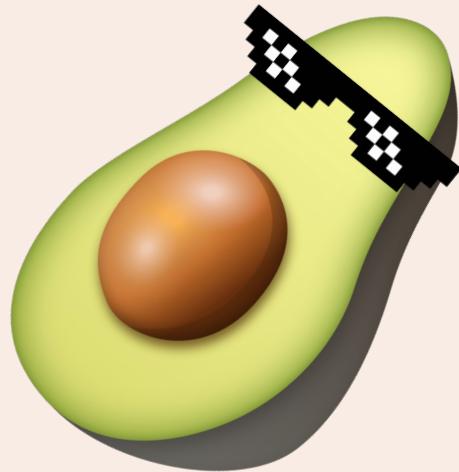


Introducing...

# Agent Avocado



The first AI Developer Relations Agent, purpose built to transform how developer tools companies go to market, building trust through authenticity at scale.

Devin for DevRel.

Michael Ludden - Founder & CEO

Raising \$3.9M Pre-Seed

Confidential 2025



# The Problem

*"I've seen too many DevRel job descriptions lately that read like a wishlist of 5 different roles in one."*

– Former Developer Relations Director @ Circle

## The Noise Problem

Developer Tools companies face an increasing challenge about how to go to market. It's harder than ever to break through the noise, and there's more noise than ever in the developer tools market. How do you break through the noise at scale without being too salesy for developers, still build trust and be authentic, so developers want to make a purchase decision

## DevRel = Critical

Developer Relations professionals are more important than ever to developer GTM strategy. Developers are as marketing and sales averse as ever, and recommendations from authoritative voices carry exponentially more weight. Trust and authenticity are the most important tools in the arsenal of a developer tools company looking to sell to engineers.

## Impossible Expectations

DevRel professionals are being asked to do more than ever: write content, gather large followings, post constantly, manage Discord/Slack communities, answer customer questions, synthesize feedback, write newsletters, build demos, do customer demos, pitch in on product development—and they're being asked to deliver as individual contributors with less team support.

### ✖ It's too much.

The current expectations placed on DevRel professionals are unsustainable and counterproductive to building authentic developer relationships that result in being able to acquire and keep customers at scale.



# Why Now?

**It's never before been possible** to build a personified agentic solution like this, and **it's never been as necessary**. It is no longer possible for humans alone to optimize their developer tools go to market motion through sheer force of will and lack of work-life balance. **We need to be smarter.** We need agentic systems that can authentically act as extensions of our efforts.

**Agent Avocado will democratize the ability for incumbent and new players to have their shot at reaching their target audience**, enabling a healthy, growing developer tools market.



# Another AI Agent?

Everyone is focused on coding agents, agentic sales tools or consumer facing agents. No one is solving for developer tools go-to-market, where authoritative voices matter more.

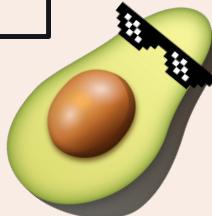
## Coding Agents



Devin, the AI  
software engineer



## Product, Design & Workflow



## Consumer Agents



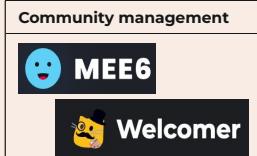
## Sales & Marketing



Otter.ai  
<https://otter.ai>



Agentforce



# Agent Avocado is different.

## Authentic



### Transparently Agentic

Agent Avocado interacts as itself. Developers know it is an AI agent and it never pretends otherwise.

### Authentic Communication

Agent Avocado speaks in plain language, and never makes grandiose, market-y claims. Just the facts, delivered honestly and succinctly.

## Technical



### Coding Capability

Agent Avocado can write code, and will frequently feature code snippets when tasked with writing technical content.

### Integrates with Dev Tools

Agent Avocado integrates with Github, Slack, Discord, Linear, Hubspot, etc. and reads your docs to understand your code base and company context.

