DeveloperRelation as a Service Inc.

by Frédéric Harper

Developer Relations help developers be successful by nurturing a healthy and welcoming community. This means listening to, advocating for, inspiring, educating, and supporting the community however we can.

1// the services

Developer Relations encompass a multitude of tactics, and approaches, based on years of experience in the field, to ensure the **success of your users**, the developers, while using your platform, product or service. Here's a list of different areas we think are essential for your company's actualization and for which we can help.

Coding

If you want to showcase what your platform is capable of doing, a good demo application is the way to developers' hearts. It will give them an **easy and quick way to test your platform**, and will spark their imagination with the different use cases offered to them as examples. We can build those applications for you, and even turn them into text or video tutorials to scale this effort as much as possible.

Community

The community is the foundation of everything developer relations. It is where you **gather invaluable feedback to improve your product** or service and stir your roadmap in the right direction. It is where stars are born, where passionate users become what we call, virtual evangelists: members of your community helping others, and creating content about the product and service they like.

Documentation

Your developer documentation is the first stop for any users wanting to try your product or service. In that case, good enough… may not be good enough. Before launching your product, we can help you decide and implement the right documentation platform that will fit your needs. We can also write the documentation using the **best practices** we acquired in our years of experience. If you already have one in place, we can ensure that the **quality** meets your standard by evaluating and providing steps to improve it, or making those changes ourselves.

Events

We live in a world where everything is becoming virtual, but there is nothing better than in-person human interactions. Meeting your community, and target audience where they are is another key to success. Whether you are planning on organizing your very own user groups (meetups), creating your first conference, starting a webinar series or sponsoring one of those, we can help.

Media

One powerful way to create awareness, and reach out to a new audience is to work alongside with the traditional or new media. We can be your spokesperson for the technology media to help with new announcements or media requests for a quote about a specific topic. Writing guest articles, either under our name, or in a white label fashion for one for your leadership team member, gives you a tremendous opportunity to **demonstrate your thought leadership** within your industry.

Open Source

Is your product open source, and you want to **grow** its presence, but also **foster** and **create** an active maintainers' ecosystem around it? Are you looking to give back to the open source community, or use open source projects as an entry point to your platform by opening your product, a framework or tool you've built, but don't know where to start? We got you covered.

Social Media

A successful presence online needs to include social media. It's the place where you can continue to create awareness, create a community, and share about the product & company news. It's a great way to shine, and also another avenue where your users can ask for help. Whether your place of choice is X (formerly Twitter), Bluesky, LinkedIn, Tiktok or else, we can help you with a social media plan and content creation.

Public Speaking

Speaking at online or in-person events is a great way to **create awareness and find new customers**. It is a formidable platform to showcase the expertise you have, identify influencers and find potential customers. We can help you get the best results by coaching, and helping your team members prepare for their talks, or by speaking on your behalf. In the last years, we gave more than 180 talks in 23 countries.
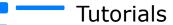
Strategy & Mentorship

Sometimes what you need is someone to help you get started on solid bases. Ensuring that you focus on the **projects that will have the greatest impact, will scale as much as possible**, and will help you turn all your department's metrics green is what this is all about. We can also provide mentorship for less experienced Developer Advocates or being a professional sound board for more experienced ones.

Technical Support

Whether you are starting or already have a vibrant community, no matter the quality of your product or service, technical questions will ensue. It is crucial that those not be left unanswered. We can help you **support the developers** within your community, or in external forums like StackOverflow or on social media. While helping your customers be successful, we will take the opportunity to bring valuable feedback to your product team. We will also identify opportunities for documentation changes, and new educational content to help minimize the questions.

Tutorials

While the documentation is the first step in guiding the new and even the experienced users, sometimes, something more is needed. Taking the developers' hand with a step-by-step tutorial to **achieve a specific goal**, use a new feature you just launched or guide them through interesting use cases can make a huge difference. The formats are usually text-based or as videos.

Videos

Most of us are visual creatures so videos can be a great addition to your **educational and promotional content**. With an all-inclusive offer, we architect, record, edit, and publish video content for you in the form of video tutorials, product demos, customer interviews and even podcast/livestream series.

Something's missing?

