

A photograph of a social gathering in a bar or lounge. In the foreground, a woman with curly hair, wearing a black top and a patterned cardigan, is gesturing with her hands while speaking. Behind her, a man in a dark suit and tie looks directly at the camera with a serious expression. Other people are visible in the background, some holding glasses. The setting has a warm, ambient light and colorful abstract art on the walls.

Developer Community Dilemma



@beardaway

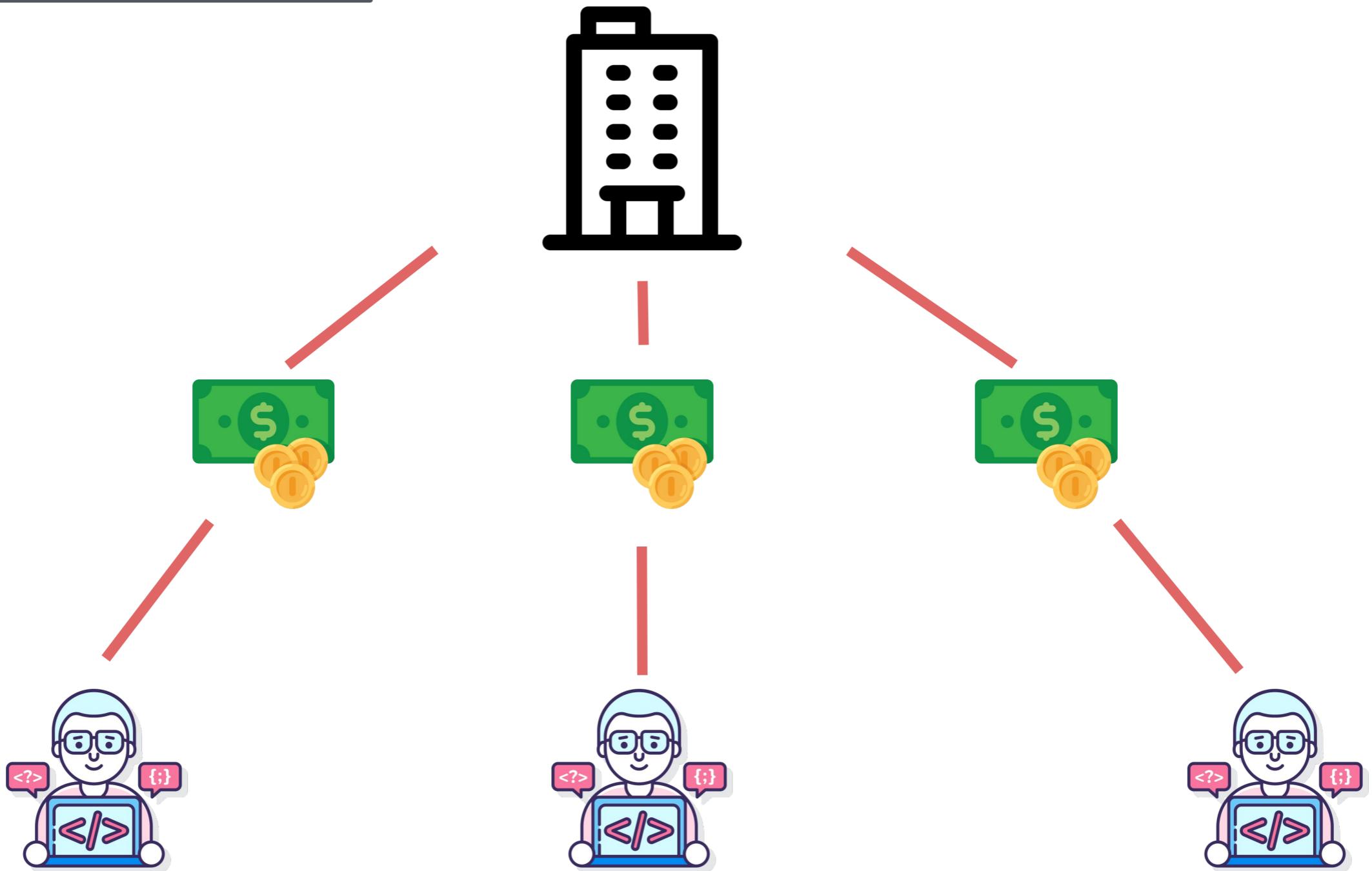


Yo!
I'm Conrad

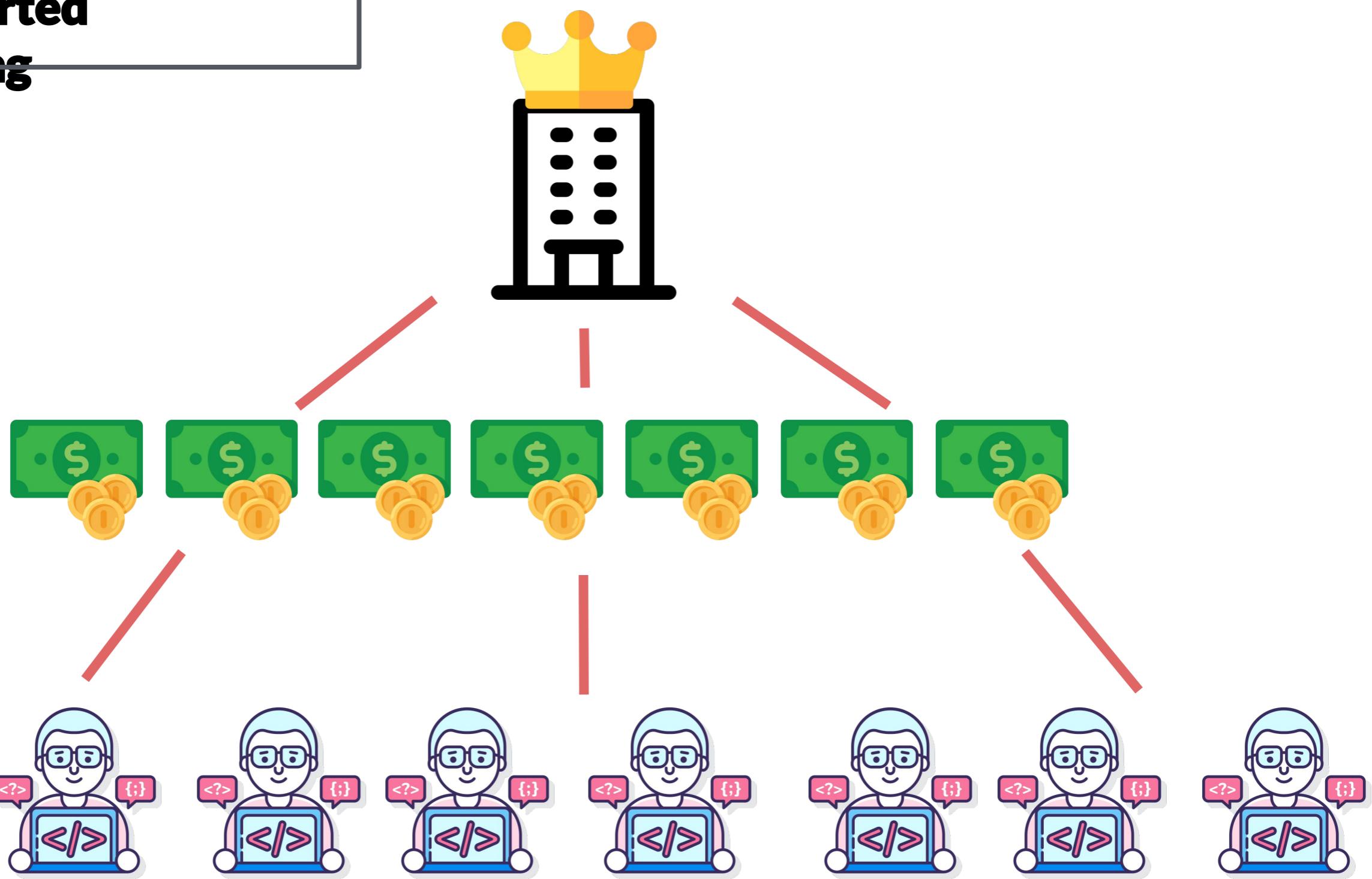
Everything Developer Ecosystems.
No longer love sushi (ate too much)!

