



Developer Community Dilemma



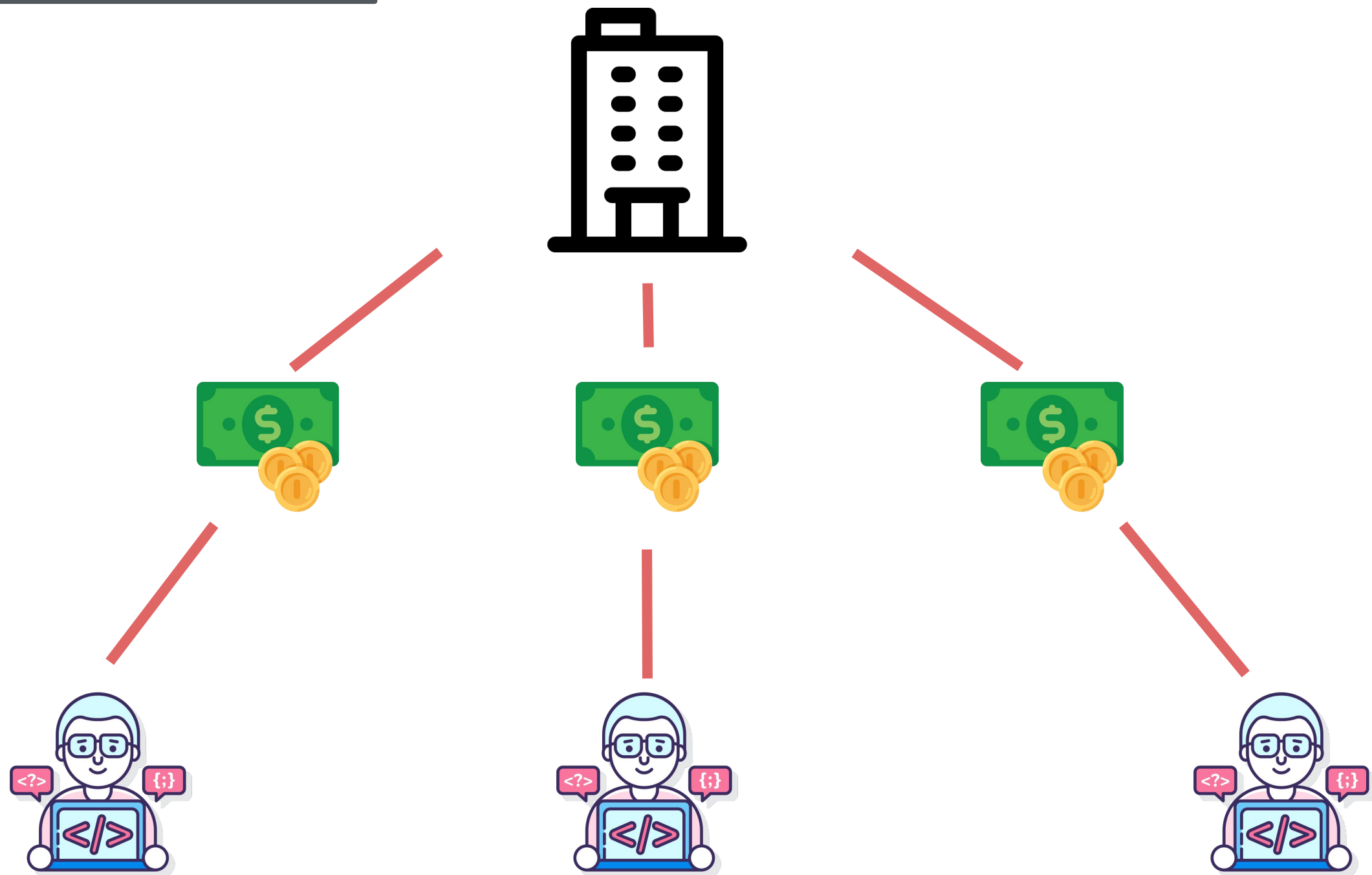
Yo!

