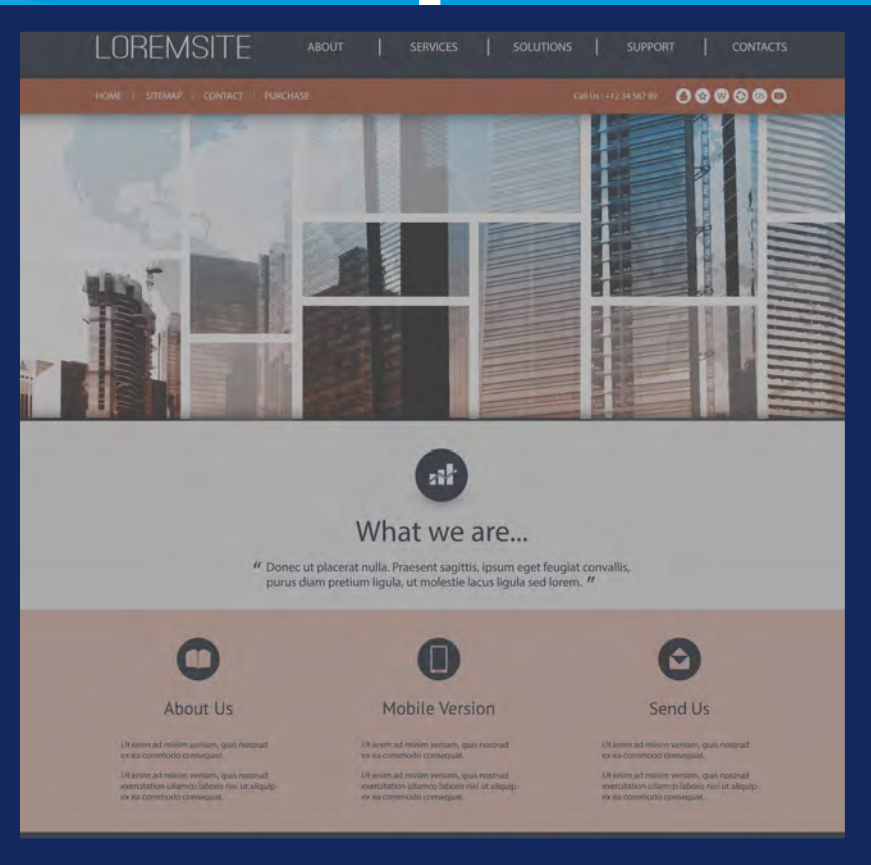
Drupal Marketplace Working Group

5 meetings

Many hours of discussion



We need a marketplace to fulfill our vision of making
Drupal CMS the gold standard for marketers



"Drupal is a flexible CMS that can do anything"



