

A photograph of a social gathering in a bar or lounge. In the foreground, several people are seated at a bar counter, engaged in conversation. A woman in the center is gesturing with her hands while speaking. Behind her, a man in a dark suit and tie stands with his hand on his head, looking towards the camera with a weary expression. The background features a wall decorated with various framed artworks, including abstract geometric pieces and a colorful landscape painting. The lighting is warm and focused on the group.

Developer Community Dilemma

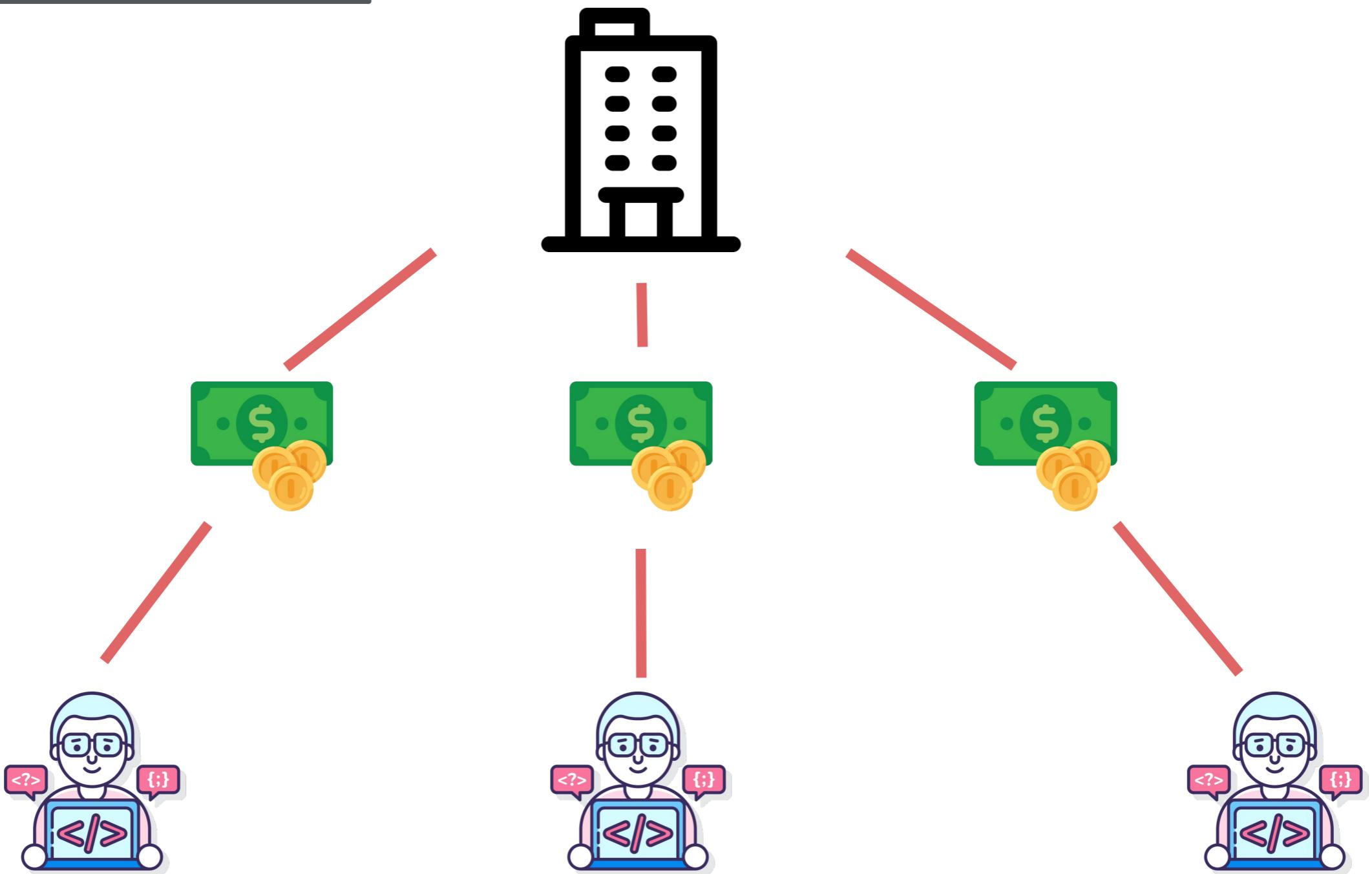


Yo!
I'm Conrad

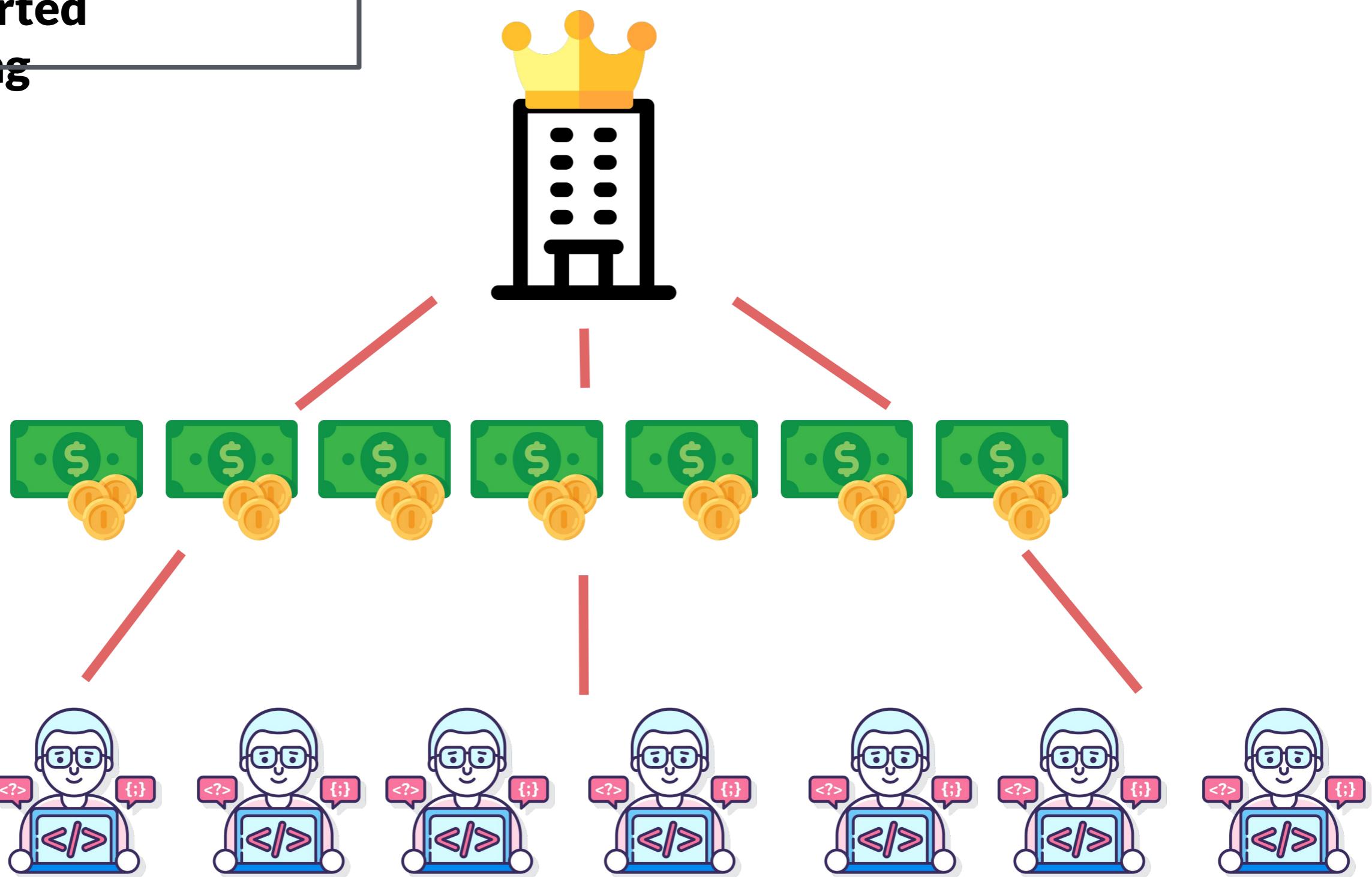
Everything Developer Ecosystems.
No longer love sushi (ate too much)!