## Purpose Built

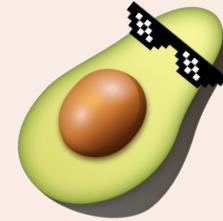


### Persona Based

Each instance of Agent Avocado will work on one task at a time like a person (who doesn't sleep), with log of activities.

### Consolidates your Toolset

Agent Avocado replaces several tools for DevRel specific use cases, including Zoom call recorders, Discord bots, image generators, BI tools and more.



# The Solution

1. Hire Agent Avocado 
2. Reach your audience
3. Profit

“@Agent Avocado  write a technical blog every time we release a new changelog...”

“...make sure to have one-to-two code snippets featured in the blog if relevant to the changes, and make them 800 words long or less. If there's a coherent theme you can derive from the changes noted in the changelog, do that. Otherwise just speak about the updates in plain language and include a relevant CTA.”

- **Product Director** at Swearer IDE



“@Agent Avocado  tag me on tweets...”

“...about Postgres, with a good amount of engagement on them. Reply to the posts and say that I should take a look.”

- **CEO** of Duperbase **Postgres**

[Roadmap](#)

“@Agent Avocado  welcome new users to our Discord server...”

“...make sure they know to leave a welcome message in #intro, read the community guidelines and check the #help channel before asking a question that might have already been answered. Do this in a friendly and succinct way. If they say thank you, you can say you're welcome back.”

- **Community Lead** at Likable **Vibe Coding Tool**



“Join our customer calls...”

“... record them, take notes and send them to me after. Focus on developer sentiment and actionable feedback.”

- **Marketing** at m9m **Workflows**

[Roadmap](#)

“@Agent Avocado  write our monthly newsletter...”

“...Use our blog, changelog, Twitter posts, weekly blasts we send on Discord and significant changes on GitHub and to as sources to compile from and send me a draft on the last day of each month.”

- **Developer Advocate** at BoastHog **Analytics**



“@Agent Avocado  post a .jpg to LinkedIn every time a user leaves very positive feedback...”

“...using our in-product feedback form - the data is stored in Supabase. Make sure the image you post clearly quotes them and includes their username and an estimate of the time saved using our ORM vs writing raw SQL queries. Obviously include our branding as well, and a link to schedule a call to bring that experience to your company.”

- **Sr. Developer Advocate** at Brisma.io **ORM**

[Roadmap](#)

“@Agent Avocado  give an interactive customer demo...”

“...on all customer calls that come in through our “Schedule a Demo” button and aren't marked high priority. Do it the same way you've seen me do it on calls.”

- **Sales Engineer** at Spokespot **CRM**

[Roadmap](#)



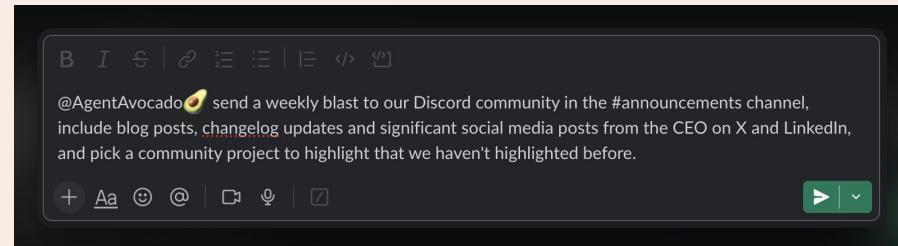
## Example Workflow Before

2 - 3 hours spent by a senior leader on a single relatively low ROI but necessary weekly Discord community post:

1. Research all recent posts from the CEO on X and LinkedIn
2. Gather all recent blog content
3. Review all changelog updates and filter for relevant ones
4. Look through community projects to find one to highlight
5. Format all links as shortlinks with correct UTM parameters
6. Actually write the post

## Workflow After

1 Prompt



This week we're super excited to share the release of Turso 0.14, and say hello to 140 contributors! 🥳

Full release notes and changelog can be found [over on GitHub](#), but here are your highlights:

**Bindings:**

- TypeScript declarations + `async connect()` + `Statement.iterate()` for JS
- New Connection::`execute_batch()` and MVCC options in Rust
- Initial Java bindings