✘ *Hard to picture* ✘

Grow adoption by showing, not just telling

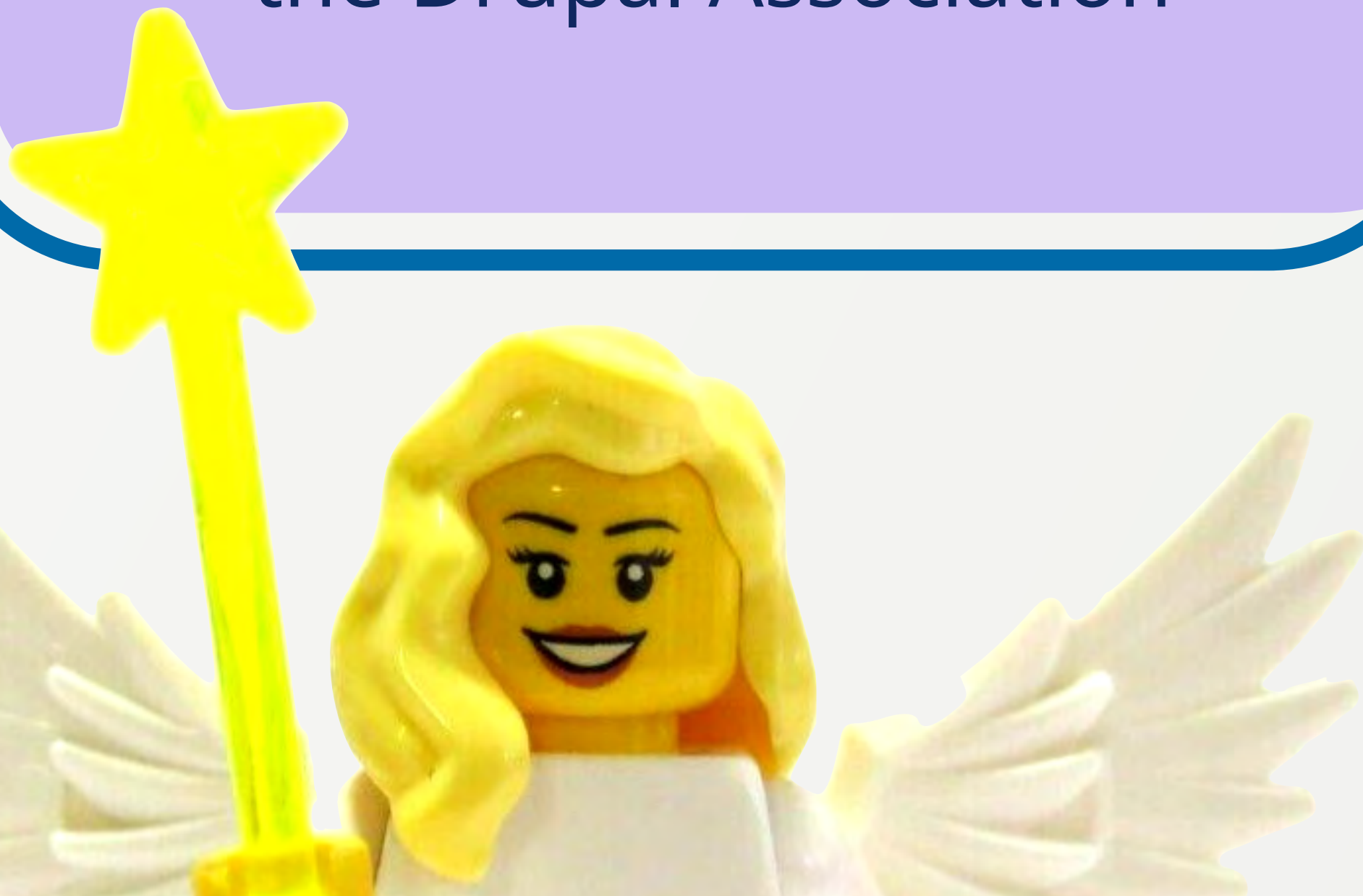
A marketplace shows exactly what is possible



✔ *Seeing is believing* ✔



- ◆ Provides incentive to create **amazing site templates**
- ◆ Provide **revenue** for Template Makers
- ◆ Provides **revenue** for the Drupal Association



Should we have commercial site templates?