I'm **Conrad**

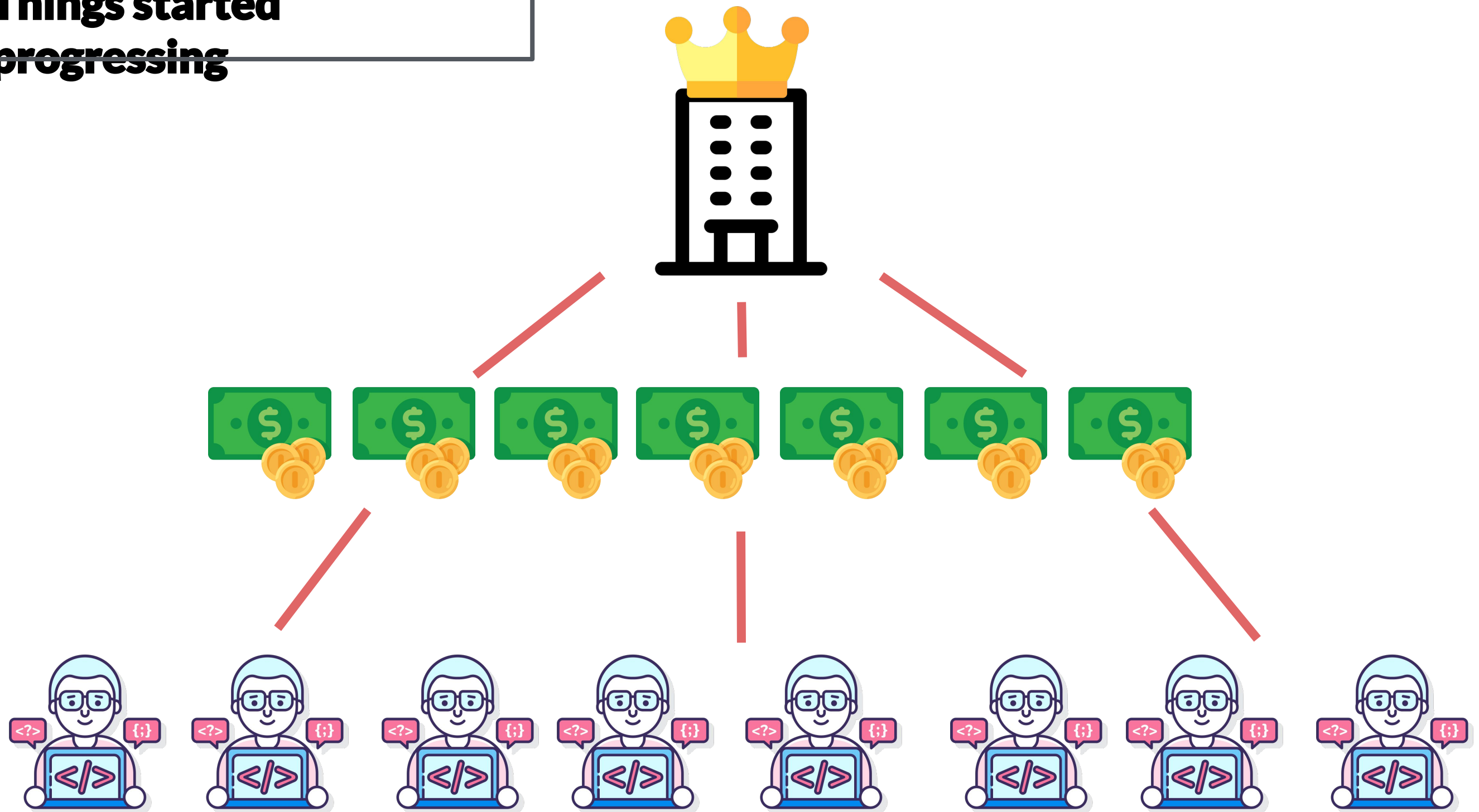
Everything Developer Ecosystems.
No longer love sushi (ate too much)!

