



# Developer Community Dilemma





# Yo!

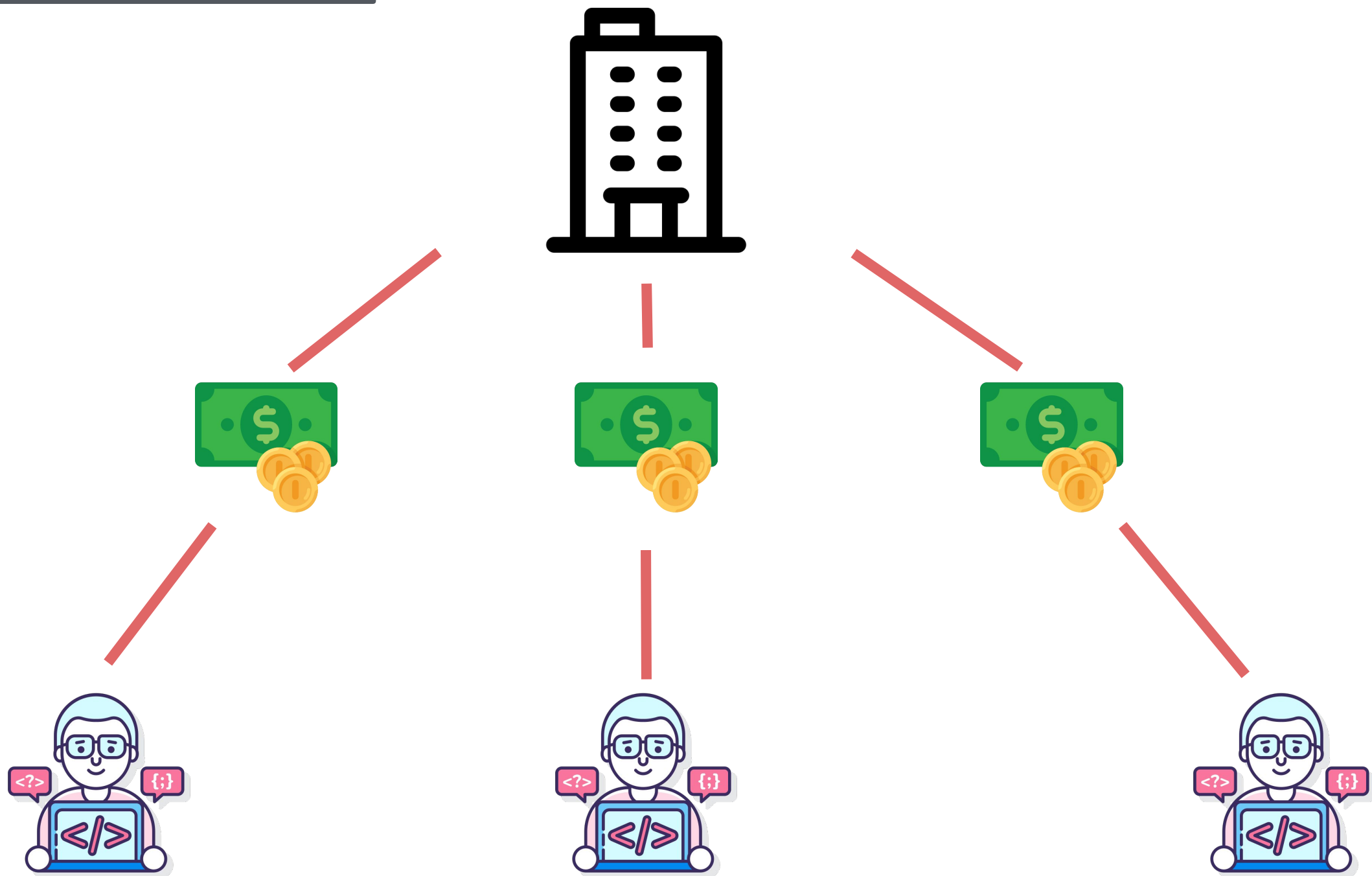
I'm **Conrad**

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