- ◆ How does it **impact contributors?**
- ◆ Does it **change our culture?**





Organizations are already paying for site templates and themes



... and will continue to

Food & Drink Website Templates

Agriculture

Bakery

Bar & Nightclub

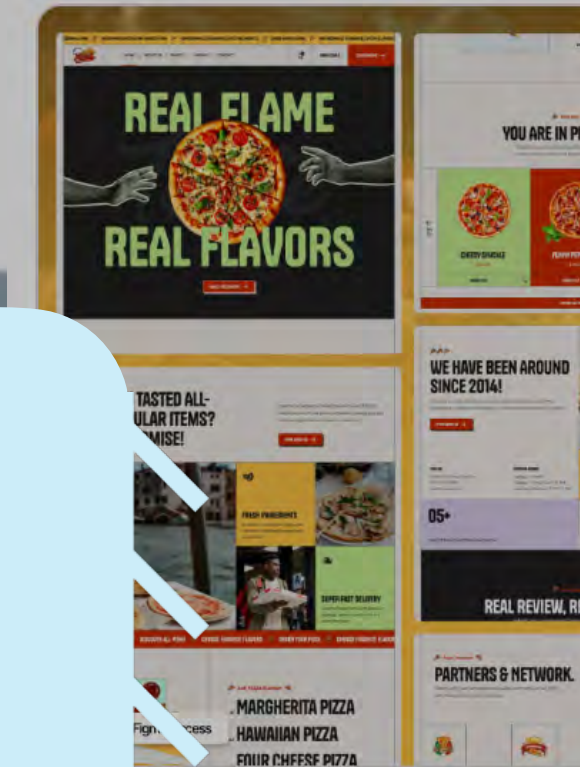
Cafe & Coffee Shop

Catering & Delivery

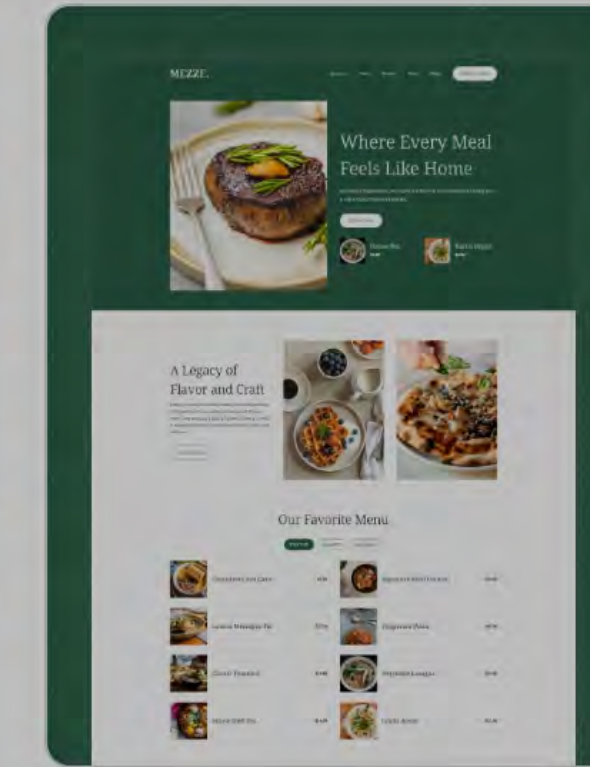
Style

Type

Free only



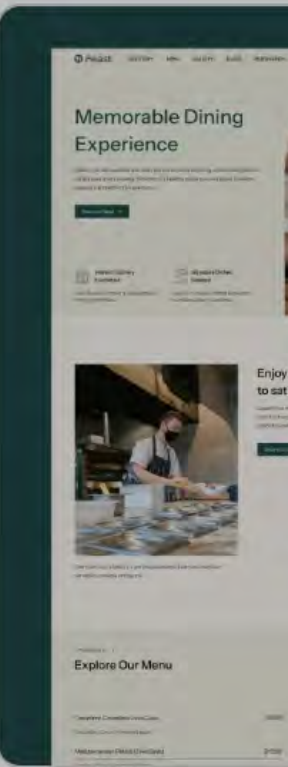
Pizza FZ \$79 USD
Flowzai



Mezze \$49 USD
MB Infotech



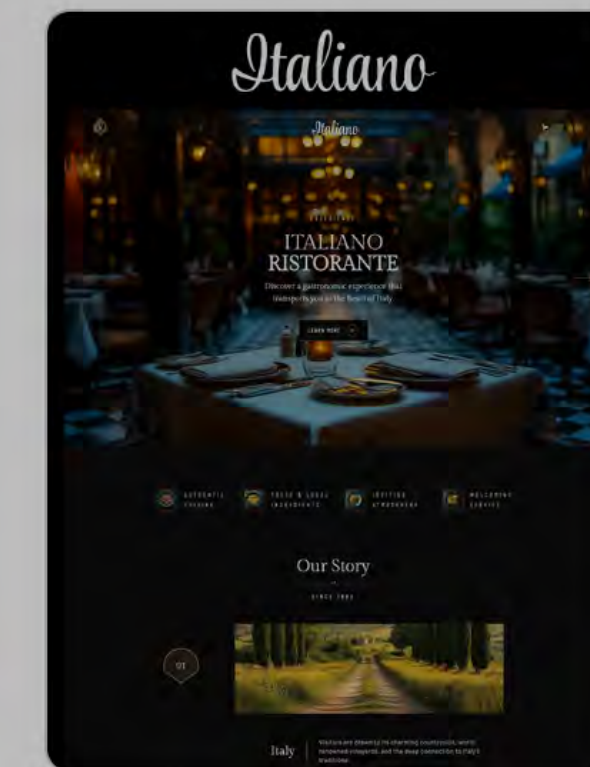
Wavzai \$79 USD
Flowzai



Feast
Nixar



Bitezai \$79 USD
Flowzai



Italiano \$79 USD
Yves Adrales



Catered Plate \$49 USD
Ui Mile



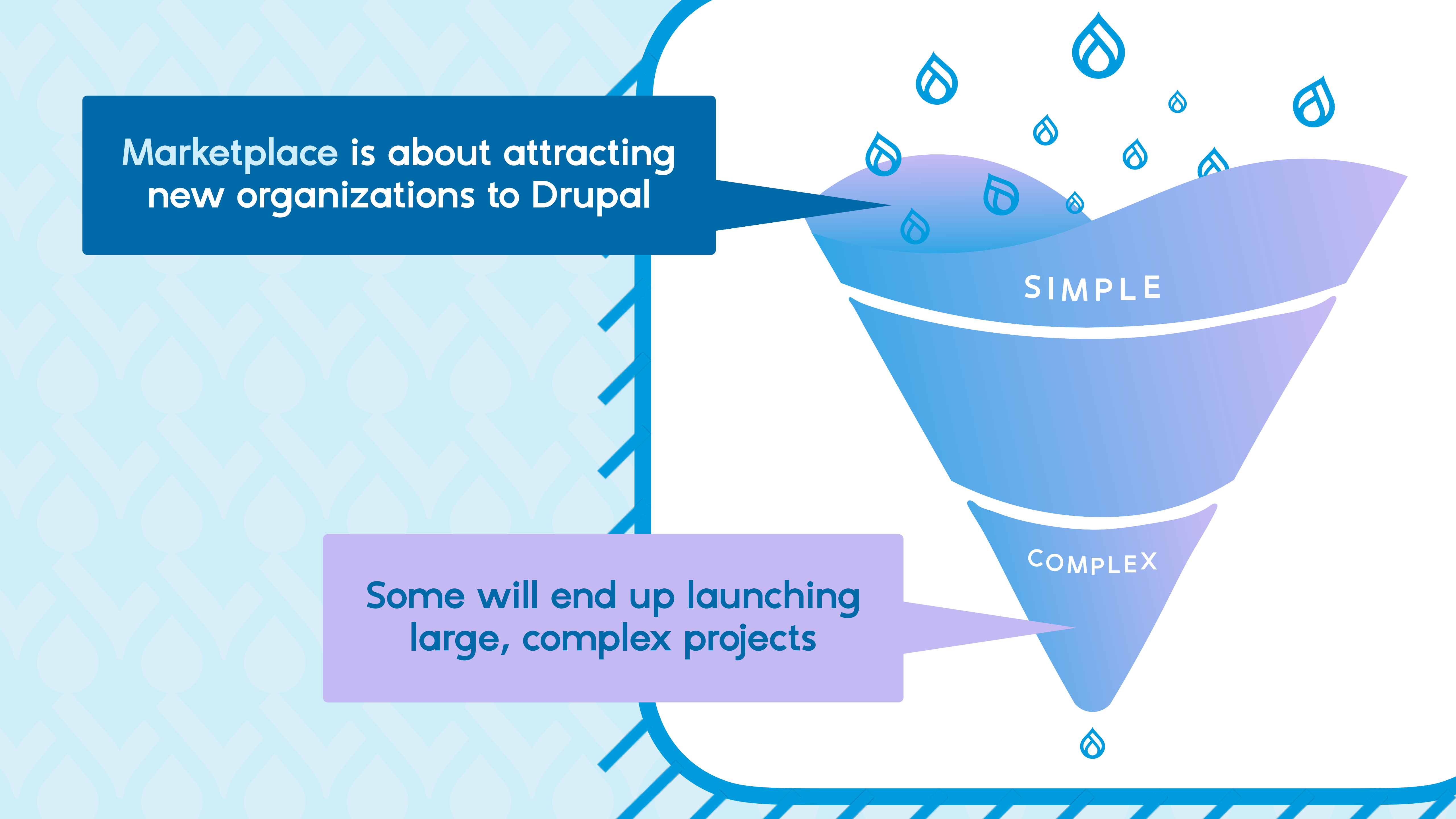
Verdo
Masterth

**Marketplace is about attracting
new organizations to Drupal**

SIMPLE

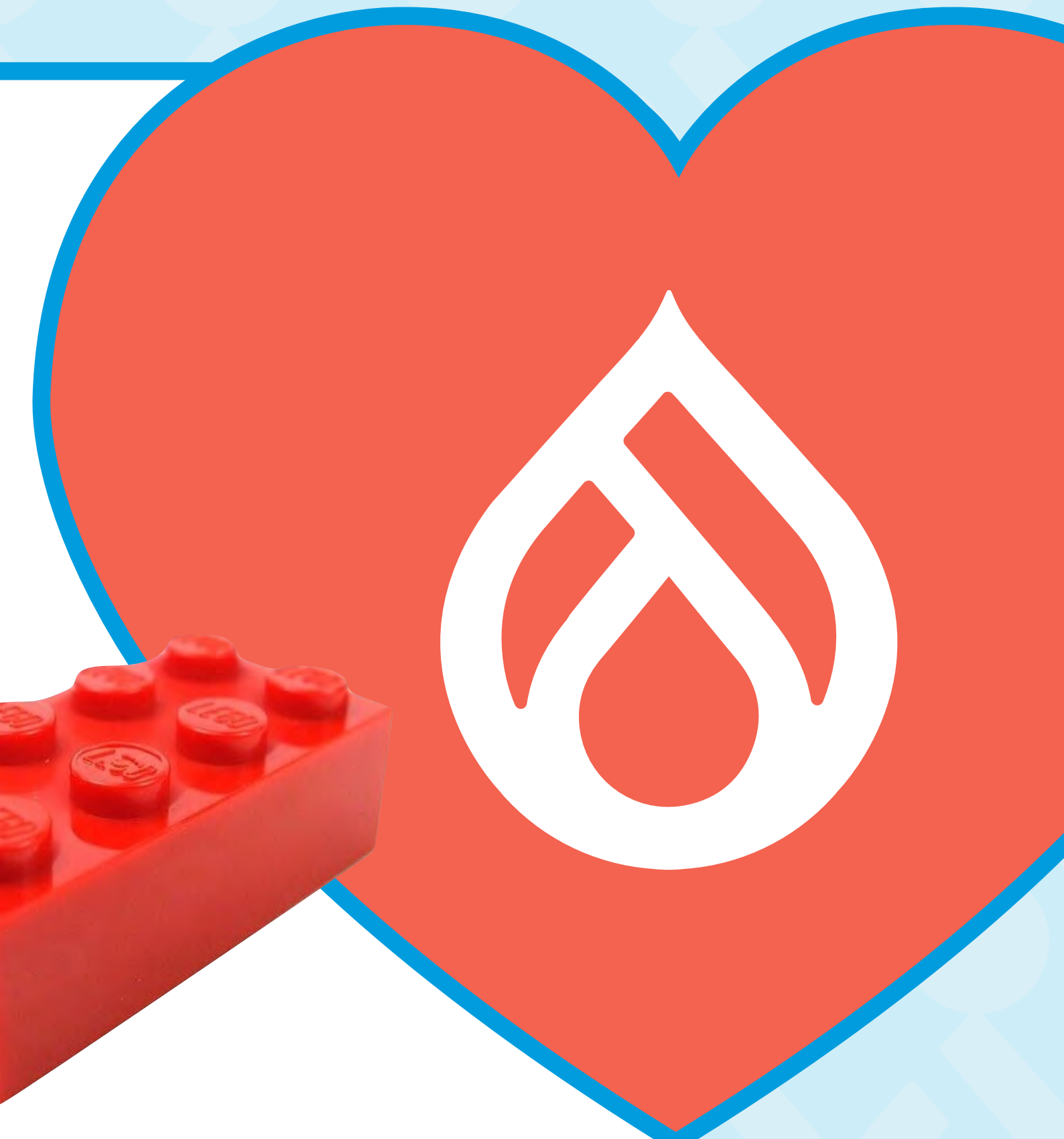
COMPLEX

**Some will end up launching
large, complex projects**





The heart of Drupal,
modules, will always
be Open Source







Open Questions

1. Review any topics that we should consider for the Marketplace.
2. Add any that may be missing. [5 minutes]

What potential revenue models could sustain the Marketplace while aligning with Drupal's ecosystem?	How might revenue be shared between template creators, the DA, and potential funding pools (e.g., module maintainers)?	What financial thresholds must be met for the Marketplace to be considered viable?	How might this Marketplace impact existing DA revenue streams (DCP, sponsorships, contributions)?	What is the simplest possible user experience for discovering and purchasing templates?	How can we ensure templates are easy to install and configure for non-technical users?	What onboarding or documentation will be needed for template makers and buyers?	What existing Drupal UX patterns should be leveraged to keep the experience familiar?	