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

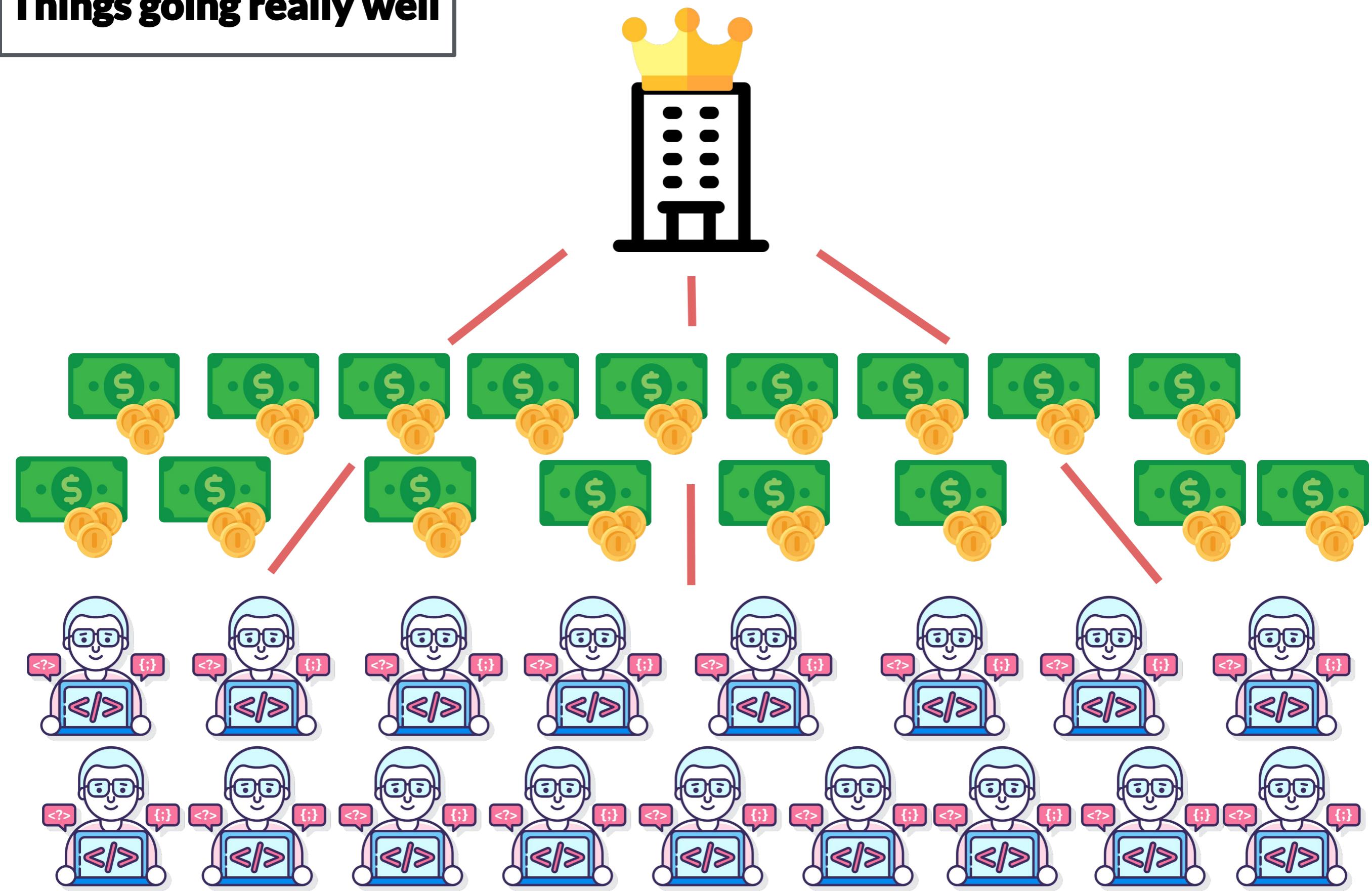
You just started the thing



Things started progressing

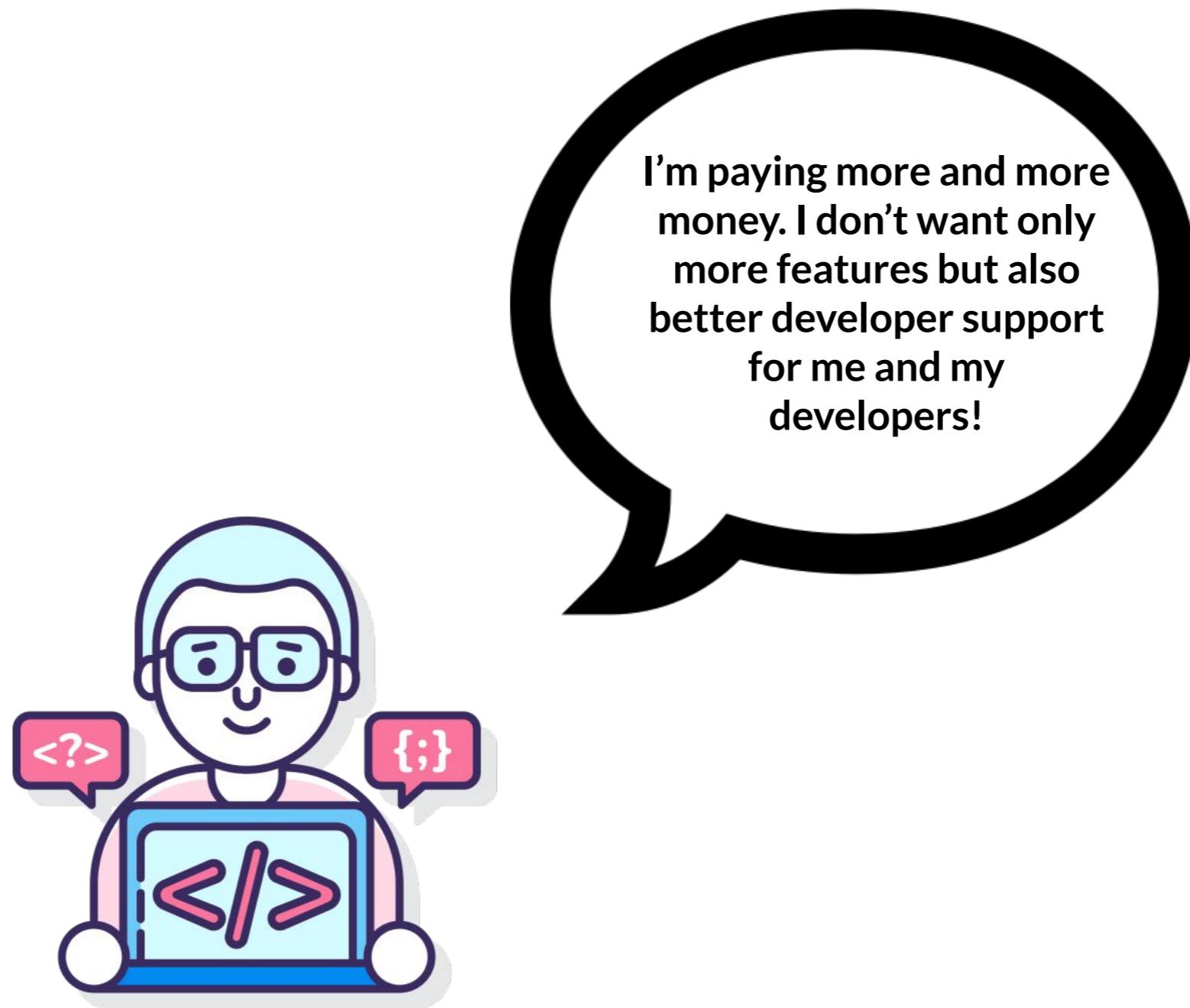


Things going really well



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

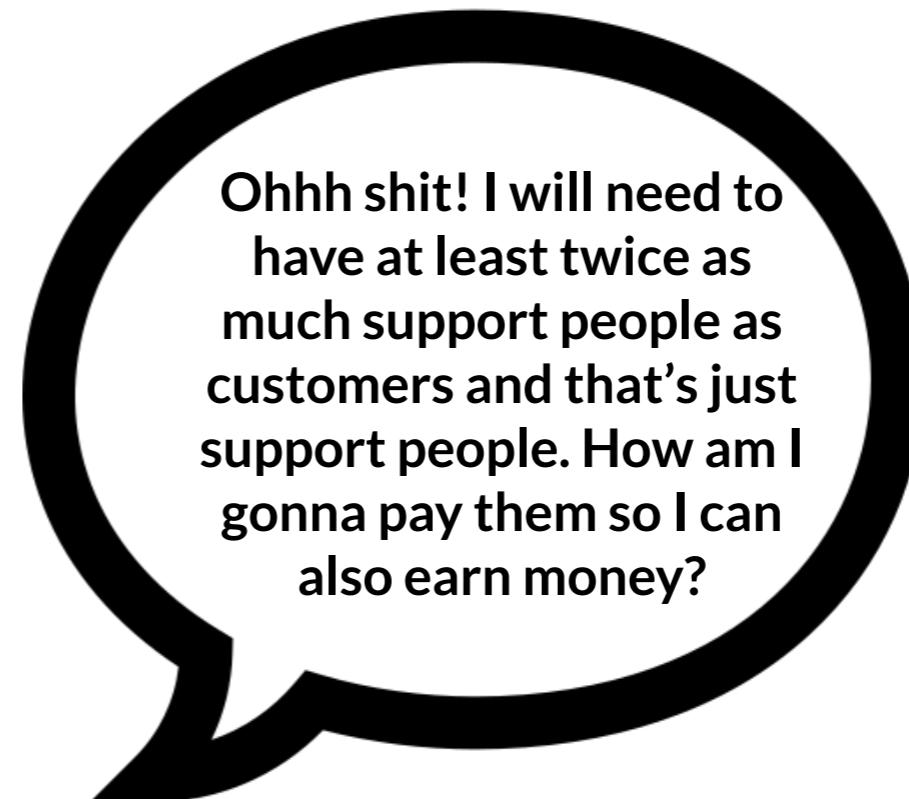


Sure! We have technical account managers, developer support engineers! We'll provide you with your personal ones as you're our enterprise customer!

Oh shit! - phase start



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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