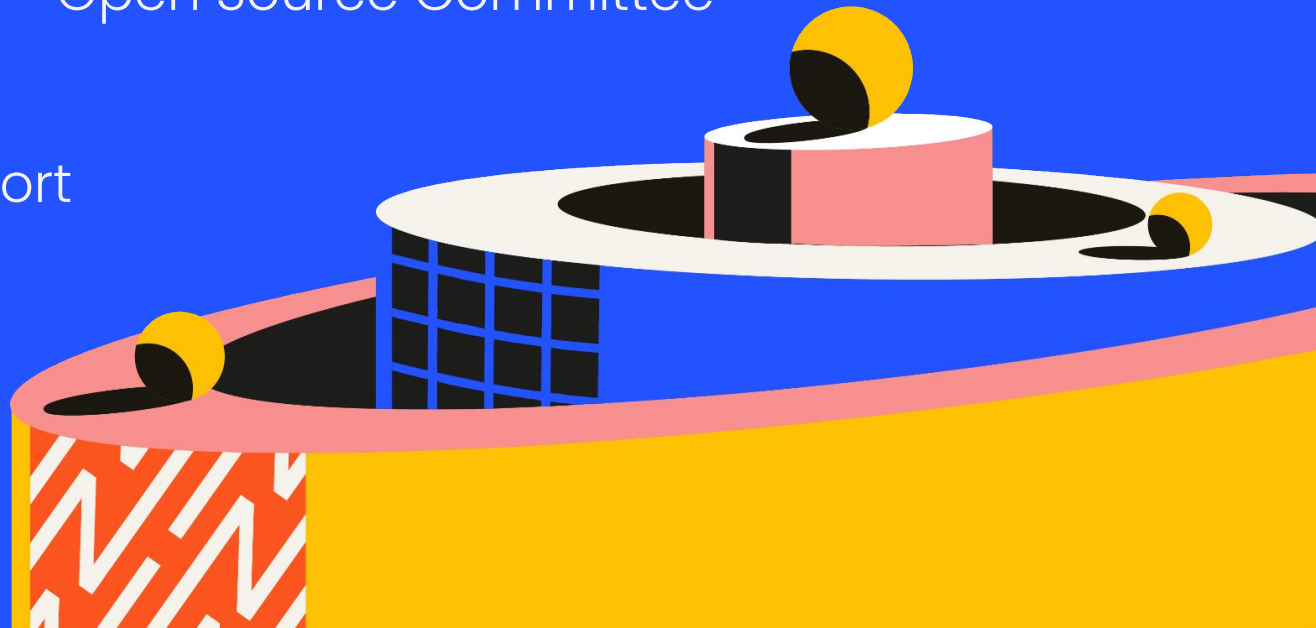


# Developer Advocate Program

Open Source Office – Open Source Committee

2025 Advocate Cohort



INTERSECT™



# Developer Advocate Program (DAP)

Intersect, a member-based organization within the Cardano ecosystem, recognizes the importance of engaging developers and empowering them to contribute effectively to the ecosystem's growth.

To address this need, Intersect launched a Developer Advocate Program, an OSO/OSC initiative. DAP aims to incentivize and support developers who actively participate in various initiatives, working groups, and community-building activities within the Cardano ecosystem.

By compensating developers for their contributions and providing them with resources and opportunities, Intersect seeks to improve developer experience create a vibrant and thriving developer community within Cardano.

# What will this achieve?

At its core, the program aims to achieve the following objectives:

**Incentivizing Participation:** By offering compensation on a bi-weekly basis, developers are motivated to actively engage in working groups, attend bi-monthly meetings, seek out new projects, and contribute to the ecosystem's core development.

**Supporting Onboarding:** Developer advocates play a key role in onboarding new developers to Cardano and Intersect. Through workshops, educational resources, and mentorship, they help newcomers navigate the ecosystem and contribute effectively.

**Community Engagement:** Advocates actively engage with the developer community through various channels, including forums, social media, and events. They provide support, answer questions, and promote collaboration among developers of all levels.