**Database:**

- Direct schema mutations (e.g. `RenameColumn`)
- Support for normal views, aggregations, compound SELECT with OFFSET & VALUES
- New opcodes: Cast, MaxPgCount

**Sync & CDC:**

- `turso-sync` package + checkpoint
- `turso-cdc` adds `updates` column

**Performance & Core:**

- WAL rewrite + checkpoint mode
- Faster B-Tree algorithms & incremental view maintenance with DBSP
- BufferPool with arena-backed memory

**Tooling & DevX:**

- `.clone` CLI command to copy databases
- Benchmarks expanded (`bench-sqlite`, `clickbench`)
- Dockerfile & Homebrew install support

A full breakdown of the newly added features will be announced more in more detail over the next few weeks, including updated documentation on some of the new packages.

Beta soon? 🤔 See you on Discord! (died)

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**Impact**

# Hire Agent Avocado



Automate recurring monthly newsletter sourced from blog, github, changelog & socials

Automate recurring bi-weekly technical blog publishing from changelog

Automate to attend customer calls, give agentic demos, record & summarize developer insights

Automate social media research and alerts for relevant posts to engage with

Automate Discord community welcoming and agentic engagement



More developers see your product

More developers engage with your community

Less time is wasted on low value timesink tasks

You are more productive



**Sell more product  
Retain more customers**



# Why Me?

## Michael Ludden

### Founder & CEO

I've been doing **developer relations**, **developer marketing** or **product management** building developer facing products for nearly **20 years**.

I deeply **understand the pain points facing developer tools companies** and the challenge of trying to evangelize to developers, a deeply skeptical audience that doesn't like to be marketed to.

**There's never been a more challenging, demanding time to be in developer relations**, and it's never before been possible before to build this product to solve for that.

**This is the culmination of all of my years of experience** thinking about the problems developers face & how to solve for building trust at scale.



#### DATABASE & INFRASTRUCTURE

##### Managed Database Developer Platform

As VP of Marketing, led whole company pivot from a TypeScript BaaS to Turso, a SaaS SQLite fork. From 0 to 50,000 users, 100 to 5000 Discord community and \$0 to \$1M ARR in 18 months.

Branding

Growth

Strategy

Content

PLG



#### CONSUMER ELECTRONICS

##### Android App Developer Platform

As Head of Developer Marketing, created and ran the first ever global Samsung Developers Conference in San Francisco, unifying all developer facing Samsung efforts.

Leadership

Events

Strategy

Mobile



#### ENTERPRISE TECHNOLOGY

##### Watson Developer Cloud Platform

As Director of Product, pioneered AI products including the VR Speech Sandbox, world's first voice interaction system for Ubisoft's Star Trek: Bridge Crew.

Product

AI

Open Source

Innovation



#### AUDIO TECHNOLOGY

##### Augmented Reality Developer Platform

As Head of Developer Relations, led a team focused on audio augmented reality platform Bose AR, enabling devs to build over 50 unique spatial audio apps.

Developer Relations

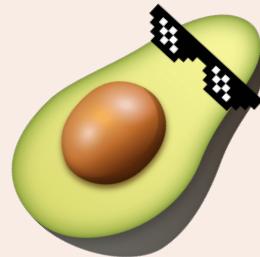
Audio

AR

Code

# Ok, but why an avocado?

Avocados have been the symbol of Developer Advocates for a while now. It's a funny nod to the word's similarity with the word "Advocate."



Those who know, know.