What alternative funding models (e.g., grants, sponsorships) could supplement Marketplace revenue?	Should a portion of Marketplace revenue be reinvested in Drupal core initiatives?	What pricing guidelines should be in place for different types of offerings?	How might we prevent price dumping or monopolization within the Marketplace?	How will we ensure multilingual and accessibility standards are met?	How can analytics and user feedback loops be incorporated to continuously improve usability?	How might templates be structured to allow for seamless integration into existing Drupal sites?	How do we support different levels of customization without creating complexity?	
What level of financial return is required to justify DA investment?	What external funding or partnerships could improve financial viability?	How will the Marketplace scale revenue over time?	What long-term financial oversight will be needed to maintain sustainability?	What is the best way to test and validate usability before a full launch?	How do we balance ease of use with flexibility for advanced users? And can we balance it in a first place?	What enhancements can improve template discoverability and selection?	How do we streamline the installation process for even greater accessibility?	
What pricing models should be adjusted as adoption grows?	How do we ensure funding remains aligned with Drupal's open-source values?	What are the risks of long-term revenue reliance, and how do we mitigate them?		How do we handle customer support at scale?	What improvements should be made based on long-term user feedback?	How can we ensure ongoing UX refinements as Drupal evolves?		
What technical, operational, and financial resources are required to develop a proof of concept?	How might we structure governance, quality control, and compliance reviews without overburdening DA staff?	What role will automated tools (testing, security checks, compliance) play in ensuring technical standards?	