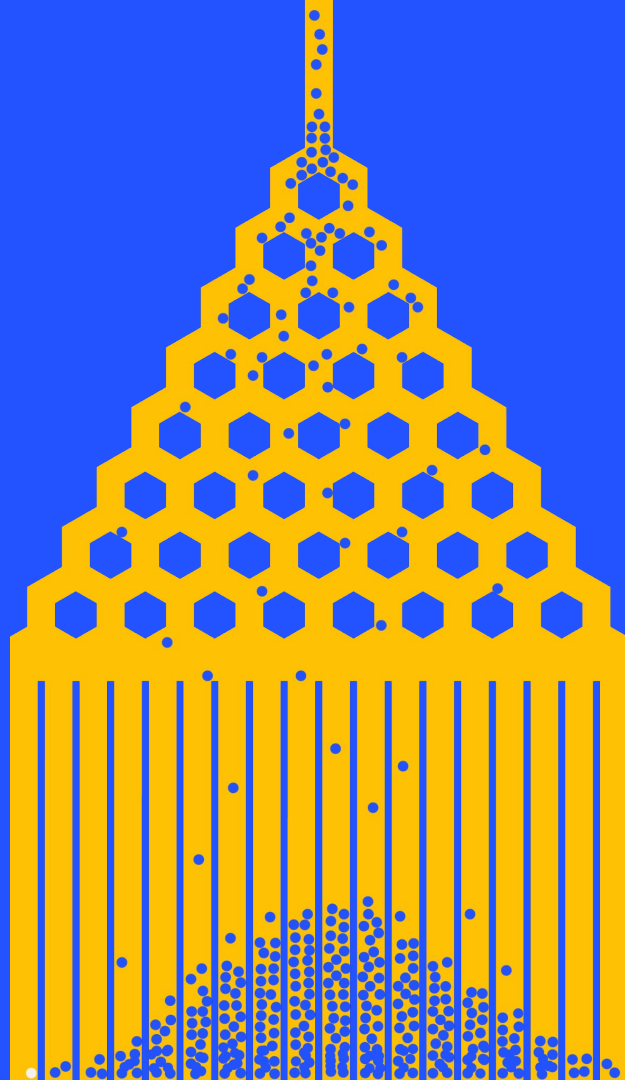
**Feedback and Improvement:** Advocates gather feedback from the developer community and relay it to the Open Source Office (OSO) and relevant stakeholders. They contribute ideas for improving processes, tools, documentation, and overall developer experience within the ecosystem.

# What is a Developer Advocate?

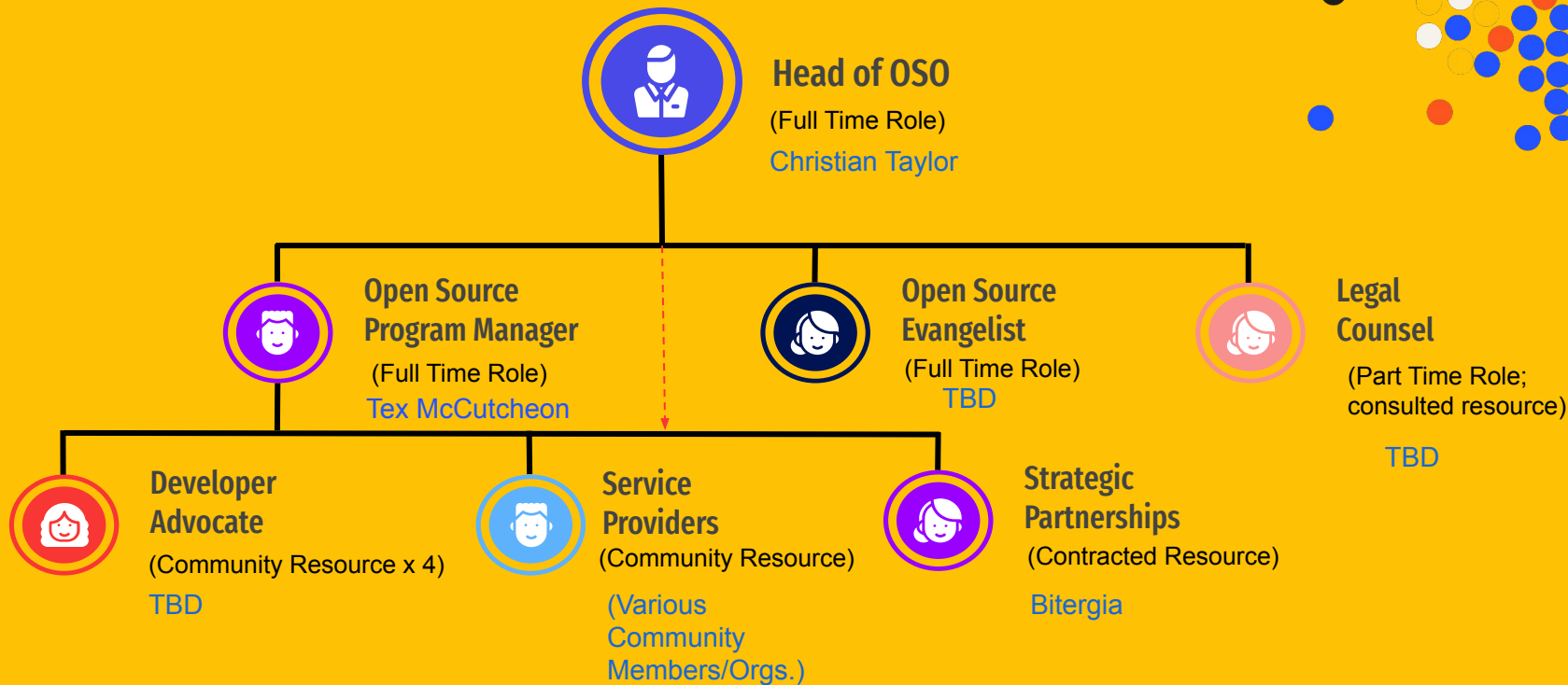
A **Developer Advocate** is a technical liaison, typically employed by a technology company or organization, who represents the interests of developers within the broader community. This role involves advocating for developers' needs, providing support, creating educational resources, and promoting the adoption of the company's technology or platform.