If you have other needs that aren't listed below, please let us know. The quality of our work depends on our experience, and passion about helping our customers succeed, so if, and only if, **we have the expertise to help you** with something else, we will! If we are not the best person to help with these specific needs, we certainly know someone or a company which can help, and if not, will use our extensive network to find the resources you need to achieve your goals.

2// the benefits

Cost Effective

In 2015, the cost for recruiting one talent was USD 4,000[1], which we can assume is double for standard roles like Software Developers, and probably higher for Developer Advocates. Depending on where your head office is, the cost of hiring an employee can be high. In addition to the salary, you need to add the benefits (i.e., 401(k) matches, health insurances, vacations), different taxes (i.e., social security, national insurance), equipment cost and else, which could add up to 1.25 to 1.4 times higher than the base salary[2]. Using us for your developer relations needs means you have **a clear, and predefined cost**.

Time Effective

Hiring a Developer Advocate or Developer Relations Lead is time consuming. There is a high demand for Developer Advocates. Unfortunately, not enough people are available or have the hard and soft skills to do the job, and we are not even talking about the ones with experience. Setting that aside for a moment, did you know that to hire for an engineering role, the median "time to hire" is 49 days[3], probably higher, if not the same for a Developer Advocate. During that time, you could fire start your Developer Relations process, and already **start to cultivate the results of your efforts**.

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[1] Bersin by Deloitte Research
[2] MIT Research Study
[3] CNBC from LinkedIn Economic Graph Analysis

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Flexible

Working with a consultant gives you the possibility to have a **dedicated resource for a specific amount of time**, which is perfect for special projects or busy periods of the year. It also means that you can more easily end the contract when you decide that our services are not needed anymore, and, even if we can't bear the thought of it, you are not satisfied with the quality of our work.

Process Effective

In a medium to large size company, it's not always easy to get a new headcount. When it's possible to grow the size of your team or department, it's often only possible for the next fiscal year. In that situation, it can be easier to use a fraction of your team's budget to **get the job done as soon as possible** and pay for our service and pick into your hiring budget. It also removes other barriers, and makes the process of experimenting or going full in with your developer relations efforts, less cumbersome. Flexibility is a business secret weapon.

3// the experience

23 Years of Experience in Tech: 13 in devrel & 10 as a developer

[Frédéric Harper](#) has been **in the technology industry for the last 23 years**. The first 10 years as a Software Developer building web, standalone, and mobile applications with a multitude of technologies. For the last 10 years, Fred worked in different capacities as a Developer Advocate or Director of Developer Relations from startups to Fortune 500.

Samples of past work

Writing

- Announcement: [401](#) & scoped packages for npm

- Book: [Success in Programming](#) published at Apress

- Documentation: [Mindee](#)[4] & [Kubefirst](#) ([docs as code](#))

- Opinion: The [paradigm of open source](#) licensing for MeiliSearch

- Media: Why the [Dev Community](#) Will Rule 2022 on DEVOPSdigest

- Non-Technical: Cornucopia of [public speaking](#) tips

- Technical: [articles](#) written at Konstruct

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[4] it was a team effort, but I was responsible for the vision, process & quality

Media[5]

- Interview: The [future of the Web](#) for El Observador

- Quoted: Mindee Introduces [docTR](#) on Business Wire

Speaking[6]

- Keynote: [Mozilla's vision on the future](#) at Telefonica MOVE Uruguay

- Technical: Building Web [Apps That Don't Suck](#) at UX Burlington

- Non-Technical: [Personal Branding](#) for Developers at DevFest Nantes

- Webinar: [Get Started](#) with Containers and Kubernetes[7]

Videos[8]

- Livestreams: [Kubefirst Live](#)[9] & the [devrelshow](#)[10]

- Short Product Demo: Mindee [API Builder](#)

- Long Product Demo: DigitalOcean Database as a Service [MySQL](#)

- Series: [How to](#) Connect to Your Droplet While Having SSH Issues[11]

- Tutorial: [Fitbit OS](#) Command Line Interface[12]

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[5] complete list of media mention or contributions at https://fred.dev/press/
[6] complete list of previous public speaking engagement at https://fred.dev/speaking/
[7] slides were provided, our style is different (see other talks examples)
[8] more videos available at https://fred.dev/youtube
[9] 50 episodes (every other weeks)
[10] fully booked with guests until 2026 (show done every other weeks, with exceptions)
[11] our video equipment has been upgraded since for a better visual angle and video quality
[12] our audio equipment has been upgraded since for a better audio quality

4// the testimonials

"Fred has played a critical role in furthering Microsoft Canada's Open Source initiatives by being the #1 voice we turn to when we need a professional, unbiased, and respected voice."

