

# Leveraging Open Source for Brand Building

Gabriel L. Manor @ DevTech Marketing Pros winter meetup



# Gabriel L. Manor

VP of DevRel @ Permit.io

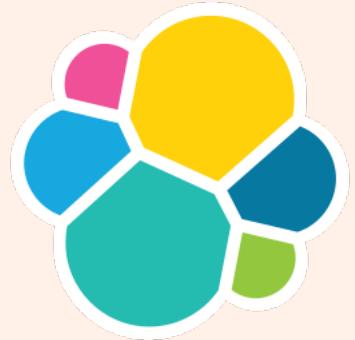
Somewhere between developer and marketer,  
zero awards winner, dark mode hater.

# What is Open Source?

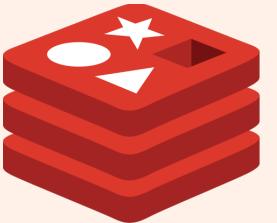
## Measurable Metrics

## Growth Guide

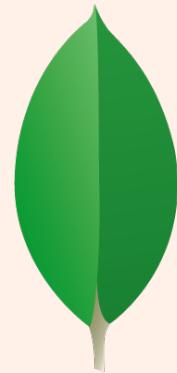




elastic



redis



mongoDB

The HashiCorp logo icon is a dark blue stylized 'H' composed of two vertical bars with a diagonal cut through them.

HashiCorp

OPEN SOURCE

# RIP Open Core — Long Live Open Source

Open source may shift and transform, but it's as strong as ever — and likely to remain so for generations.

Nov 14th, 2024 3:00am by [Or Weis](#)



