

MDD: Meme-Driven Development

Cassidy Williams

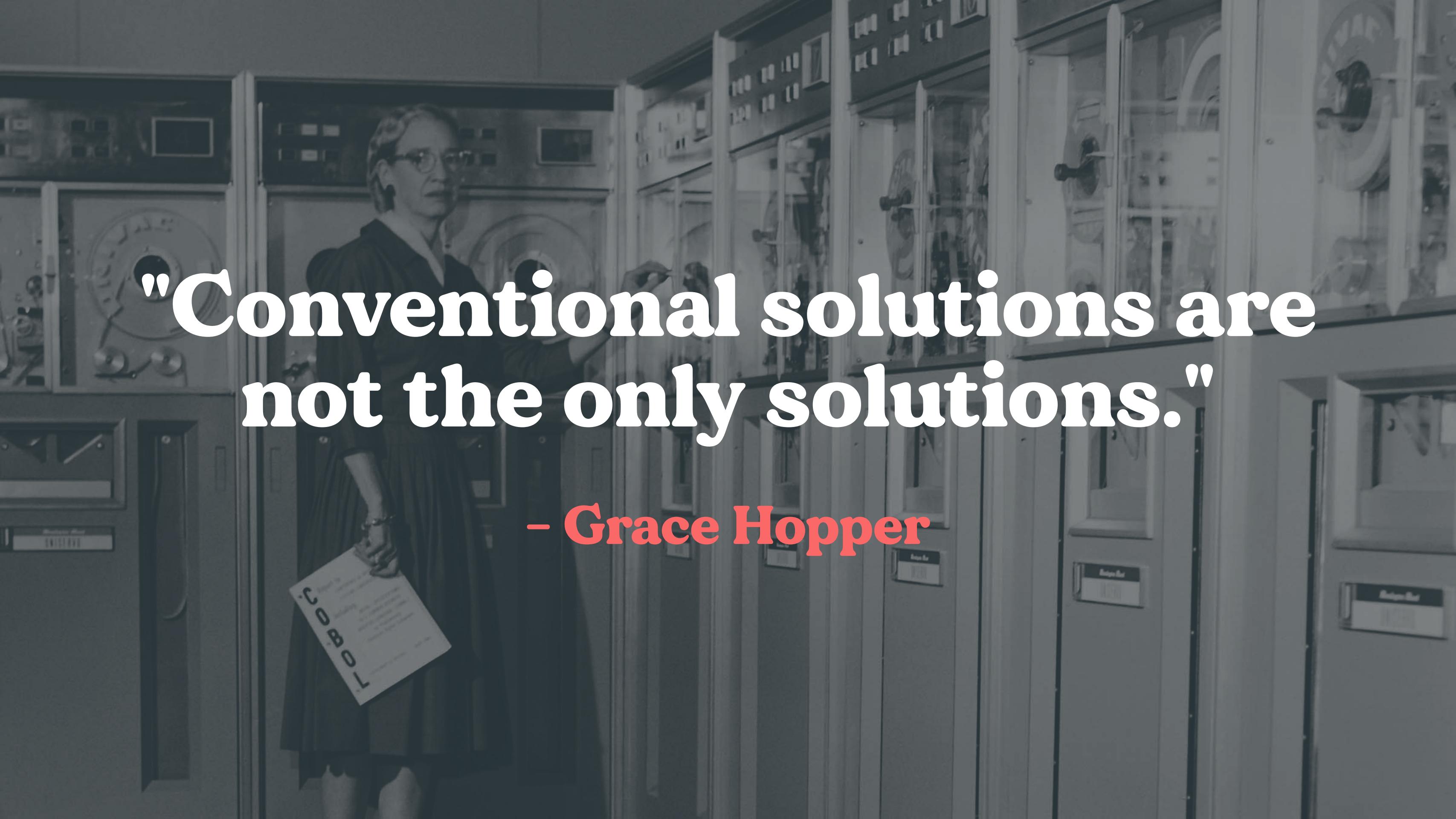
@cassidoo

We all love memes.

