

## The Story of Webby Webworks

**Corporate Plan:** We will distribute animated gifs on a virtual cloud platform through Twitter and Instagram using Facebook Likes and Bitcoin as the exchange format. We plan on losing money in each transaction but will become profitable based on volume.

**Stage #1:** Webby Webworks decides to set up their own accounting system they designed on the back of a napkin (bad idea), but decide to use flyway-dsl to manage their database (good idea).

**Stage #2:** The CTO of Webby Webworks, Bob Hacker goes to database training and discovers foreign keys. Having only previously used JSON based document storage systems, this is a new concept for him. He decides to put foreign keys into the accounting database (maybe a good idea). But, they continue using flyway-dsl (a good idea).

**Stage #3:** Fred Lazy, the CFO, decides they should have some way of calculating sales tax in their accounting system, on the off chance they ever book a sale. He asks Alice Coder to implement something for him. Alice decides to create a new plpgsql function to do this (maybe a bad idea), but continues using flyway-dsl to make sure this gets into the database correctly.

**Stage #4:** A month and a half after starting up, Johnny P. CEO realizes that he can't make payroll because there is no money. This is doubly humiliating for him because he pays payroll in Ramen noodles and Starbucks gift certificates, so he doesn't really need that much money. He needs VC capital, but the VC's want to see some revenue. Johnny asks Bob Hacker to put some fake invoices into the production database so he can show the VC's to get some quick cash (really bad idea). But, they decide to use flyway-dsl to do this (good idea). They use flyway-dsl to make sure that the fake invoices only end up in production so it looks less obvious that they are fake.

**Aftermath:** The entire staff revolts against Johnny when their weekly rations of Ramen stop. To get their revenge they turn Bob and Johnny into the police. Johnny and Bob are convicted and are sentenced to maintain dbBase III and Visual Basic 4 code for the next 20 years. After 7 years of incarceration, Bob goes insane and spends the rest of his life in a psychiatric ward. Johnny becomes a born-again Groovyst, gets paroled after 13 years, and spends the rest of his life evangelizing Groovy and forming Groovy User Groups.