How will support requests related to Marketplace templates be handled?	How might we ensure that this initiative directly contributes to increasing Drupal adoption?	What incentives exist for high-quality agencies and contributors to participate?	How can we position the Marketplace as an entry point for long-term Drupal engagement?	What success metrics should be used to determine whether the Marketplace is working?	
What is the simplest MVP that demonstrates value while remaining feasible?	What constraints or requirements should be placed on templates to ensure quality and ease of use?	How might we prevent the Marketplace from fragmenting Drupal's ecosystem or creating walled gardens?	What lessons can we learn from other open-source and proprietary marketplaces?	What messaging and outreach will best support initial adoption?	What types of contributors, agencies, and end users would find value in participating?	What incentives (financial or non-financial) would drive high-quality contributions?	How does this differ from or improve upon existing Drupal distributions and templates?	
What partnerships (within and outside Drupal) could help with feasibility?	How might we ensure the Marketplace remains technically sustainable as Drupal evolves?	How will we maintain long-term technical support and infrastructure for the Marketplace?	What ongoing improvements and expansions should be planned post-launch?	What would make participation attractive for established Drupal agencies?	How might we structure community engagement efforts before and after launch?	How do we maintain Marketplace engagement long-term?	What ongoing incentives will keep quality makers invested?	
How do we ensure Marketplace templates stay up to date with core Drupal advancements?	How will new features and enhancements be prioritized?	How might the Marketplace evolve as new user needs emerge?		How do we support evolving user needs as Drupal grows?	How can we increase adoption in underrepresented markets?	What additional functionality might make the Marketplace more compelling over time?		
