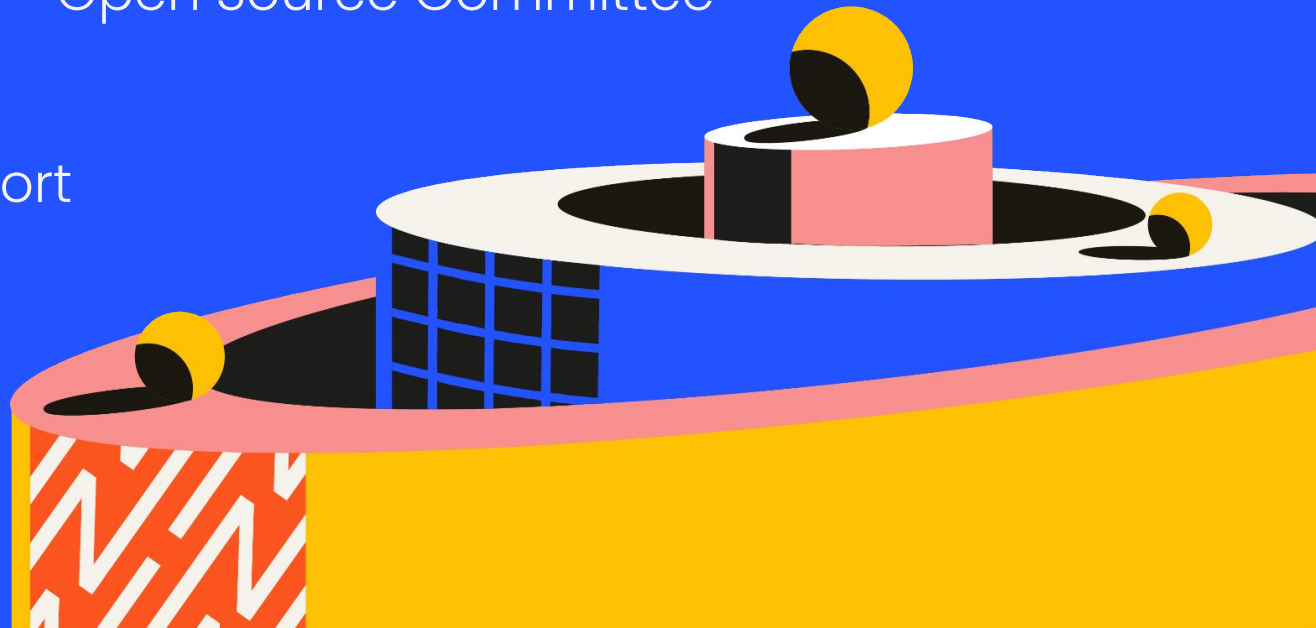


Developer Advocate Program

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.

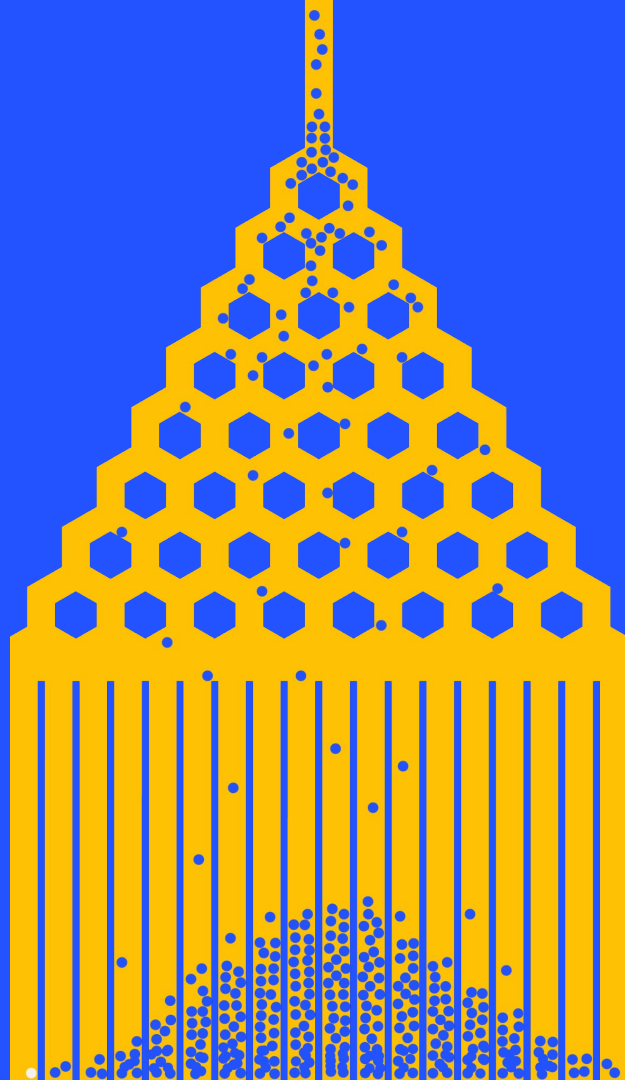


What is a Developer Advocate?

