

Building a Developer Empire: Unitas et Innovatio

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One of the Perks of Startup Life: Building a Tight-Knit Team



From Finding Product–Market Fit to DevEx

- Every developer interaction is a gift—make it count.
- Make their journey seamless and enjoyable.



26,037

Monthly

Active Devs

AS OF JUL-01-2024 - Data by Electric Capital

***npm install* + frustration = 'I'll deal with
this tomorrow'** 🙋🙋

The Power of Incremental Wins in DevRel

- Support every step of the developer's journey
- Compound investing (resolved bug, clear docs, positive interactions)=>WIN
- Losses have lasting effects
 - Losing feels worse than winning feels good.



Motivation Through Progress

- Common misconception: Motivation = money, perks, or praise
- True driver: Constant feeling of progress
- DevEx should align with community use cases
 - Anticipate needs & challenges before they arise
- Deeply invested with understanding and supporting your dev community

Small Changes Can Have a Big Impact

- Example: Adding a table of SelfKisser addresses in tutorials
- Small change = big impact, helping devs avoid address mix-ups
- Progress right away

Testnet Network	SelfKisser Address
Ethereum Sepolia	0x0Dcc19657007713483A5cA76e6A7bbe5f56EA37d
Base Sepolia	0x70E58b7A1c884fFFE7dbce5249337603a28b8422
Arbitrum Sepolia	0xc0fe3a070Bc98b4a45d735A52a1AFDd134E0283f
Polygon zkEVM Testnet Cardona	0xCce64A8127c051E784ba7D84af86B2e6F53d1a09
Gnosis Mainnet	0x0Dcc19657007713483A5cA76e6A7bbe5f56EA37d
Mantle Testnet	0x9ee0DC1f7cF1a5c083914e3de197Fd1F484E0578
Scroll Sepolia	0x0Dcc19657007713483A5cA76e6A7bbe5f56EA37d
zkSync Sepolia	0x25f594edde4f58A14970b2ef6616badBa4B1CdDD
Optimism Sepolia	0xfF619a90cDa4020897808D74557ce3b648922C37
Berachain Bartio	0x2FFCAfF4BcF6D425c424f303eff66954Aa3A27Fd

Creating Space for Learning and Interaction

Boosting Engagement with Pre-Hackathon Workshops

- Challenge: Hackathon workshops cover many protocols and are tightly scheduled, often limiting Q&A time & support
- Solution: Pre-hackathon workshops (more time for questions and interaction, developers can code along)
- Enhanced engagement



We don't always get it right.

A big part of supporting developers is listening to feedback, even the tough stuff

The Power of DevRel – Innovation & Collaboration

DevRel is about more than just code and docs 🙄

- Small, Consistent Wins
- Cultivating Trust and Support

Building relationships that keeps devs coming back.

DevRel is creating lasting relationships that go beyond technology—making developers feel they're part of something bigger.

Thank you!

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