How might we ensure that the Marketplace complements rather than competes with existing Drupal business models?	What governance structures are needed to ensure fairness in vendor participation?	How might we prevent low-quality or insecure templates from damaging Drupal's reputation?	What safeguards should be in place to prevent exploitation of unpaid contributors?	How might we evaluate and adjust governance over time to reflect community needs?	How can we ensure transparency and accountability in decision-making?	How do we adapt governance as new ethical concerns arise?	What ongoing checks should be in place to protect contributor rights?	
How might we ensure equitable access and participation for small and independent contributors?	What dispute resolution process should be in place for conflicts over Marketplace participation?	How might we handle licensing and ensure compliance with Drupal's open-source principles?	What policies are needed to prevent anti-competitive behavior or monopolization?	How do we ensure compliance with evolving open-source legal frameworks?	How can we maintain a balance between commercial success and open-source ideals?	What long-term measures can be taken to ensure fair compensation for all contributors?		

A big idea comes with big questions

-  Yellow: Is it feasible?
-  Blue: Is it sustainable?
-  Purple: Is it ethical/culturally aligned?
-  Pink: Is it desired by users?

Evaluating the impact, together

-  Happening AT DrupalCon
-  Happening AFTER DrupalCon

○ Drupal CMS Leadership Team



○ Drupal Association Team



○ Community & Certified Partners

BoF session

Surveys

Online discussions

Slack #drupal-cms-marketplace

TODAY

Vision → **Evaluation** → **Decision**

DrupalCon Vienna
October 14-17, 2025

Want to learn more?