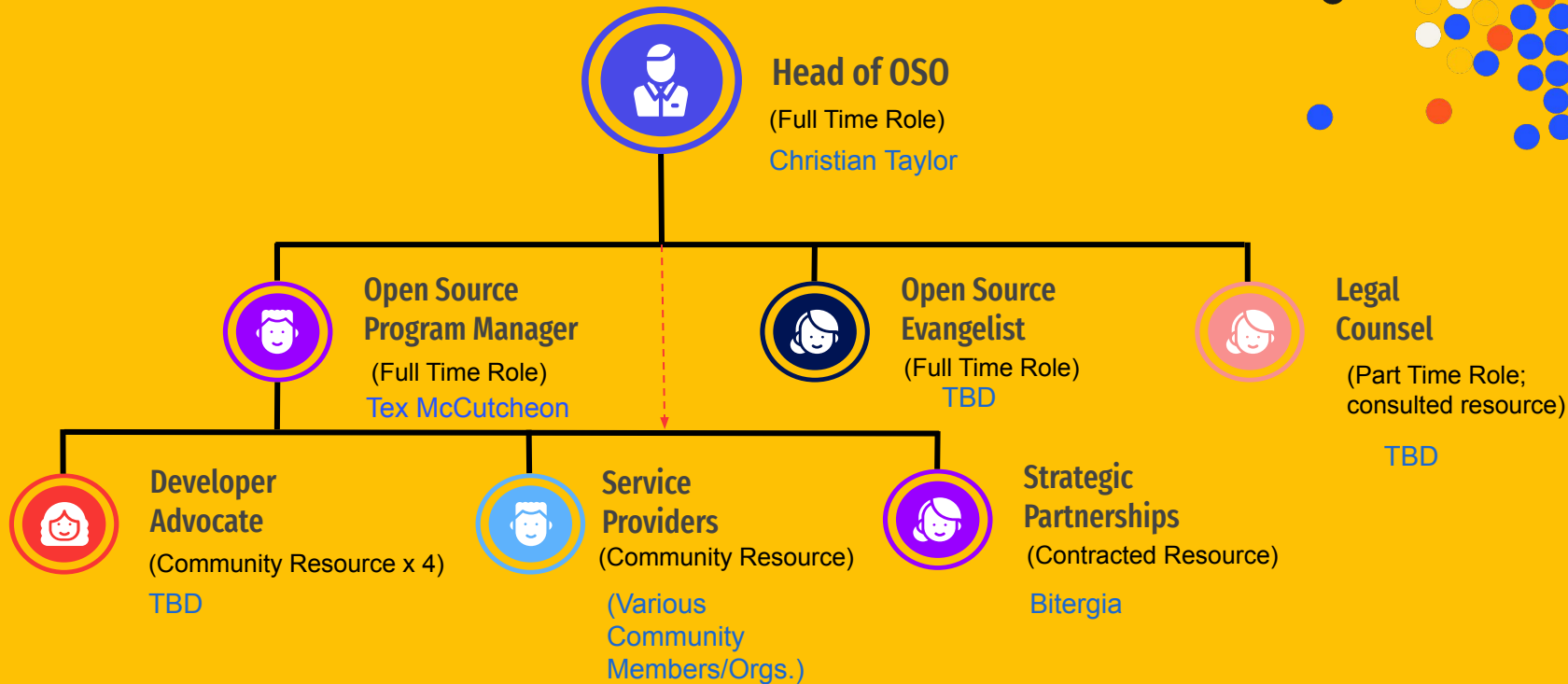
A **Developer Advocate** is a technical liaison, typically employed by a technology company or organization, who represents the interests of developers within the broader community. This role involves advocating for developers' needs, providing support, creating educational resources, and promoting the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

Dev Ex WG:

Participate/Lead Developer Experience working group.

Report to the Open Source Committee on a bi-weekly basis.

2

Onboarding Developers:

First point of contact for the Community.

Encourage attendance to Dev Ex and Technical working groups.

3

Meetings:

Aside from OSO/OSC meetings,

Meet and onboard new developers.

Schedule/Attend 1-1 meetings as needed.

4

Community Engagement:

Attend various Cardano events.

Host virtual and IRL events.

Be available via multiple communication channels.

5

Feedback and Improvement:

Advocates should assist with the design of feedback collection tools.

Feedback collected should be actionable.

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.

2025 Developer Advocate Tenets

Core Values: Integrity, etc

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.

Community Engagement: Advocates will continue to attend various Cardano events, seeking to enrich and improve the developer experience.

