

Building Developer Communities 101

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Agenda

1. Find your main developer persona
2. Map their journey
3. Collaborate
4. Long term plan?
5. Have empathy



[IMPORTANT] Find your main developer persona

■ Who is your audience?

- Complete Beginners (no development/domain experience)
- Basic development experience but no domain experience
- Domain understanding but want to build stuff
- Experts in the domain
- Niche audience(focused on women, diverse audience etc.)





Build a journey for them

Example: Developers who want to build on Ethereum

- Learn about Ethereum, EVM, Smart Contracts
- Build their portfolio by working on projects
- Start researching on the current products in the ecosystem
- Participate in builder focused opportunities
- Build and raise funds/ Work in the ecosystem as an Ethereum developer

**Collaboration leads to
success**

**Collaboration opens up
opportunities for you and
your developers in a massive
way.**



How will you sustain long term?

Community is all about people

- **Empathy > Output**
- **Empathy helps your community members stick around**
- **Start small and scale slowly, so that you can focus on quality over quantity.**

Thank you!

Gnana Lakshmi

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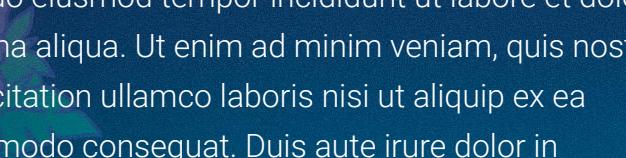
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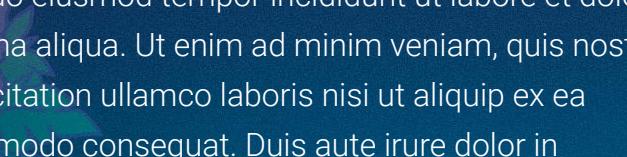
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“Number rules the universe.”
— Pythagoras



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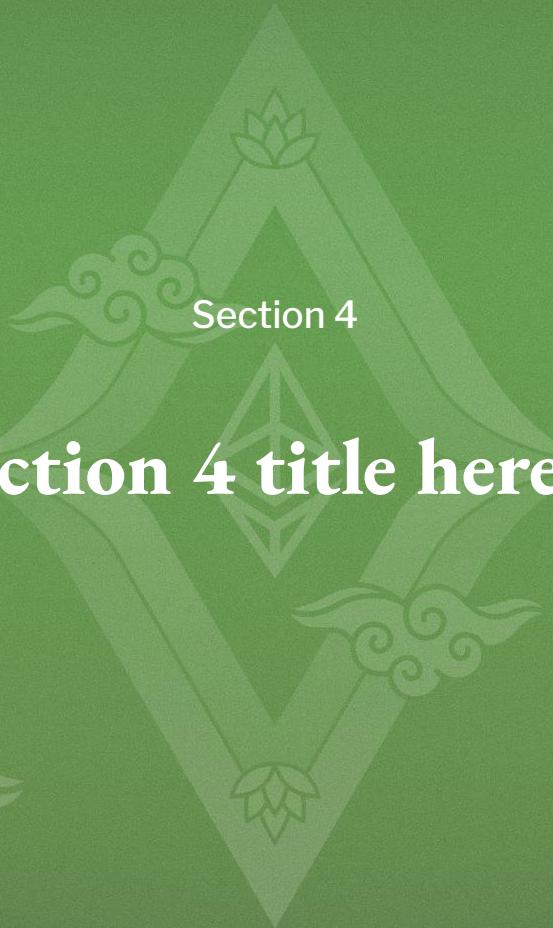
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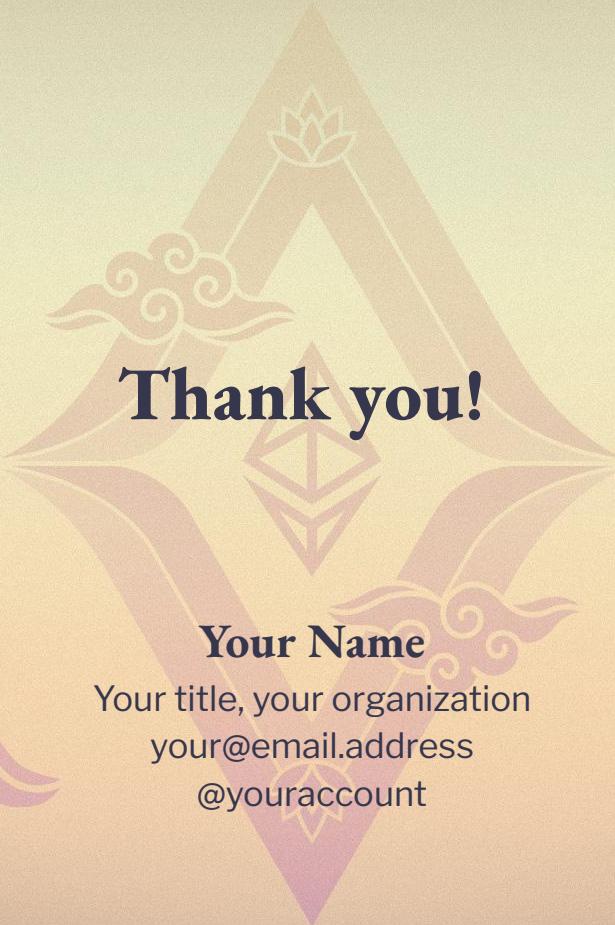


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