Developer advocates often engage in activities such as writing code samples, giving presentations, hosting workshops, and offering technical assistance to developers. Overall, developer advocates serve as a bridge between developers and the company, fostering a positive and collaborative relationship while helping developers succeed with the technology.

The Developer Advocate Program is a strategic initiative of the Open Source Office, to empower and incentivize developers within the Cardano ecosystem. At Intersect, the Open Source Office focuses on facilitating collaboration, providing support, and driving innovation among developers and users of any experience level to Cardano.



# OSO Structure



# Developer Advocate – General Expectations

1

## **Developer Experience Working Group:**

Participate/Lead Developer Experience working group. This task includes establishing the meeting cadence as well as seeking participation.

Reports of Dev Ex WG progress should be provided to the Open Source Committee on a bi-weekly basis.

Developer Advocates have received a block on the OSC agenda to provide regular updates.

2

## **Onboarding New Developers:**

Developer Advocates will begin to connect with developers from the Community, encourage attendance to Dev Ex and Technical working groups to bring developers to Core Cardano. Developer Advocates are also expected to maintain documentation specific to development on Cardano in the developer-experience repository under the IntersectMBO organization on GitHub.

3

## **Meetings:**

Developer Advocates will establish meeting cadence for Dev Ex working group and 1-1 meetings as needed across multiple channels. Aside from normal check-in and OSC meetings, Advocates are expected to make themselves available to meet and onboard new developers.

4

## **Community Engagement:**

Advocates should continue to attend various Cardano events, seeking to enrich and improve the developer experience.

5

## **Feedback and Improvement:**

Advocates should search for/design future feedback collection tools and forms that are accessible and actionable. This begins with the State of Developer Experience Survey offered in Q1 2025.

# 2025-26 Goals

**Deepen Strategic Collaborations:** Developer Advocates should assist the Open Source Office and the Open Source Committee to form strategic partnerships with various projects, supplies and other organizations affiliated with Web3 development, especially those supporting the Cardano Blockchain.

**Implement Diversity and Inclusion Programs:** Open Source Office aims to provide a welcoming environment for all users and developers working on Cardano. Developer Advocates should utilize their outreach in local and other native communities, alongside event attendance, to assist in the growth of the developer base for Core Cardano and projects built on Cardano.

**Expand Ecosystem with New Projects:** Advocates should engage new projects. Advocates may assist with learning how to better build projects on Cardano, they may also connect projects with OSO Project Support Services.

**Foster Innovation and Technology Advancement:** Advocates are expected to stay up to date with new technologies, and should look for ways to innovate current development processes, as a method of improving developer experience.

**Build a Global Community:** Advocates should become focal points for members of the Cardano community within their locales.

**Developer Experience Repo:** Advocates should mature the developer-experience repository.