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.

Development/Maintenance (DevEx Repo): Advocates are expected to contribute regularly to providing examples and tests for new developers. ...

Georg Link



Start

Use the Bitergia dashboard for reporting impact of Dev Advocacy: (a) Quantify the impact that new devs had in the project repositories, (b) Quantify the impact that improvements to the contribution workflow and documentation had on the contribution levels, ... (other impact of their work).



Stop

Reporting in different ways.
Suggestion: Dev Advocates get together to learn from each other how they track their impact and align their reporting format. (Keep it simple)



Continue

Give Developer Advocates the freedom to do their most impactful work, playing to their strengths (avoid imposing too much process, reporting demands, or “busy work”).

Sandip



Start

- Initiating different streams of work that DA can contribute that they are best suited for
- Quarterly OKR for individual DA
 - DA Retrospectives



Stop

-



Continue

- Online and offline events, workshops

Name



Start:

Teach/Lead a developer through
a PR on a Core repo(Follow up to
see them create their own)

Create a form for Time Tracking



Stop:

Finding friends, Find new
devs



Continue:

Enhance Meeting Tracker,
give stated deliverables

Johnny Kelly



Start:

Formalising a standardised method by which work completed by the Dev Advocates is recorded



Stop:

Having various Ad-Hoc methods being used by Dev Advocates to record their work



Continue:

Having set goals for Dev Advocates to complete, just make sure the quantification of those completed goals is published

Feedback for Tex

Sebastian Pabon



Start

Connecting Advocates with projects that have made recent advancements in facilitate building and onboarding new devs in hands-on work. (e.g Mesh, Anastasia, etc)



Stop

Asking for metrics of Advocates performance as main metrics.



Continue

Work in-person of Advocates, connecting local communities, but implementing the proceeds from point 1 "Start".

What is a Developer Advocate?

Definition:

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. Their role involves advocating for developers' needs, providing support, creating educational resources, and promoting the adoption of the company's technology or platform. They 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 launched by Intersect to empower and incentivize developers within the Cardano ecosystem. It serves as an extension of the open-source office, focusing on fostering collaboration, providing support, and driving innovation among developers.

What will this achieve?

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

1. **Incentivizing Participation:** By offering compensation on a quarterly basis, developers are motivated to actively engage in working groups, attend bi-monthly meetings, and contribute to the ecosystem's development.
2. **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.
3. **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.
4. **Feedback and Improvement:** Advocates gather feedback from the developer community and relay it to the OSO and relevant stakeholders. They contribute ideas for improving processes, tools, documentation, and overall developer experience within the ecosystem.



Goals for the Developer Advocates:

Community Engagement and Growth:

The program aims to actively engage with developers within the Cardano ecosystem, fostering a sense of community and collaboration. By providing resources, support, and incentives, the program seeks to attract new developers, retain existing ones, and facilitate knowledge sharing and networking opportunities.

Ecosystem Development and Innovation:

To drive the continued development and innovation within the Cardano ecosystem. Through the active participation of developers in working groups, feedback sessions, and collaborative projects, the program aims to spur the creation of new applications, tools, and solutions that enhance the functionality and usability of the Cardano platform.

Program Components

- **Compensation Structure:**

- Developers will receive compensation on a quarterly basis for their active participation in working groups, bi-monthly meetings with the Open Source Office (OSO), and other specified activities.
- Compensation can be in the form of tokens, determined by the Intersect governance.

- **Working Groups or Special Interest Groups:**

- Developers will be assigned to various working groups based on their expertise and interests within the Cardano ecosystem.
- These groups will focus on specific projects, initiatives, or areas of development within Cardano.

Program Components (continued)

- **Bi-Monthly Meetings:**
 - Advocates will attend bi-monthly meetings with the Open Source Office to provide updates on their progress, share insights, and collaborate on future strategies.
 - These meetings will serve as a platform for advocates to voice their opinions, concerns, and ideas for improving the ecosystem.
- **Onboarding New Developers:**
 - Advocates will play a crucial role in onboarding new developers to Cardano and Intersect.
 - This could involve organizing workshops, creating educational resources, providing mentorship, and facilitating networking opportunities.

Program Components (continued)

- **Community Engagement:**

- Advocates will actively engage with the community through forums, social media, events, and other channels.
- They will answer questions, provide support, and encourage participation from developers of all levels.