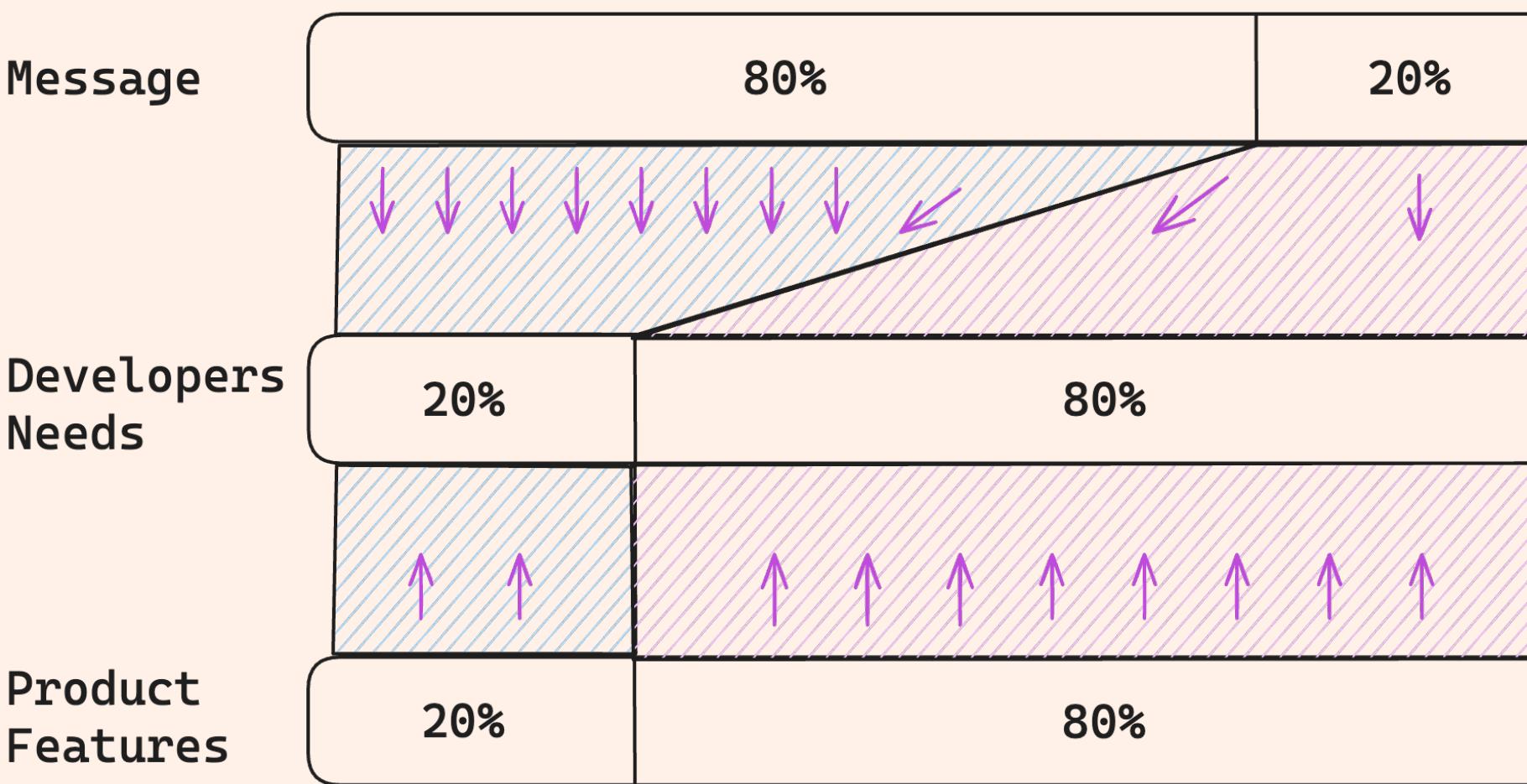
# Foundation

The screenshot shows the GitHub repository page for 'opal'. The top navigation bar includes 'Edit Pins', 'Unwatch', 'Fork', 'Starred', and a dropdown menu. Below the header, it displays 'master', '143 Branches', '44 Tags', a search bar, and a 'Code' button. A list of recent commits is shown, with the first commit by 'danyi1212' changing legacy docker-compose in docs (#733). The repository has 54bca38 · yesterday, 2,022 Commits. The 'About' section describes Policy and data administration, distribution, and real-time updates on top of Policy Agents (OPA, Cedar, ...). It also lists 'opal.ac' and various technology tags: microservices, websocket, realtime, pubsub, policy, authorization, opa, and more.