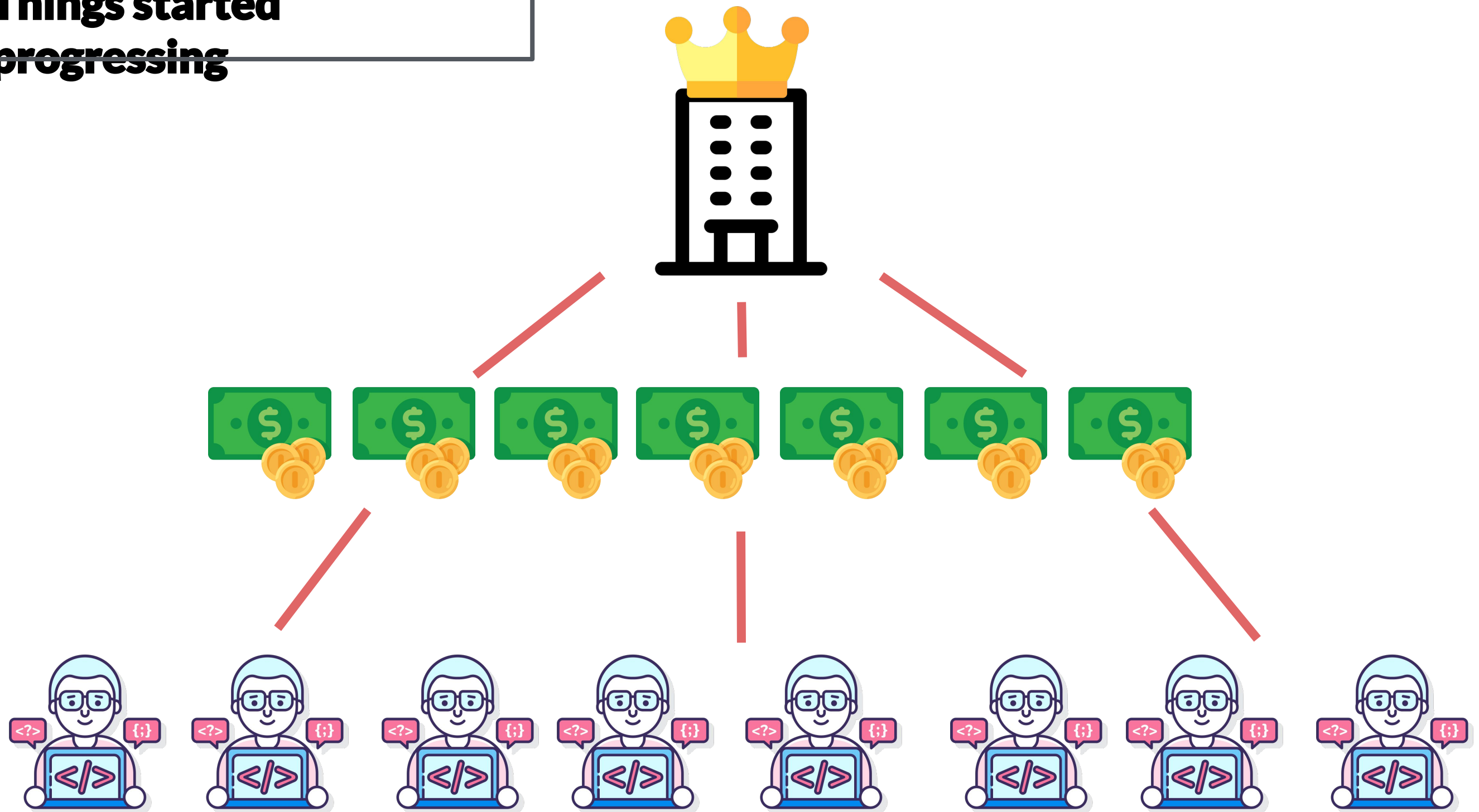
Everything Developer Ecosystems.  
No longer love sushi (ate too much)!