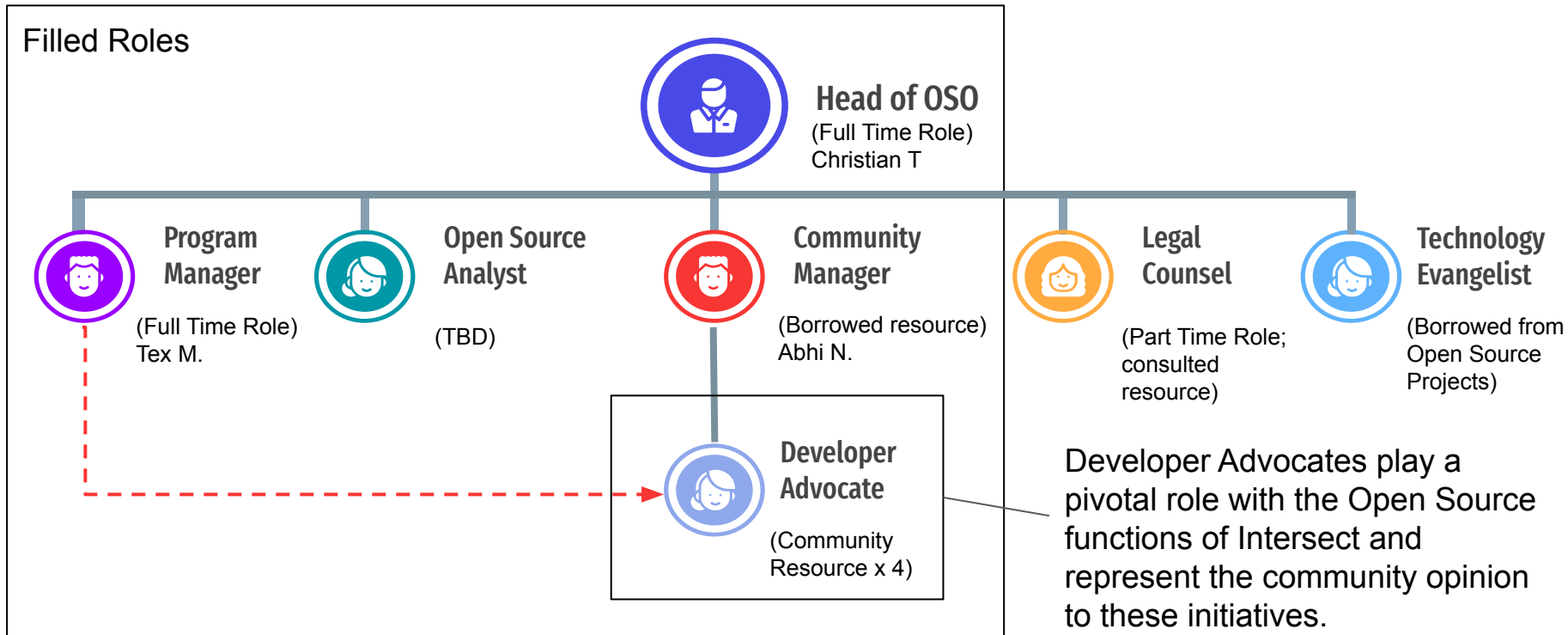
- **Feedback and Improvement:**

- Advocates will gather feedback from the developer community and relay it to the OSO and relevant stakeholders.
- They will also contribute ideas for improving processes, tools, documentation, and overall developer experience within the ecosystem.

First Cohort (Aug '24– Mar '25) Developer Advocate Achievements

- **Contribution Ladder for Open Source Contribution:**
- **Onboarding Mechanisms for New Developers:** Developer Outreach/Events
- **Support for Project Support Services:** Anastasia Labs - Documentation
- **Voice Developers' Concerns:** State of Developer Experience Survey (Jan-Feb 2025)
- **Collating Open Source Libraries and Representation:**

OSO Structure



Additional Ideas for services

Disclaimer: More Service, more compensation needed

- **Technical Support:**
 - Advocates can offer technical support to developers facing challenges or seeking guidance on Cardano-related projects.
 - This could include code reviews, debugging assistance, and architecture consultations.
- **Documentation and Tutorials:**
 - Advocates can contribute to the creation and maintenance of comprehensive documentation, tutorials, and best practices guides for Cardano development.
 - These resources will help onboard and empower developers to build on the platform.
- **Promotion and Advocacy:**
 - Advocates can actively promote the Cardano ecosystem through blog posts, presentations, webinars, and other forms of content creation.
 - They will advocate for the adoption of Cardano within the broader developer community and highlight the benefits of participating in the ecosystem.
- **Collaboration with Partners:**
 - Advocates can collaborate with external partners, such as other blockchain projects, universities, and industry organizations, to further the goals of Cardano and Intersect.
 - This collaboration could involve joint projects, research initiatives, or co-sponsored events.



DAP is an extension of the Open Source Office ([OSO](#)), now overseen by the Open Source Committee([OSC](#)).

Developer Advocate Program (DAP)

Background:

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. 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.

Developer Advocate – General Expectations

Developer Experience Working Group: Description: 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.

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.

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.

Community Engagement:

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

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.