
CORE DECK



How people build software

Instructions

This presentation is a super set of a few different stories to be used when talking to customers.

The First Story

is for early stage companies who are just starting to build and consume their own software and what challenges they will face.

The Second Story

is about the New Developer and how GitHub enables them to be successful (this can build on the first story).

The Third Story

is for Companies who are far along in their SW journey and are hiring lots of New Developers, but are now facing issues with their work flow.

The Last Few Slides

of this deal are an introduction to GitHub and the value we provide.

You may use some or all of these slides, depending on your clients level of maturity and where they are in the sales process.



Agenda (feel free to edit as needed for your specific client scenario)

- The Enterprise Journey
- The New Developer
- Workflow and traditional development
- Who is GitHub and how can we help



THE ENTERPRISE JOURNEY



All businesses will evolve into software businesses