(Also, it's memorable)

**Esther** 🥑 ✅  
 @\_estheradebayo  
Senior Developer Advocate @chakra\_ui @panda\_css  
Tech Career Coach @thefreelancehq  
➡️ Podcast Host @techjourneypod  
Google's @womentechmakers  
📍 United Kingdom ↗ linktr.ee/TheFreelanceHq ⏲  
Joined September 2019  
1,516 Following 4,454 Followers

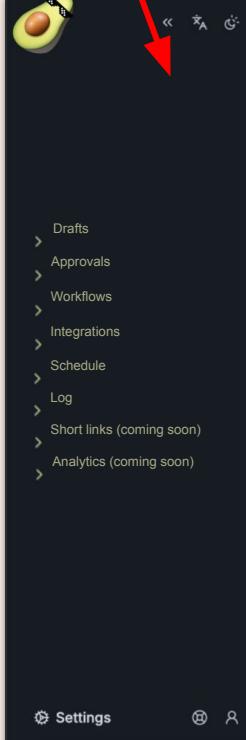
**Alvaro (Blag) Tejada Galindo** 🥑  
 @\_Blag  
Senior Developer Advocate 🥑, Programming Languages Archae Love @AFI Opinions are my own...  
Software Company 📈 Lima, Peru ↗ atejada.github.io  
Joined December 2006  
1,650 Following 3,980 Followers

**Lars Klint** | 🚗🥑🎥 ✅  
@larsklint  
@Atlassian DevRel. Author. Microsoft MVP.  
I'm on YT, you know: youtube.com/c/larsklinttech  
Azure nerd. 😊 Lego. @Ubiquiti nerd. 🇬🇧🇺🇸  
📍 Melbourne, Victoria ↗ larsklint.com 🗓 Joined  
846 Following 6,866 Followers



# Private Beta (MVP 60-90 Day Vision)

## Dashboard



## Conversational Interface



## Basic Integrations



# Private Beta (MVP 60-90 Day Vision)

Agent Avocado: the AI Developer Relations Agent that takes care of mundane, repetitive DevRel-specific tasks, giving DevRel, Marketing, Sales, Product, Engineering and Executive stakeholders significant time back to actually do their jobs while drastically increasing top of funnel and sales opportunities.

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## Conversational Interface

Chat interface/dashboard for discussing, assigning & scheduling tasks with natural language interaction and context awareness.

*Roadmap: Just @ agent avocado on collaboration platforms including Slack, Linear, Github etc.*

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## Autonomous Task Completion

Write technical blog content, draft newsletters & emails, post on Discord, automate recurring tasks

*Roadmap: join customer calls, compile customer feedback, manage Discord/Slack communities, post to LinkedIn and Twitter, give interactive tech demos, developer success image generation etc.*