Sessions about Site Templates

**Distributions are dead,
long live distributions:
A Drupal CMS story**
Tomorrow
16:10 to 17:00

**Drupal CMS now
and beyond**
Tomorrow
09:00 to 09:50

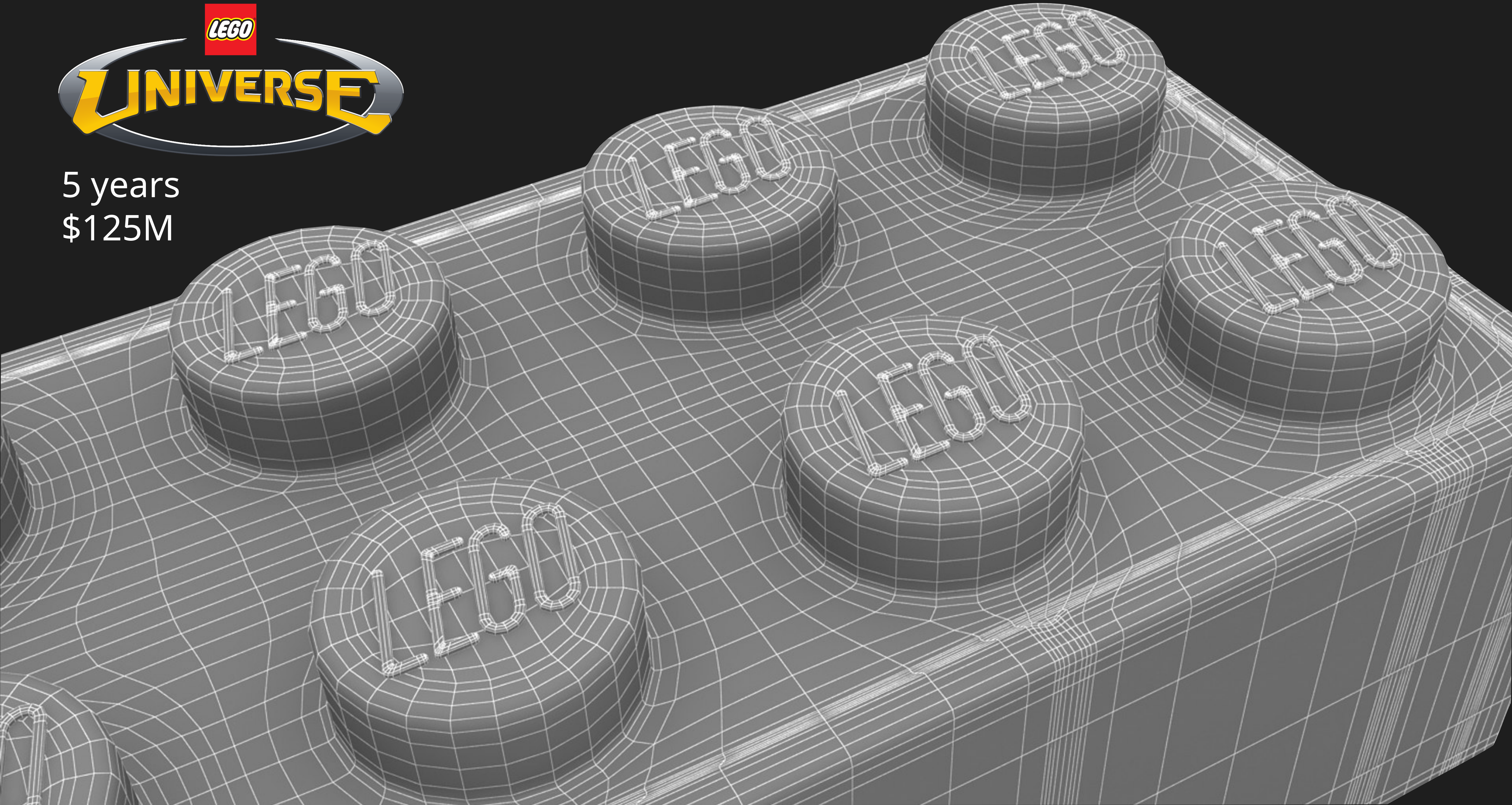
Discuss Marketplace

**Driesnote Followup
Discussion BoF**
Tomorrow
13:30 to 14:20





5 years
\$125M







Always
focus on
the end
user

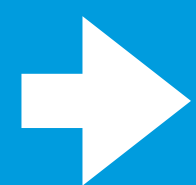


Don't let
perfect be
the enemy
of good

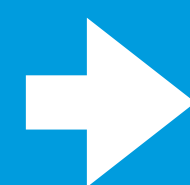