**There's no table of contents for today. Let's
just assume you're a SaaS developer
product company.**

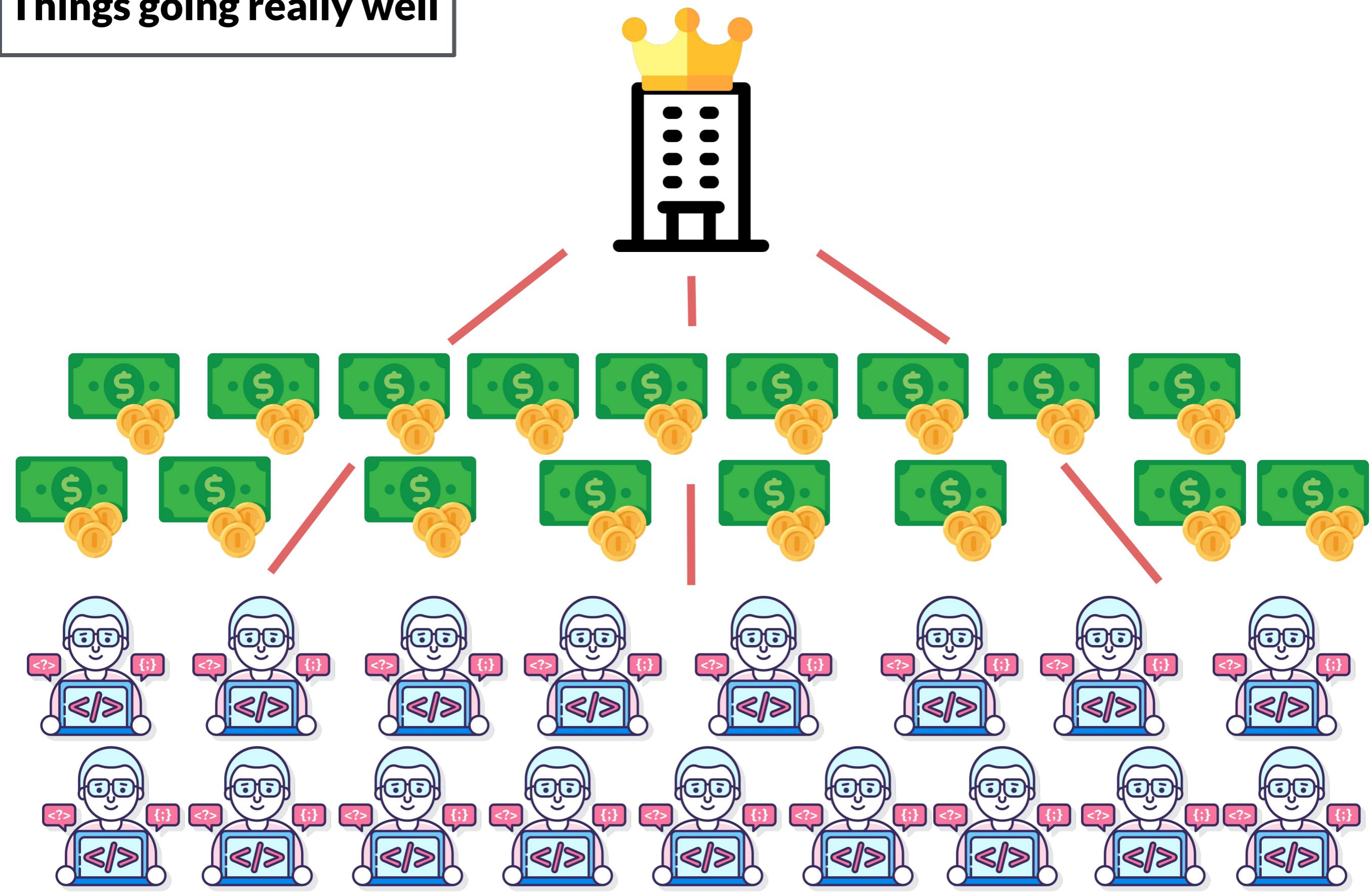
You just started the thing



Things started progressing

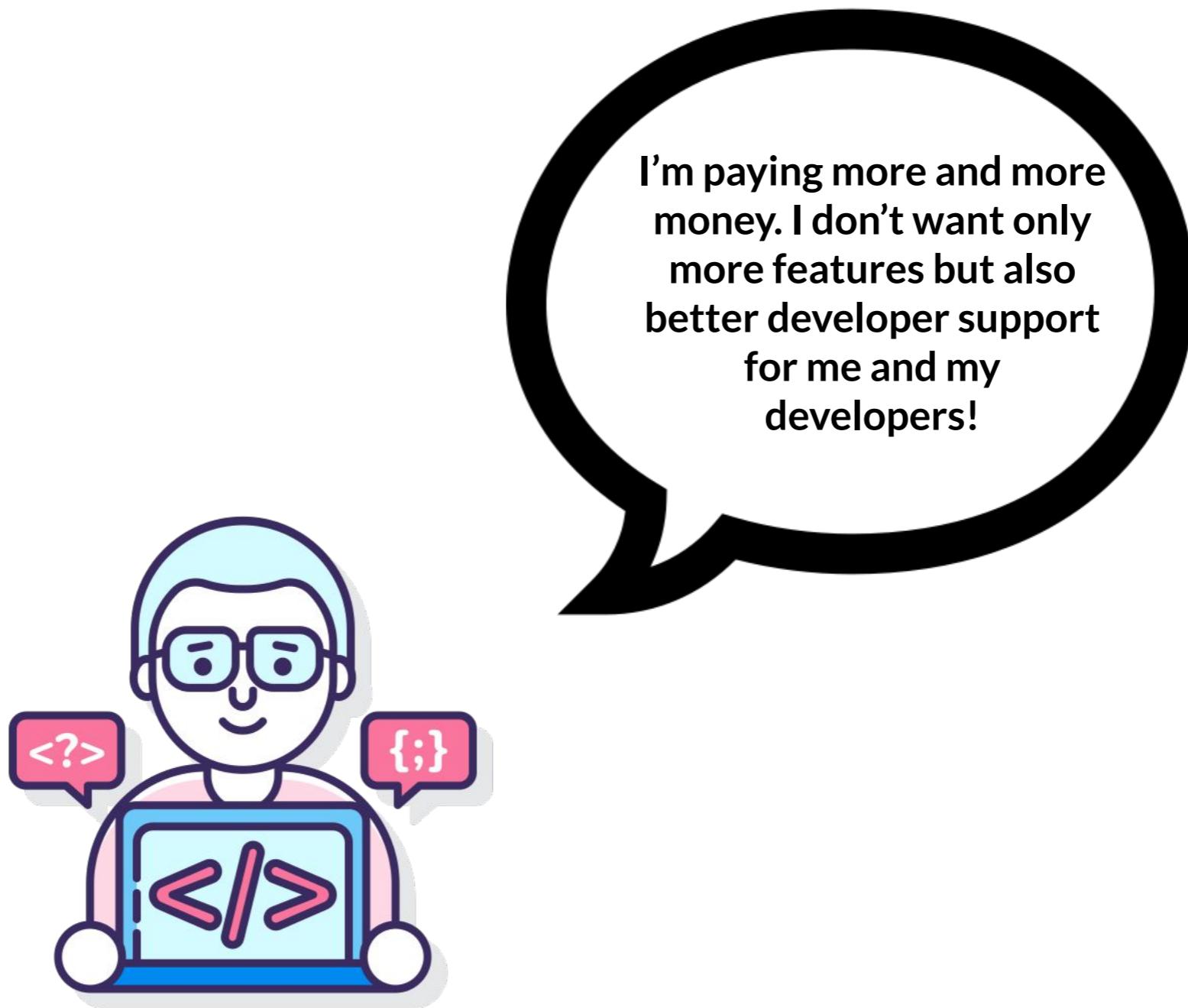


Things going really well



Then reality happens. Your SDKs aren't perfect. Neither your APIs. Docs also lacks stuff. More product requests coming in.