# Tooling

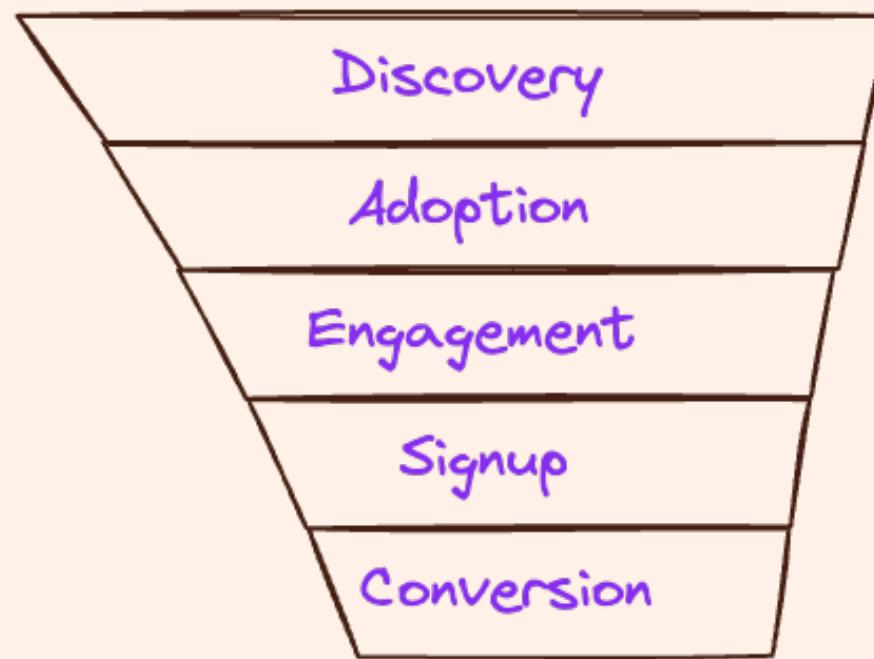
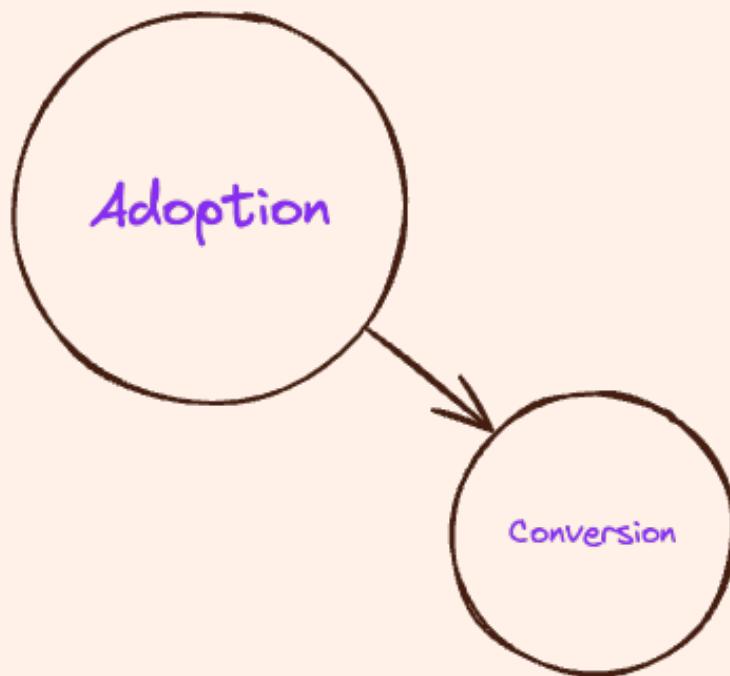
The screenshot shows the GitHub repository page for 'next.js'. The top navigation bar includes 'Watch', 'Fork', 'Star', and a dropdown menu. Below the header, it displays 'canary', '1269 Branches', '3021 Tags', a search bar, and a 'Code' button. A list of recent commits is shown, with the first commit by 'huozhi' fixing a metadata warning (#74840). The repository has e4cffae · 1 hour ago, 26,699 Commits. The 'About' section describes 'The React Framework' and lists 'nextjs.org' with various tags: react, blog, static-site-generator, components, node, browser, compiler, universal, nextjs, static, server-rendering, hybrid, ssg, vercel.

## The Pareto Principle of Developer GTM



[www.medium.com/@gemanor](http://www.medium.com/@gemanor)

# Ideation - Expectation vs. Reality





Master\_Court5679 • 3mo ago • Edited 3mo ago

Perhaps a few disclaimers are in order, or is this an intentional instance of astroturfing (odd\_sherlock) with sock-puppeting alts (External-Anybody7957) by permit.io?

It seems you didn't learn from last time (or presumably one of many times), being called out by admins on HackerNews: <https://news.ycombinator.com/item?id=34530671>

33 ...



Worth\_Trust\_3825 • 3mo ago

Few friends in the community don't generate 20 upvotes.

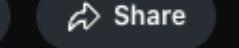
3 ...

 r/programming · 7 mo. ago

What is Google Zanzibar?

<https://www.permit.io/blog/what-is-google-zanzibar>



 250   74  Share

**Post Insights**  
Only the post author and moderators can see this

<b>324K</b>  Total Views	<b>85%</b>  Upvote Rate	<b>74</b>  Comments	<b>252</b>  Total Shares
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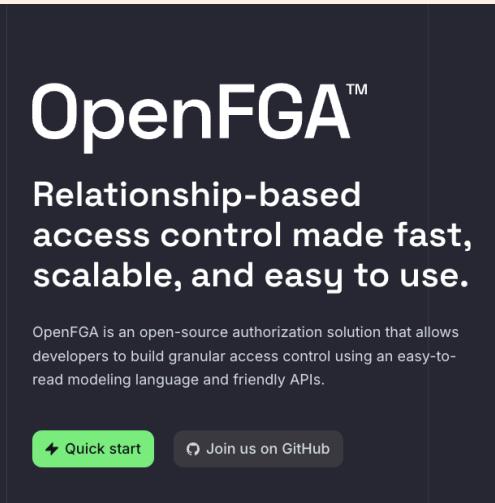
**Hourly views for first 48 hours** ⓘ  
Some insights are no longer available because this post is older than 45 days