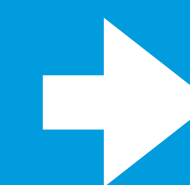
Modules



Recipes



Site
Templates



Marketplace



Marketing

AI framework

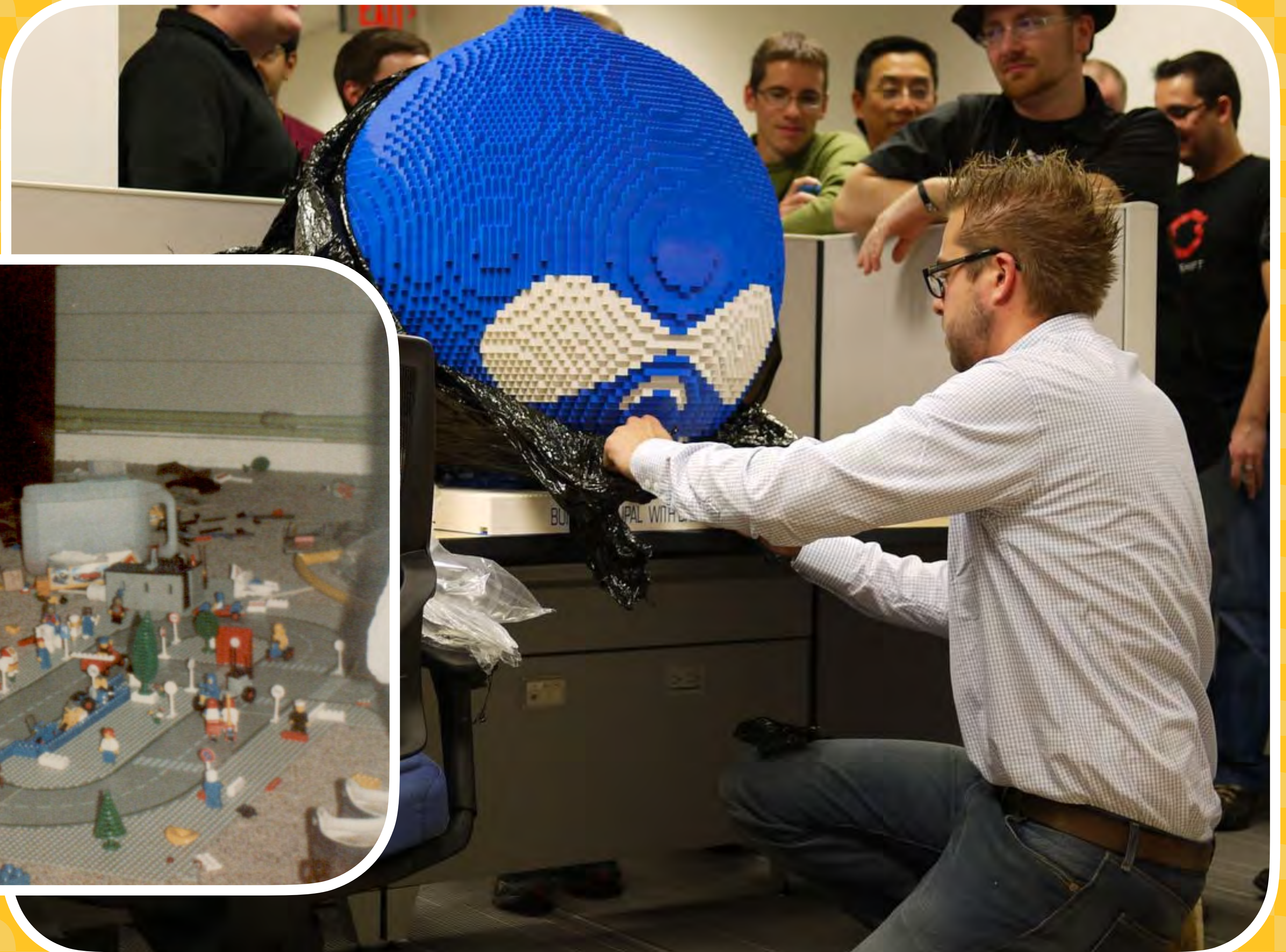
Experience
Builder

Site
Templates

COMING IN 2025

Marketplace

Under evaluation





Lego figured it out.

Minecraft figured it out.

Now it's our turn.

*We have all the pieces,
we just have to put it all together*



*We have all the pieces,
we just have to put it all together*

Thank you

Slides posted at dri.es