- Keith Loo, Open Source Business Lead, Microsoft

"Fred's got the technical chops to command respect inside and outside the company and to help developers be successful in adopting new technologies. He is an effective and entertaining speaker, and he is very engaging and supportive in one-on-one interactions. He's flexible, has a can-do attitude, and while quite charismatic, doesn't let his ego get in the way. And, most importantly, he gets results."

- Mark Coggins, Head of Technical Evangelism, Mozilla

"Fred's extensive knowledge and experience in the realm of Developer Relations make him unique in the industry."

- Tim Falls, Director of Community, DigitalOcean

"It would be impossible to capture what Fred has brought to our Konstruct organization over the past few years. He's a relentless professional, a culture leader, a tireless worker, one of the most entertaining speakers I've ever witnessed, and a passionate community and company organizer. I recall showing Fred our non-existent community in Slack and our humble smattering of GitHub stars during his first interview, and then revealing to him our enormous aspirations of changing the way the industry runs Kubernetes platforms starting with an open source community. Everything is much different now at Konstruct. We've become synonymous with Cloud Native platform building in our industry. Fred was behind everything that it took to get us there.

We needed to reach everyone from students to enterprises. We needed to get on every show that would lend us a mic, and we needed to start a show of our own to get our message out. We needed to write stories about our accomplishments, build trust with our users, and champion their needs internally. Looking back over a vast battlefield of challenges that our startup has endured over the last few years, Fred delivered for us on every last front. He's been a self-starting owner of whatever is needed next the entire time.

It's incredibly difficult for our business strategy at Konstruct to shift in a direction that has removed Fred's role at our organization. He's been my right hand man for years and he deserves better than the harsh reality that we can provide him. He built up the open source community that our company was built upon, and it has served us incredibly well. I cannot recommend Fred more highly to any organization that would benefit from that same ownership and passion. It would be my great honor to have a chance to advocate for Fred as he has done for us for so long. Please schedule time with me if my first hand experience working with Fred would be valuable to learn more about. https://ro.am/johndietz"

- John Dietz, CEO, Konstruct (formerly Kubefirst)

- John Dietz, CEO, Konstruct (formerly Kubefirst)

5// the investment

We know that each situation is different, it's why we are offering three ways we can work together. Our hourly rate is set at USD 125 per hour[13].

Type

Contracting Resource

Whether you need our services to help you **build and execute** the developer relations strategy for your company, service or product, or use our expertise as an additional resource for your developer relations team, we offer contracting work either in full or part-time capacity.

Full-Time

This is the perfect scenario if you have huge ambitions whether you are just getting started or not with your developer relations efforts. Full-time is thirty to forty hours per week. For contracts longer than one month, the first one needs to be paid at the signature: after that, billing will be done once a month.

Part-Time

Also have huge ambitions, but you want to **test the water** before going all-in? Maybe your team needs a little help that doesn't justify having someone working all week? Having a resource a couple hours per week may be the best solution for you. Twenty-nine hours or less per week is considered part-time. For contracts longer than one month, the first one needs to be paid at the signature: after that, billing will be done once a month.

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[13] rates are guaranteed for 30 days from the reception of this document.

Retainer

Whether you want your team to have access to **coaching or guidance** when needed[14], or you need someone to round the corners periodically, you can retain our service with hours bank that can be used whenever you need within the parameters we will fix together (i.e., minimum availability per month, time to respond…). The minimum retainer package is 40 hours, which needs to be used within six months from the contract start date.

6// the start

Now is the moment to take the relations with your developer community to the next level. Schedule a **free introduction meeting** to discuss how we can help you be successful with your developer audience or **send us an email**.

Looking forward to working with you,

Frédéric Harper

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[14] available only during our working hours