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

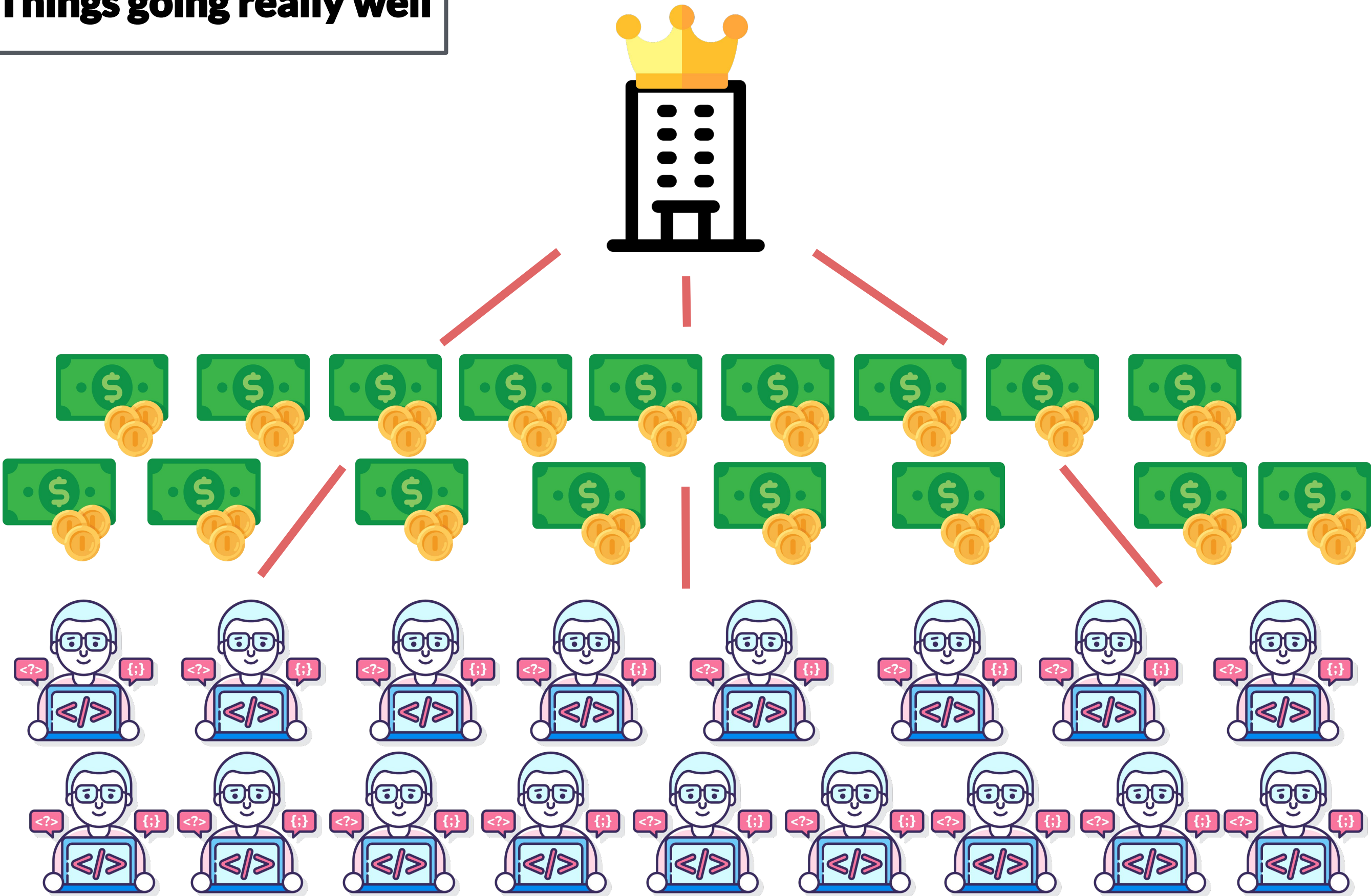
**You just started the thing**



Things started  
progressing



Things going really well

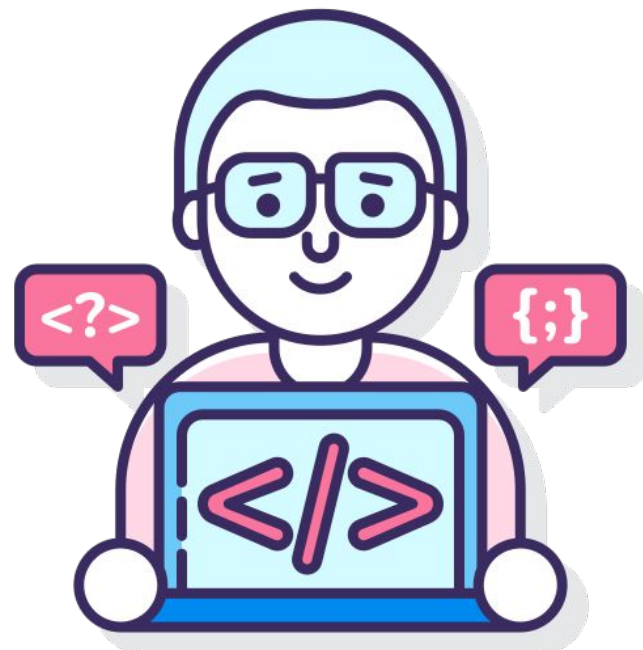


**World starts collapsing**

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