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## Core Integrations

Github, Discord, Slack

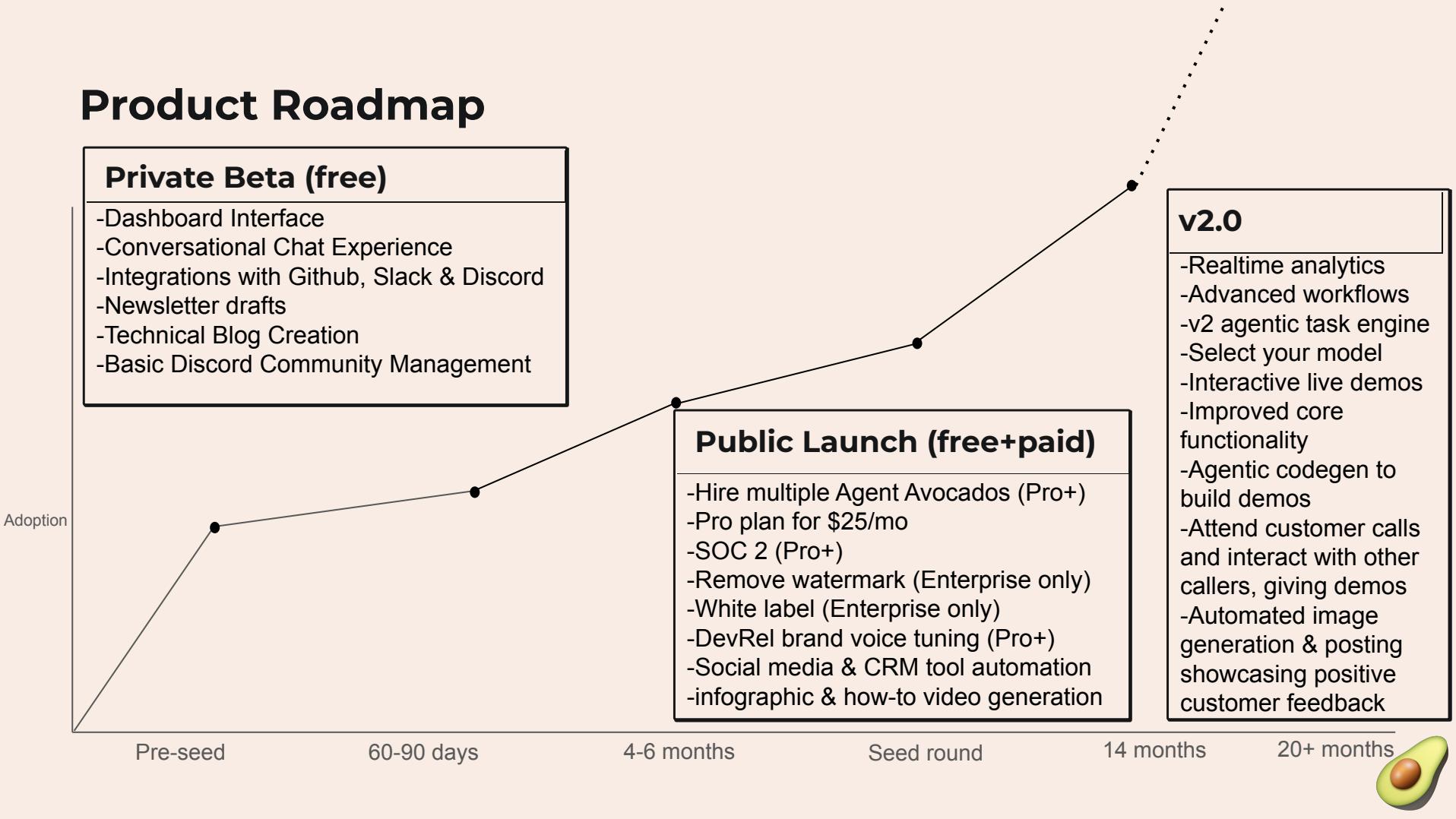
*Roadmap: Cursor/VS Code via MCP, Zoom/Meet/Teams call notetaking, Hubspot, Customer.io, socials, Linear, Notion, Teams etc.*

### Immediate Value

Delivers immediate value by taking on table-stakes, time-sink DevRel activities that dev tools companies which sell to developers need to do in order to reach customers effectively.



# Product Roadmap



# Vision

For every developer tool, an Agent Avocado.

Devin for DevRel.

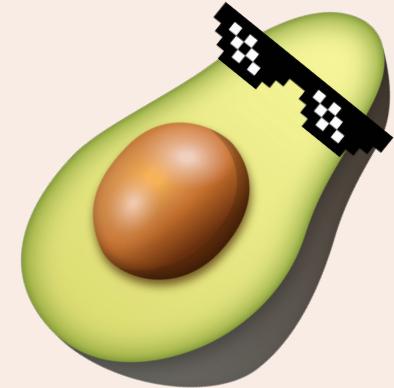
Be the Default Agentic Go-To-Market Partner for every Developer Tools Company.

The first go-to-market tool to use after you ship product.

A new category of agentic: not a codegen agent, sales tool or consumer persona.

Purpose built to help great developer tools companies reach & build trust with engineers.

Democratize who can build and successfully sell great tools to engineers.





## Developer Advocates

50% timesink task reduction

Free up your unicorns for higher order thinking and doing - building their authoritative voice and brand to developers, collaborating with product, running key programs and being market sensing experts.



## Engineers & PMs

20 - 30% productivity increase

Let them cook. Never again task your Engineers or Product people with managing a Discord community or writing content to fulfill SEO needs instead doing their job: building, problem solving and shipping great product.



