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PUNE 2022

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DevTool Startup

0 to 1

Why it's important?

Let's talk about the Purpose of this topic first!

Dev Tools, Dev Infrastructure, and API as a Product (arguably the categories and segments where developers create things for themselves rather than others) comprise nearly 70% of all developer-led companies while comprising roughly 40% of the revenues

Trends that are changing the dynamics for the developer led startups:

- Increasing cloud adoption
- Shift of the top-down buying motion to bottoms up
- Developers like to try out tools

Developers are the kings

- And here's my last prediction, which isn't really a prediction, but a statement: developers are the kings!
- With the global shortage of developers, hiring more developers is no longer an easy solution for companies of any size. But making existing developers happy and more productive is.
- And, as in any gold rush, the sellers of shovels and throne manufacturers will benefit from it the most from these upcoming changes.
- Especially those who make comfortable thrones, and spent enough time understanding what makes a decent shovel, not just someone who pivoted to making tools because they noticed a demand.
- And, as a developer myself, I can only recommend to never undervalue your devtools, the thrones you will be sitting on, because you will spend a lot of time with them, and, as Kelsey Hightower said, the top investment pick for 2022 is... yourself.

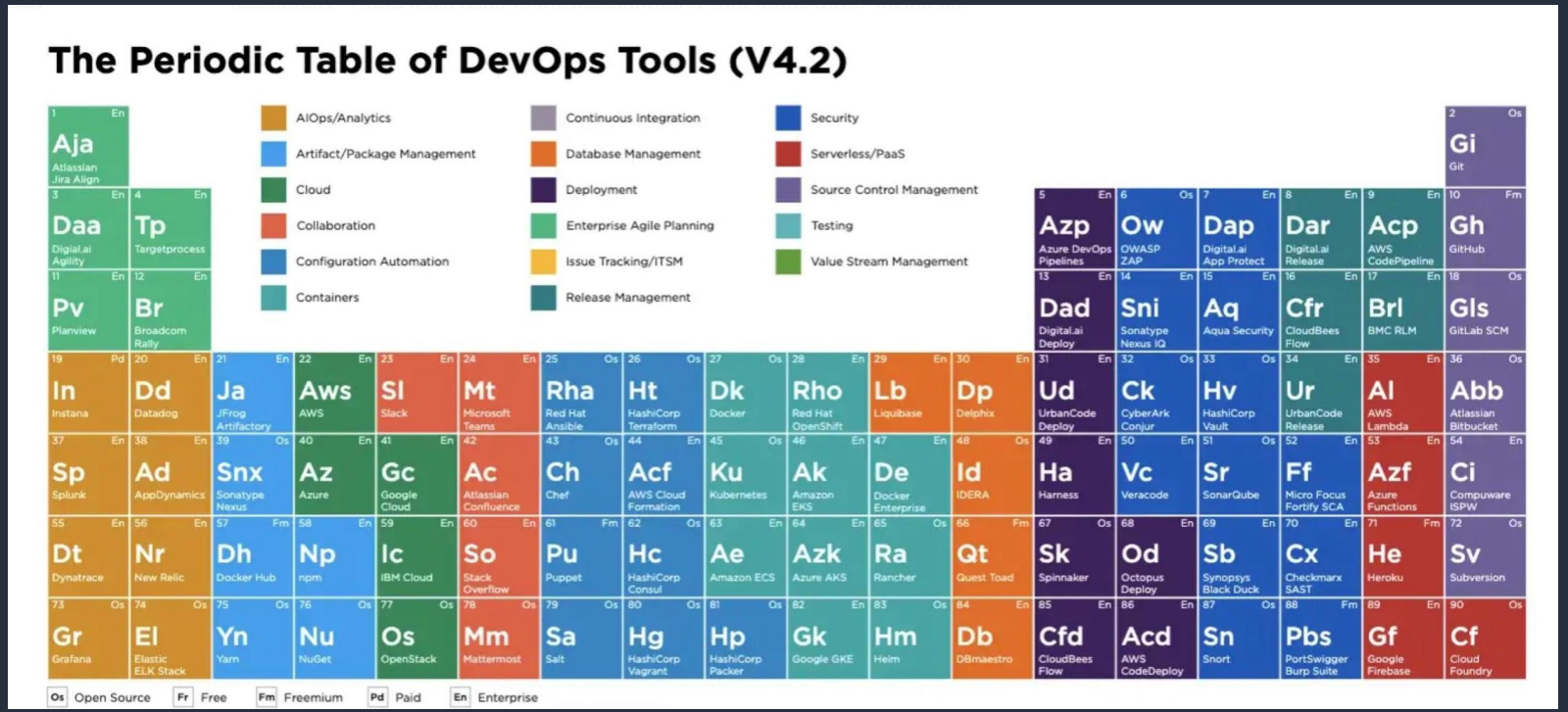
Few successes that directly or indirectly were influencing this activity:

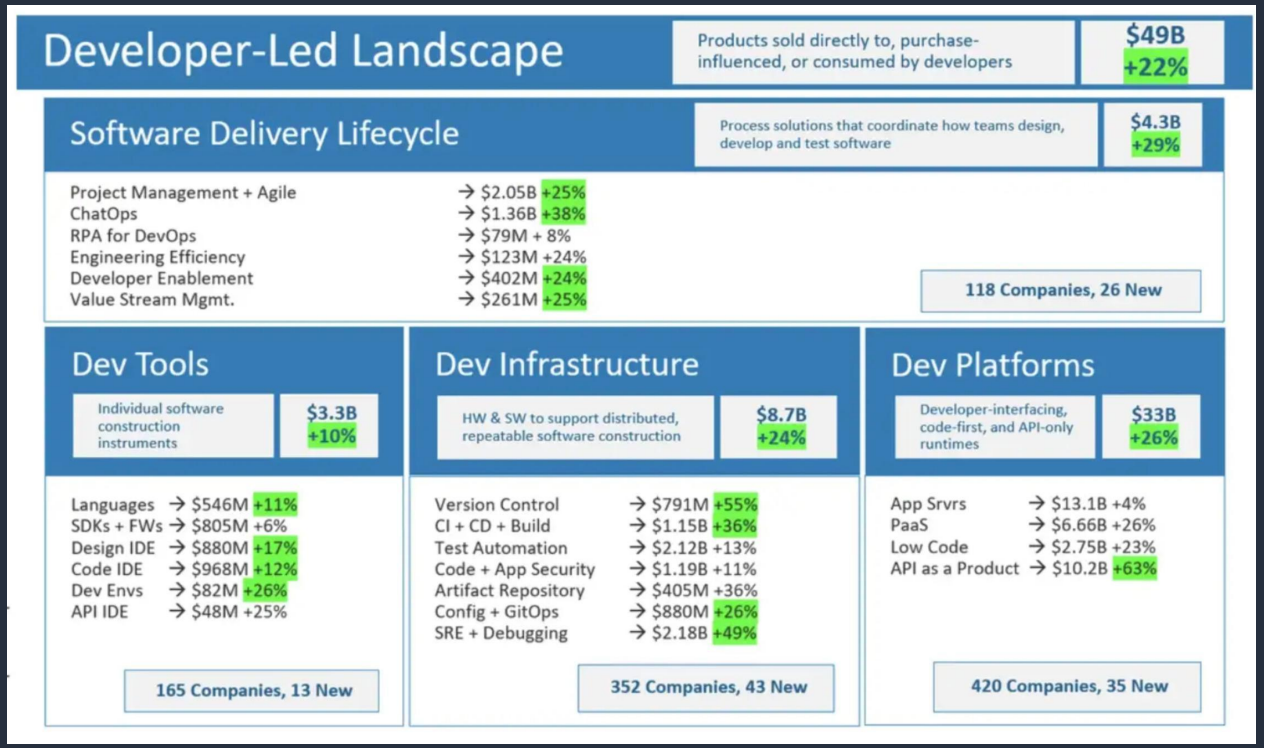
- Atlassian (maker of confluence and Jira) went public in 2015 at $21 per share and is now trading at ~$300 (as of Jan 2022) at a ~$80Bn market cap
- Twilio, the cloud platform that enables developers to build real-time communications within software applications began trading at $15 per share and is currently at ~$215 (as of Jan 2022)
- Microsoft's acquisition of GitHub for $7.5B, the launch of GitLab (valuation >$16B)
- Stripe, the internet payment service (still private but amongst most anticipated IPOs in 20222) is currently valued at $95Bn
- The recent astronomical success of public companies like MongoDB ($30Bn Val) and Elastic has created an investor feeding frenzy for would-be startups with open-source origins.