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

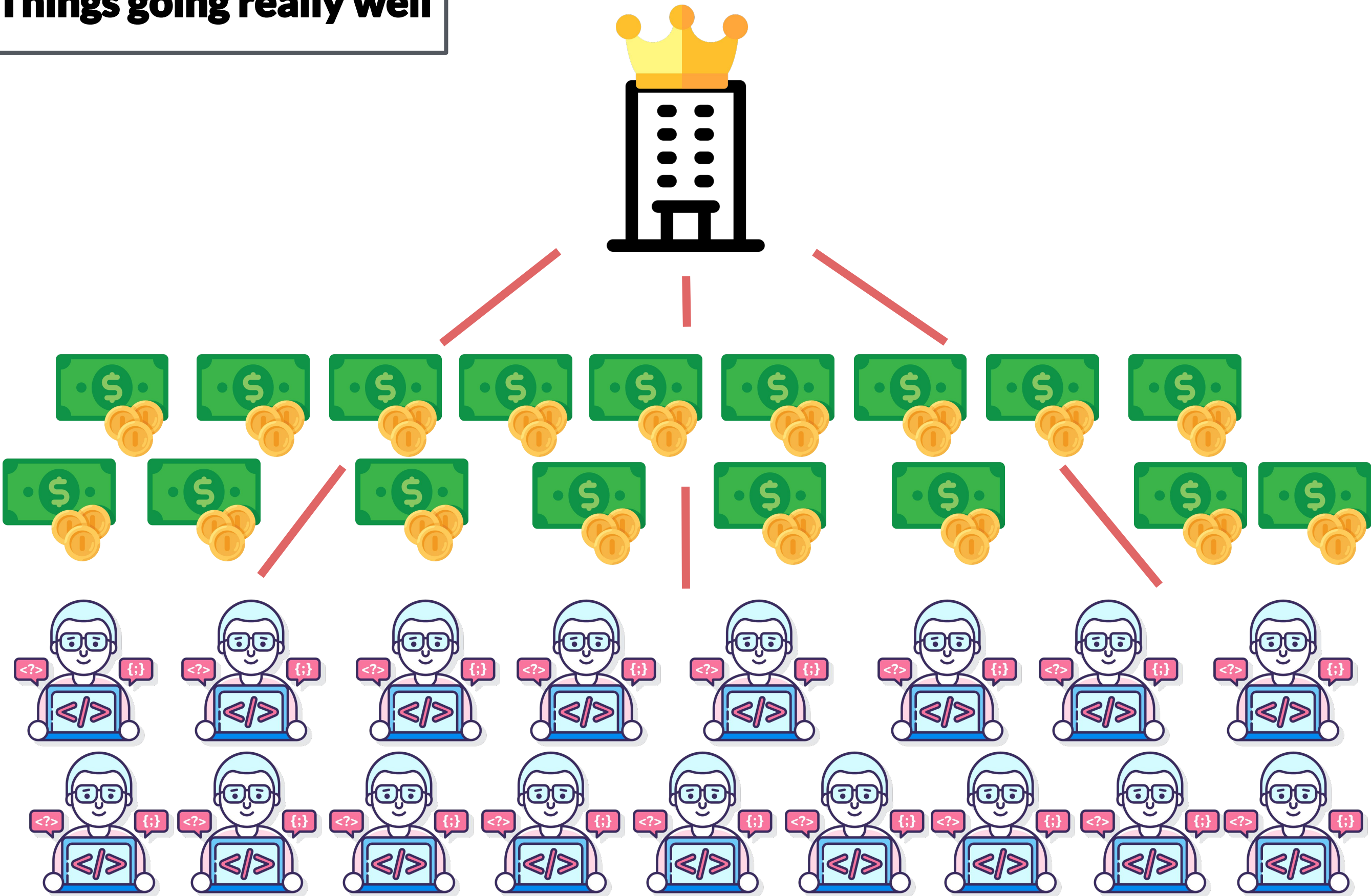
You just started the thing



Things started
progressing



Things going really well

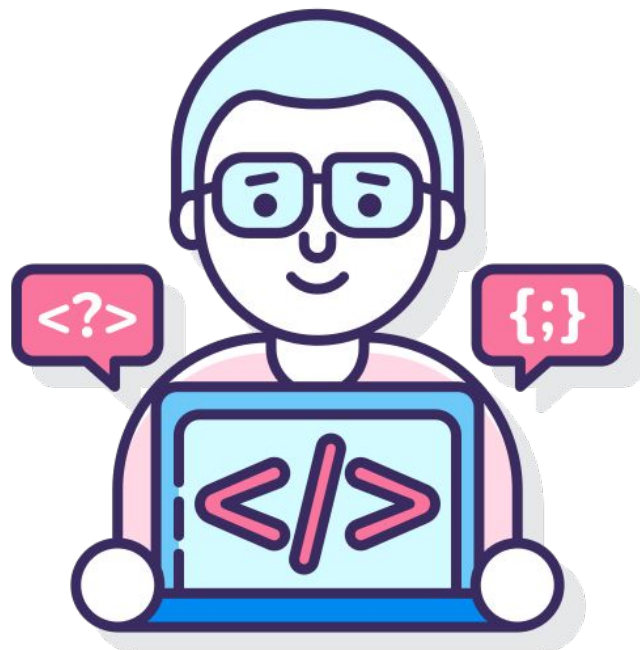


World starts collapsing

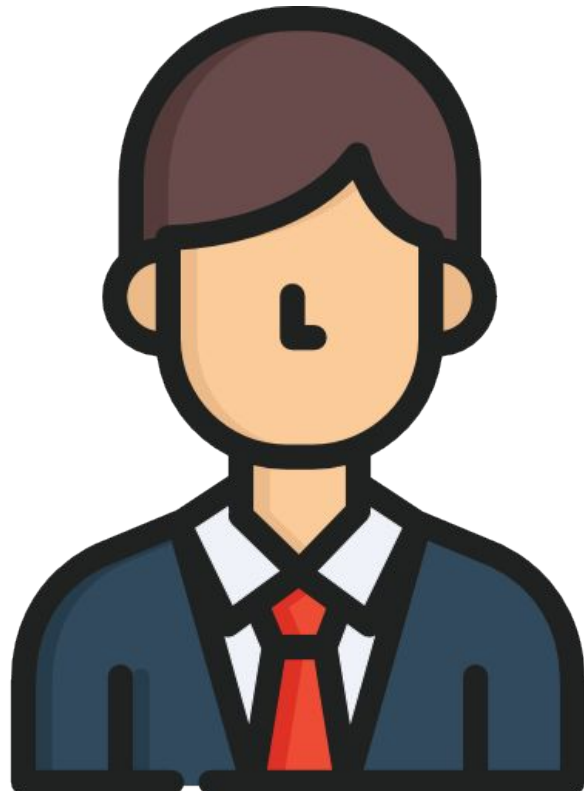
Then reality happens. Your SDKs aren't perfect. Neither your APIs. Docs also lacks stuff. More product requests coming in.