I want to get for what I pay phase



Sure! Can do that - phase

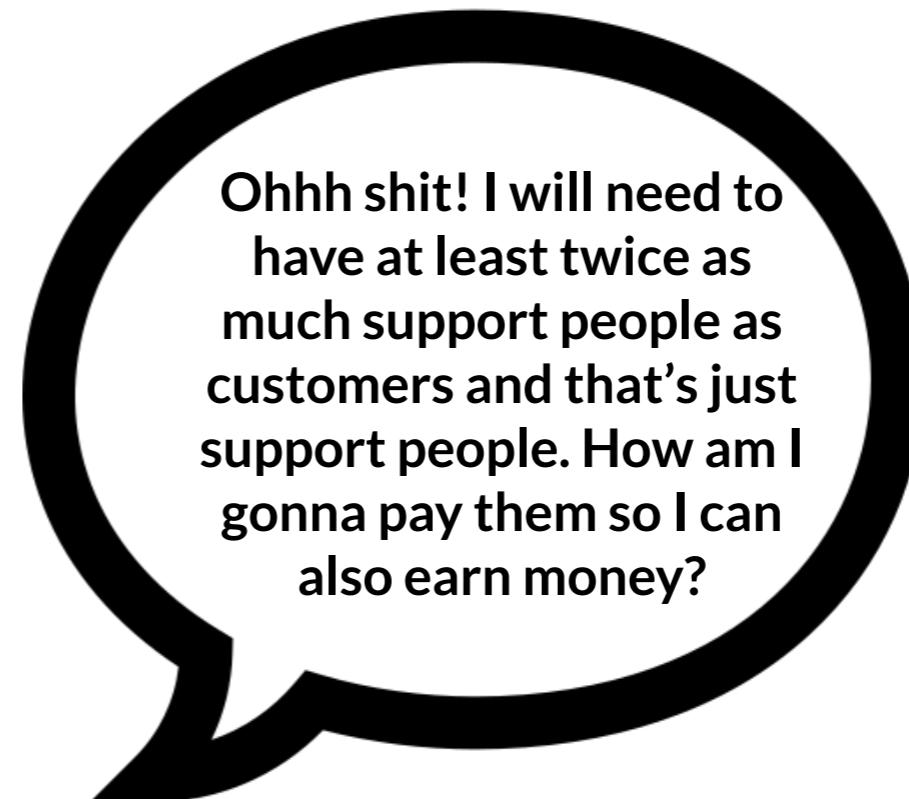


Oh shit! - phase start



Our pricing says for
paying tiers we offer
support + for enterprise
customer dedicated
support. Then we need to
do that!

Oh shit! - full phase



Ohhh shit! I will need to
have at least twice as
much support people as
customers and that's just
support people. How am I
gonna pay them so I can
also earn money?



Stack Overflow, Companies with tons of developer products like Microsoft, Salesforce, Atlassian etc.

**Your developers' success isn't scalable
without successful developer community.
So isn't your revenue.**

Good luck.



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