Companies with Valuations $1Bn+

USA	Valuation (USD Bn)	Europe	Valuation (USD Bn)	India	Valuation (USD Bn)	Others	Valuation (USD Bn)
Databricks	38	Celonis	11	Postman	6	Wiz	6
Tanium	9	Snyk	9	Browserstack	4	Own {backup}	3
Netskope	8	Collibra	5	Druva	2	Transmit	3
Scale	7	Dataiku	5			Orca security	2
Fivetran	6	Messagebird	4			Sisense	1
Hashicorp	5	Matillion	2			Axonius	1
Cohesity	4	Cognite	2			Aqua	1
Grafana	3						
LaunchDarkly	3						
Cribl	2						

How does the landscape look like?




Developer-Led Landscape
Products sold directly to, purchase-influenced, or consumed by developers
$49B
+22%
Software Delivery Lifecycle
Process solutions that coordinate how teams design, develop and test software
$4.3B
+29%
Project Management + Agile → $2.05B +25%
ChatOps → $1.36B +38%
RPA for DevOps → $79M + 8%
Engineering Efficiency → $123M +24%
Developer Enablement → $402M +24%
Value Stream Mgmt. → $261M +25%
118 Companies, 26 New
Dev Tools
Individual software construction instruments
$3.3B
+10%
Languages → $546M +11%
SDKs + FWs → $805M +6%
Design IDE → $880M +17%
Code IDE → $968M +12%
Dev Envs → $82M +26%
API IDE → $48M +25%
165 Companies, 13 New
Dev Infrastructure
HW & SW to support distributed, repeatable software construction
$8.7B
+24%
Version Control → $791M +55%
CI + CD + Build → $1.15B +36%
Test Automation → $2.12B +13%
Code + App Security → $1.19B +11%
Artifact Repository → $405M +36%
Config + GitOps → $880M +26%
SRE + Debugging → $2.18B +49%
352 Companies, 43 New
Dev Platforms
Developer-interfacing, code-first, and API-only runtimes
$33B
+26%
App Srvrs → $13.1B +4%
PaaS → $6.66B +26%
Low Code → $2.75B +23%
API as a Product → $10.2B +63%
420 Companies, 35 New

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Journey of DhiWise

How one service company team build DevTool Product!

But, how do you build a DevTools startup? What should you focus on?

Core pillars to focus on

Focus on the pain point

Understand the end user

Idea validation and feedback loops

Technical MOAT

Some Business tactics that you can follow

Deliver a service that can be measured

Try to replace something that companies are already paying for

Provide an amazing user experience

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Brief of DhiWise

- DhiWise if Programming Automation platform
- Obsessed with Developer Experiencep
- Focus on Automating Mundane and Repetative work of Developer's life
- No dependency hell
- Build for community

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Brief of DhiWise

Node.js

React Js

Next Js

Kotlin

Dart

Ruby on Rails

Swift

Without AWS we cant even imagine DhiWise scale

- CloudFront
- CloudTrail
- Lambda
- Lightsail
- AMI
- Elastic Compute Cloud
- Route 53
- Simple Email Service
- Simple Notification Service
- Simple Storage Service
- WAF (Web Application firewall)
- Pinpoint

Special Mention

AWS Heros

$100k AWS Credits for Startups

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Thank you!

See you at the AWS Community Day Pune 2023