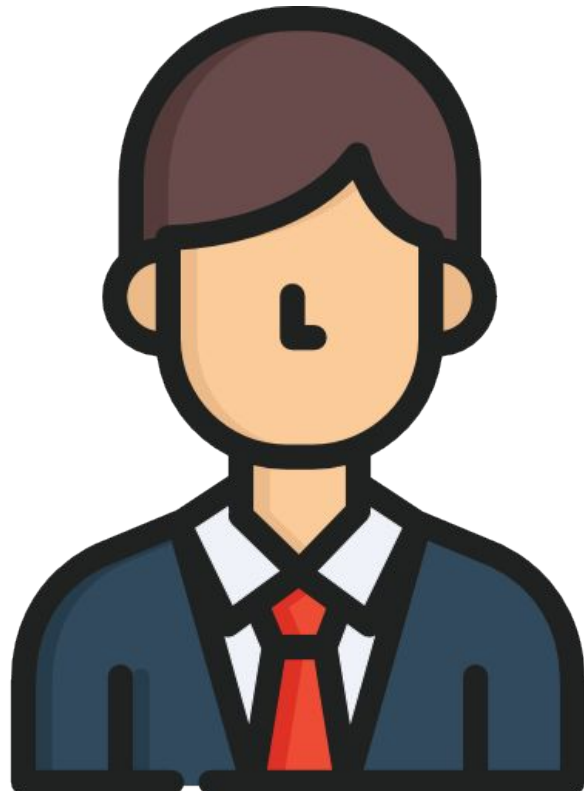
**I want to get for what I pay phase**

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



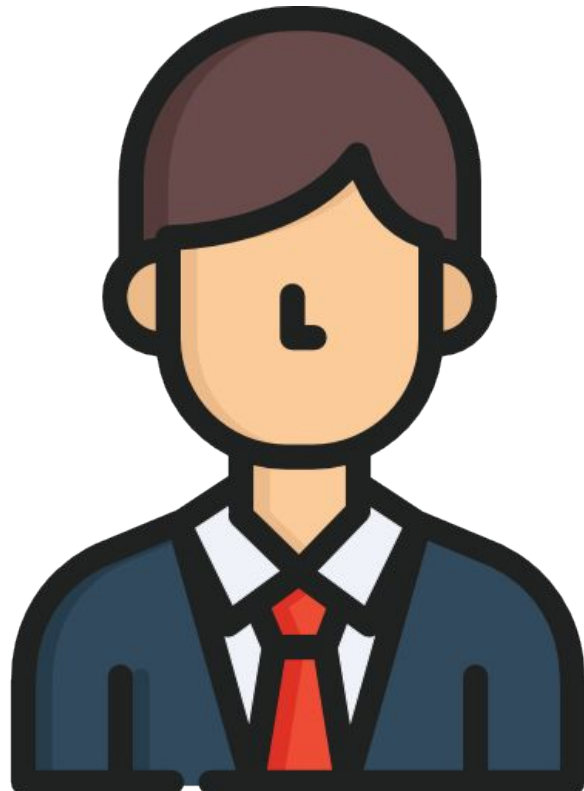


## Sure! Can do that - phase



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.**