## CEOs & CTOs

2x - 3x strategic priority boost

Instead of using your most senior leaders to engage developers to talk about the latest changelog or context switching to read through social feeds all day, free your executives up to focus on strategic priorities.



## Marketing & Sales

Sell more, stop imitating DevRel

You hire marketing to do marketing and sales to do sales. Free them up to focus their efforts in their core competency, instead of trying to fulfil the role of developer advocates. (engineers don't buy it)



### Instant Time-to-value Boost

Pays for itself in no time. Recover productivity and increase sales opportunities. Speed up go-to-market motion by freeing up your most senior talent from mundane, repetitive yet necessary DevRel tasks.

**Free** plan comes with one Agent Avocado instance, enough monthly AI Credits for at least one magic "aha" moment and view-only team functionality. Usage based pricing available on top.

**Pro** plan includes a platform fee with usage based pricing top. Comes with more Credits, up to 3 agents, API access, exclusive features & support for team collaboration features (per Pro seat).

**Enterprise** plan is fully custom, featuring advanced compliance, SSO, bespoke integrations and other features scaled orgs require.

# 100%

Applicability % to Developer Tools companies. All of them.

# \$3194+ ACV

# \$100,000

ROI: Money saved per stakeholder in productivity, assuming 25% of a \$400,000 yearly salary average, for each Agent Avocado instance deployed in production.

# \$50B+ TAM

Total Software Development Tools market size is estimated to be over 500BN in 2025 according to Pulse, increasing to \$1T+ by 2028. Adoption by just 10% is an extremely conservative estimate.



# GTM: \$2.1M

\$2,091,000 ARR in Y1 with just 1309 users

note: everything is monthly unless otherwise noted

Feature & Plan Usage (avg) by Dev Tools Company Stage

	PLG (1000)	Early (250)	Growth (50)	Enterprise (9)
Plan	Free	Free (+pay-go)	Pro (\$240/yr) (or \$25/mo)	Custom (\$5k/yr) (yearly only)
Seats/Instances		1 Active* +2 view only	3 Active* +5 view only	10 Active* (custom) +25 view only
Pay-Go AI Credits		\$75 (1,500) (750 incl., \$0.1 after)	\$600 (16,000) (10,000 included)	\$9,000 (custom)
Add On Features		\$0	\$250	\$3,000
Revenue per year	\$0	\$900	\$10,500	\$149,000

\*included, additional active seats cost \$25/mo. Active Seats include access for one user and one instance of Agent Avocado running



# Funding

Raising \$3.9  
Funding Strategy: Go, fight, win. Now.

Use of Funds:	Amount	% of Total Raised
<b>Team &amp; Hiring</b> Employee + Benefits	\$1,497,248	38.39%
<b>Infra, LLM, Tooling &amp; SaaS</b> OpEx	\$503,200	12.90%
<b>Offsites</b> In person quarterlies	\$91,230	2.34%
<b>Professional Services</b> On demand outsourcing	150,000	3.85%
<b>Marketing</b> Focus on reach and speed	200,000	5.13%
<b>Contingency / Flex Capital</b> Includes Operating Reserve	250,000	6.41%

Total Budgeted: \$2,691,678



# Team



**Michael Ludden**

Founder & CEO

X Google, IBM, Turso, Braze, Samsung, HTC, Bose, Neon, HumanSignal, etc.

Currently Austin based, moving back to the Bay in January 2026



**B. W.**

Head of Engineering

X EdX, several time head of engineering and CTO entrepreneur

Houston based, working on the cutting edge of agentic LLM-based AI



**M. O.**

Principal Engineer

X EdX, several time professional partner to proposed Head of Engineering

New York based, working on the cutting edge of agentic LLM-based AI



**J. B.**

Head of Product

X Grafbase, Hygraph, Moltin, Apple, currently @ major dev tools company

UK based, tons of experience in Developer Relations, Product and Engineering



**G.P.B.**

Full-stack Engineer

X Turso, 2Brains, currently at major AI-forward shipping tech company

Santiago, Chile based, frontend and backend mission critical production environment experience