# What is Open Source?

## Measurable Metrics

### Growth Guide

# SEO



The screenshot shows the JWT.io interface. It displays an encoded JWT token in the "Encoded" field. The "Decoded" section shows the JSON structure of the token, including the header and payload. The header contains "alg": "HS256" and "typ": "JWT". The payload contains "sub": "1234567899", "name": "John Doe", and "iat": 1516239822. Below the token analysis is a "VERIFY SIGNATURE" section with code for HMACSHA256. At the bottom right is a "SHARE JWT" button.

The landing page for SCIM 2.0 features a large "SCIM" logo at the top. Below it is the subtitle "System for Cross-domain Identity Management". A note states "SCIM 2, the open API for managing identities is now complete and published under the IETF." Navigation links include "Overview", "Specification", "Resources", and "Implementations".

# Community Engagement

## It's time to get RICH! 💰

Recently, [Permit.io/Permit CLI](#) collaborated with Quira for Solver Quests with amazing bountiesssssssssss!

Here's a table with Issue Name attached with the corresponding link and the Bounty on it!

Issue Name	Reward
<a href="#">Permit GitOps Flow Wizard</a>	\$300
<a href="#">Add Proper Unit Test Coverage</a>	\$250
<a href="#">Community Feature Challenge: AI</a>	\$250
<a href="#">Support Sign Up in the Login Flow</a>	\$150
<a href="#">Community Feature Challenge: Authorization</a>	\$250
<a href="#">Support Attribute Based Access Control in the Permit</a>	\$150
<a href="#">Community Feature Challenge: SDKs and Integrations</a>	\$250
<a href="#">Community Feature Challenge: Development Workflow</a>	\$250

The total reward amount is \$1850. Enough to make you rich! But this is just the beginning. I'll keep you updated with more Solver Quests in the future! 🎉

If you want to more about Permit.io, read the blog below:

 Add an authorization layer to your app with Permit.io in a few minutes

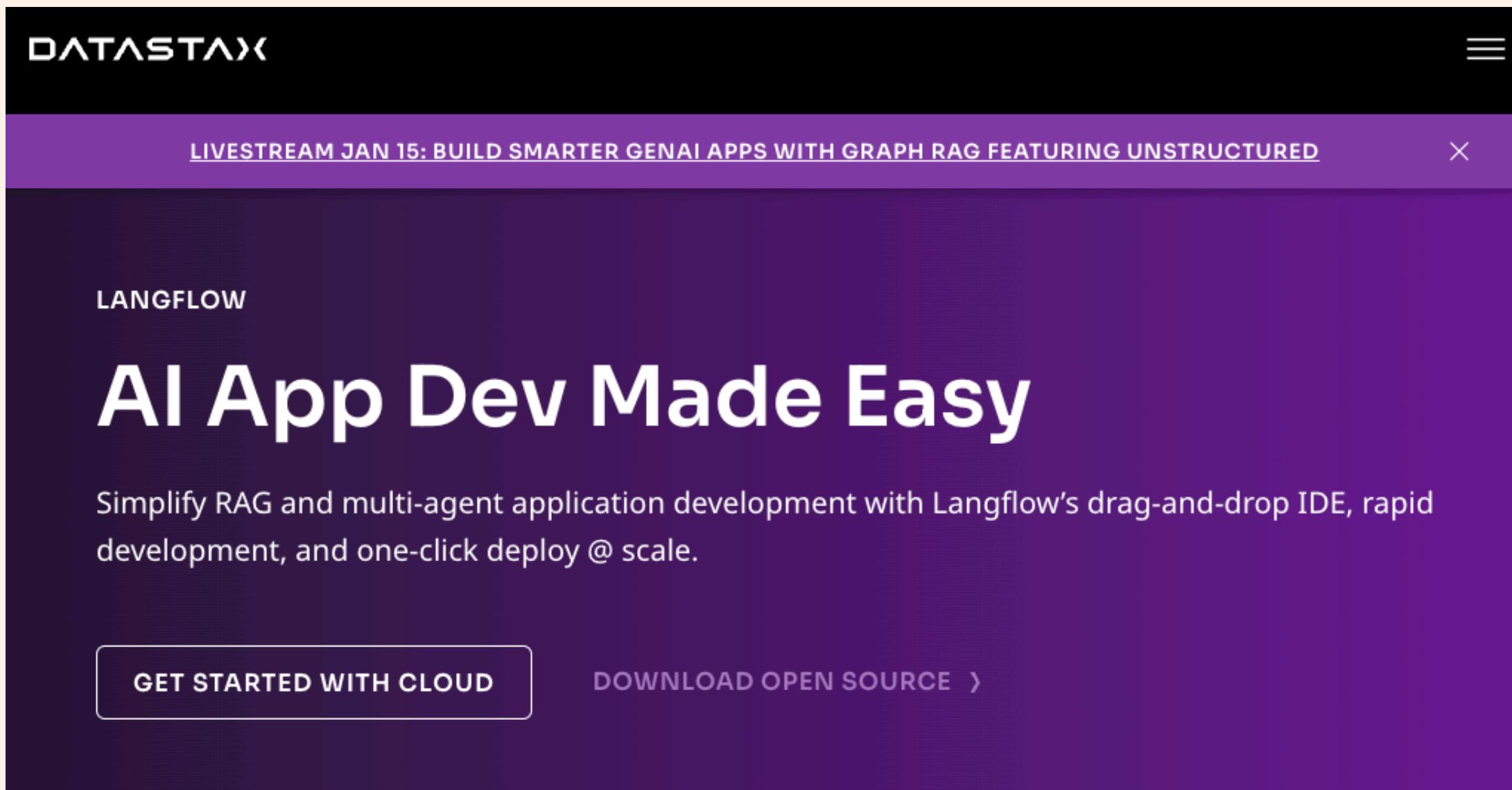


Rohan Sharma • Sep 3

#node #javascript #authorization #tutorial

The above blog make it easier for you to get started with Permit.

# Ecosystem Dependencies

A screenshot of the DataStax Langflow landing page. The header features the DataStax logo and a navigation menu icon. A purple banner at the top reads "LIVESTREAM JAN 15: BUILD SMARTER GENAI APPS WITH GRAPH RAG FEATURING UNSTRUCTURED" with a close button. Below the banner, the word "LANGFLOW" is displayed. The main title "AI App Dev Made Easy" is prominently shown in large white letters. A subtitle explains: "Simplify RAG and multi-agent application development with Langflow's drag-and-drop IDE, rapid development, and one-click deploy @ scale." Two calls-to-action are present: a white button with a black border labeled "GET STARTED WITH CLOUD" and a white button with a black border labeled "DOWNLOAD OPEN SOURCE >".

LIVESTREAM JAN 15: BUILD SMARTER GENAI APPS WITH GRAPH RAG FEATURING UNSTRUCTURED X

LANGFLOW

# AI App Dev Made Easy

Simplify RAG and multi-agent application development with Langflow's drag-and-drop IDE, rapid development, and one-click deploy @ scale.

GET STARTED WITH CLOUD

DOWNLOAD OPEN SOURCE >

# Other Growth Metrics

- LLMO
- Trust / Credibility
- Brand awareness
- Talent acquisition
- Thought leadership

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**Support us!** 🙏⭐



We work hard to bring you valuable weekly content - please consider [giving us a star on Github!](#) Everything we do at Wasp is open source, and your support helps us make web development easier and motivates us to write more articles like this one.