A dark, atmospheric scene featuring a woman with long, dark hair sitting on the ground, looking down at a small, glowing orange fire she is holding in her hands. She is wearing a dark, textured garment. In the background, a large, dark, muscular figure, possibly a man or a bear, is visible, leaning forward with its head near the woman's. The setting appears to be outdoors at night or in a dimly lit environment, with a starry sky visible in the upper left corner.

set it all on fire, child

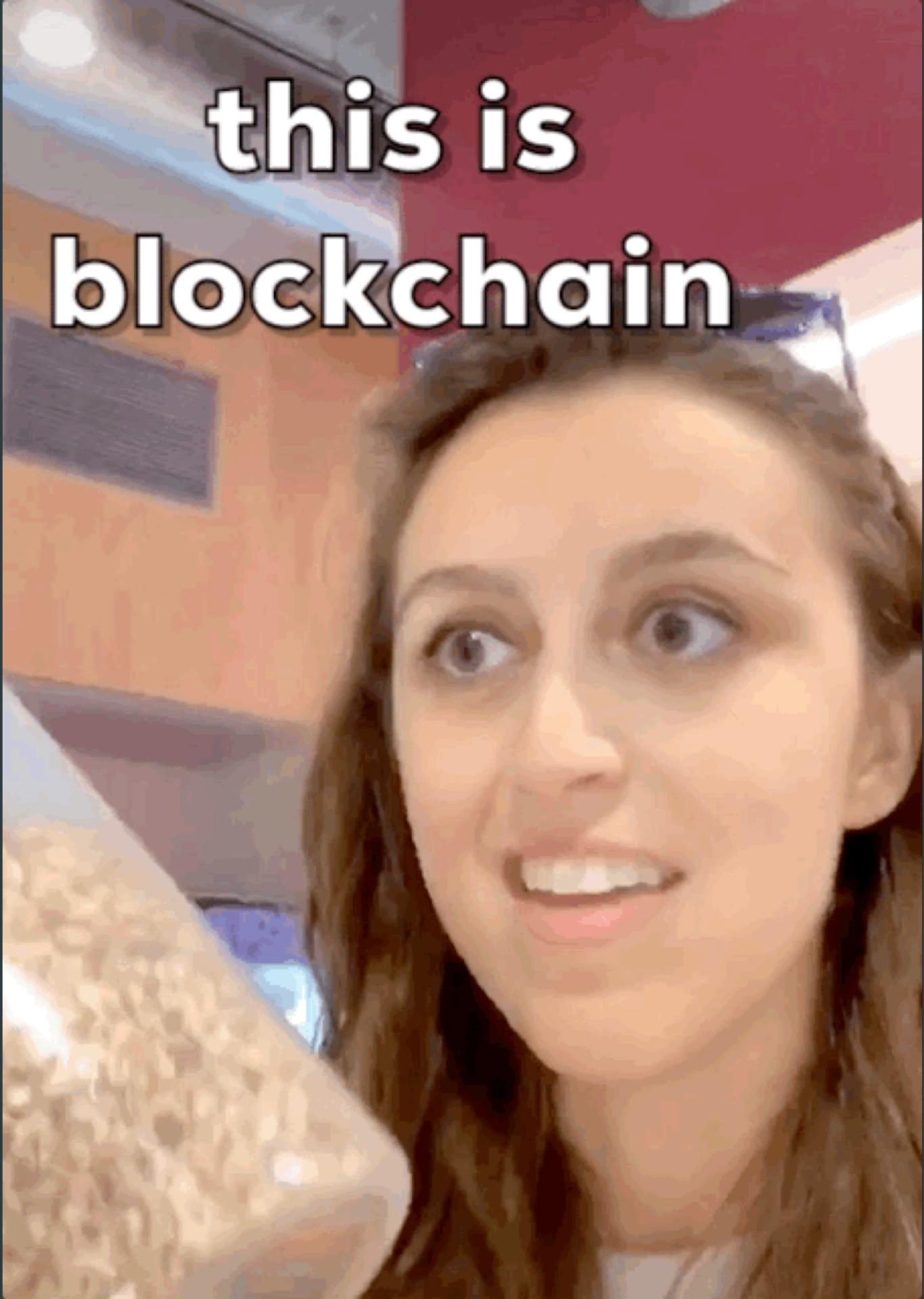
**Tech is a pretty serious
industry.**



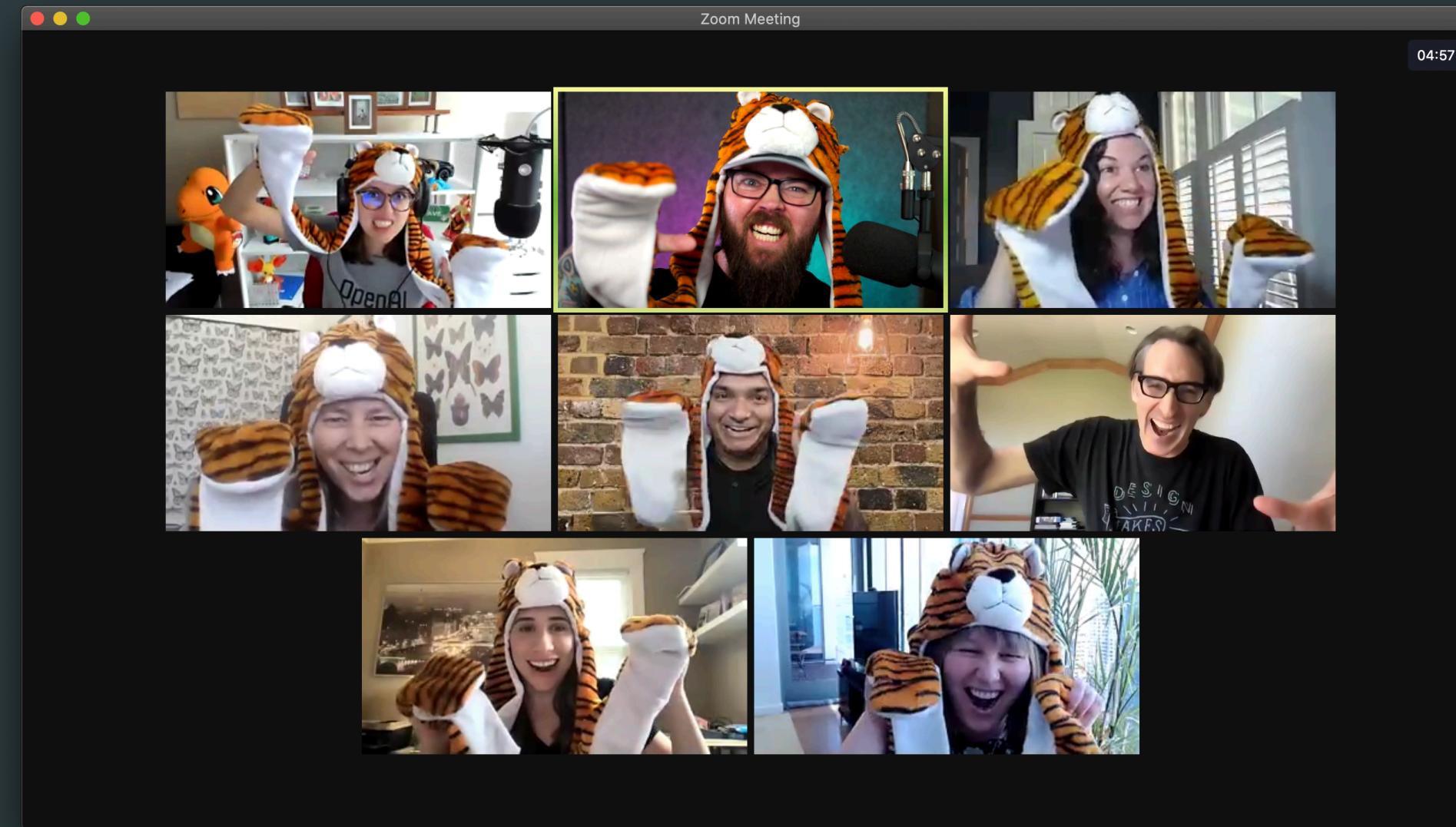
**"Conventional solutions are
not the only solutions."**

- Grace Hopper

Memes
humanize!



Memes bond!



**"But Cassidy, I'm not that
funny! Oh no!"**

Strategies for ultimate humor

Every single moment in life is an opportunity

- For a pun
- For a rhyme
- For a one-liner

Your puns and rhymes and one-liners don't have
to be **good**.

**Your puns and rhymes and one-liners don't have
to make sense.**

They have to be executed consistently.

Repetition is recognition!

Repeating something

leads to

Recognition of the joke

leads to

Reliable laughs

High-level meme crafting

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- Surprises/twists in existing phrases/concepts/clichés

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- The rule of three

Laughing in the tech industry
is so important.

**Don't let your dreams be
memes.**

Or do 

Thank you!!

@cassidoo