I want to get for what I pay phase

I'm paying more and more money. I don't want only more features but also better developer support for me and my developers!

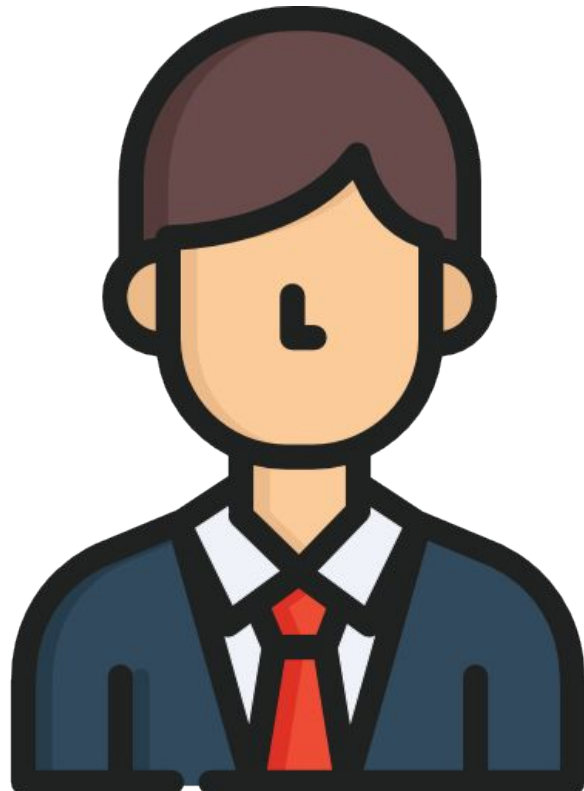


Sure! Can do that - phase



Sure! We have technical
account managers,
developer support
engineers! We'll provide
you with your personal
ones as you're our
enterprise customer!

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.