**Used by** 2.9k

+ 2,858

---

**Contributors** 462

+ 448 contributors

**Used by** 3.9m

+ 3,937,869

---

**Contributors** 3,529

+ 3,515 contributors

**Used by** 534k

+ 533,859

---

**Contributors** 800

+ 786 contributors

# Trending

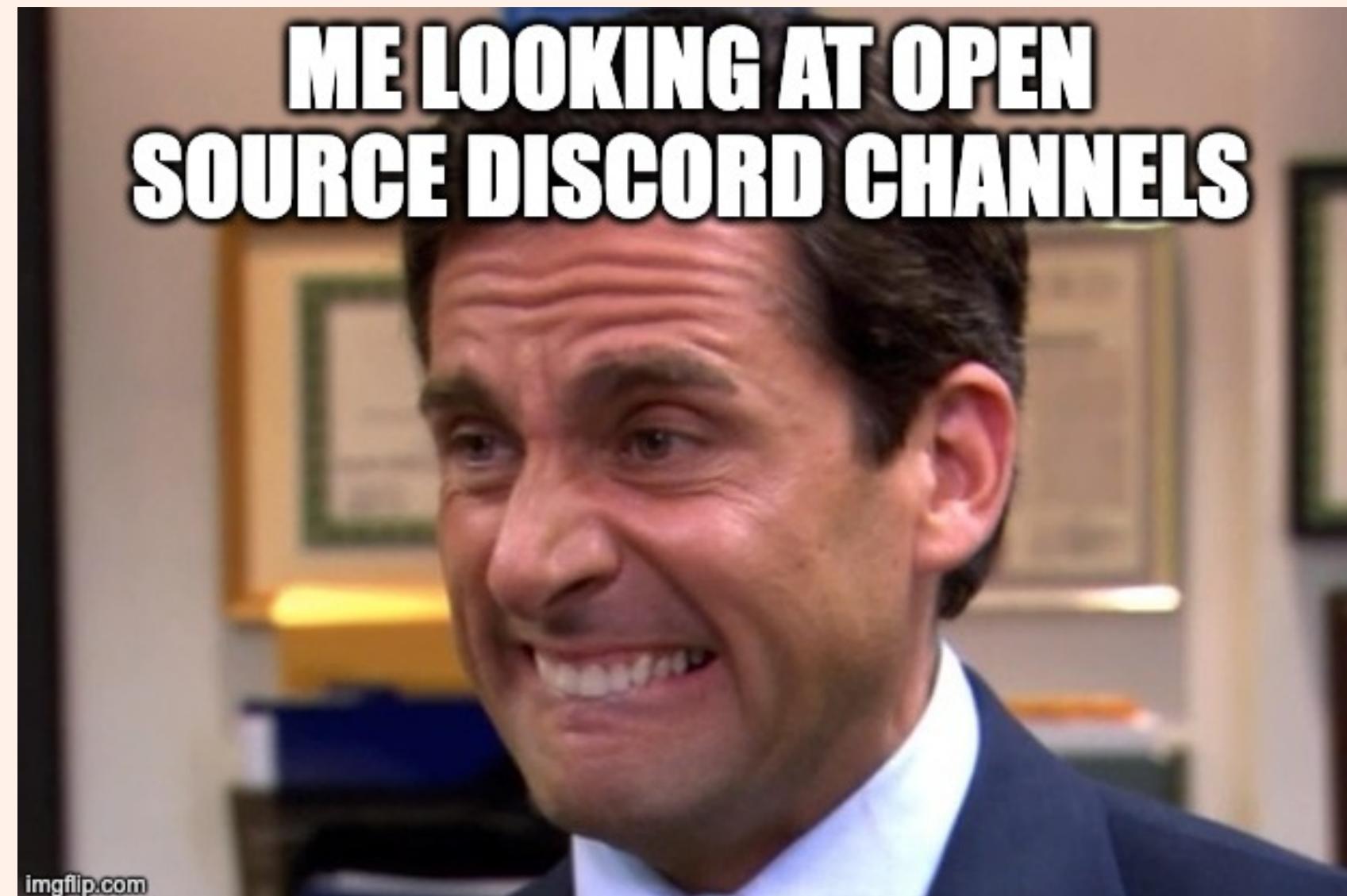
See what the GitHub community is most excited about today.

[Repositories](#) [Developers](#) Spoken Language: Any ▾ Language: Any ▾ Date range: Today ▾

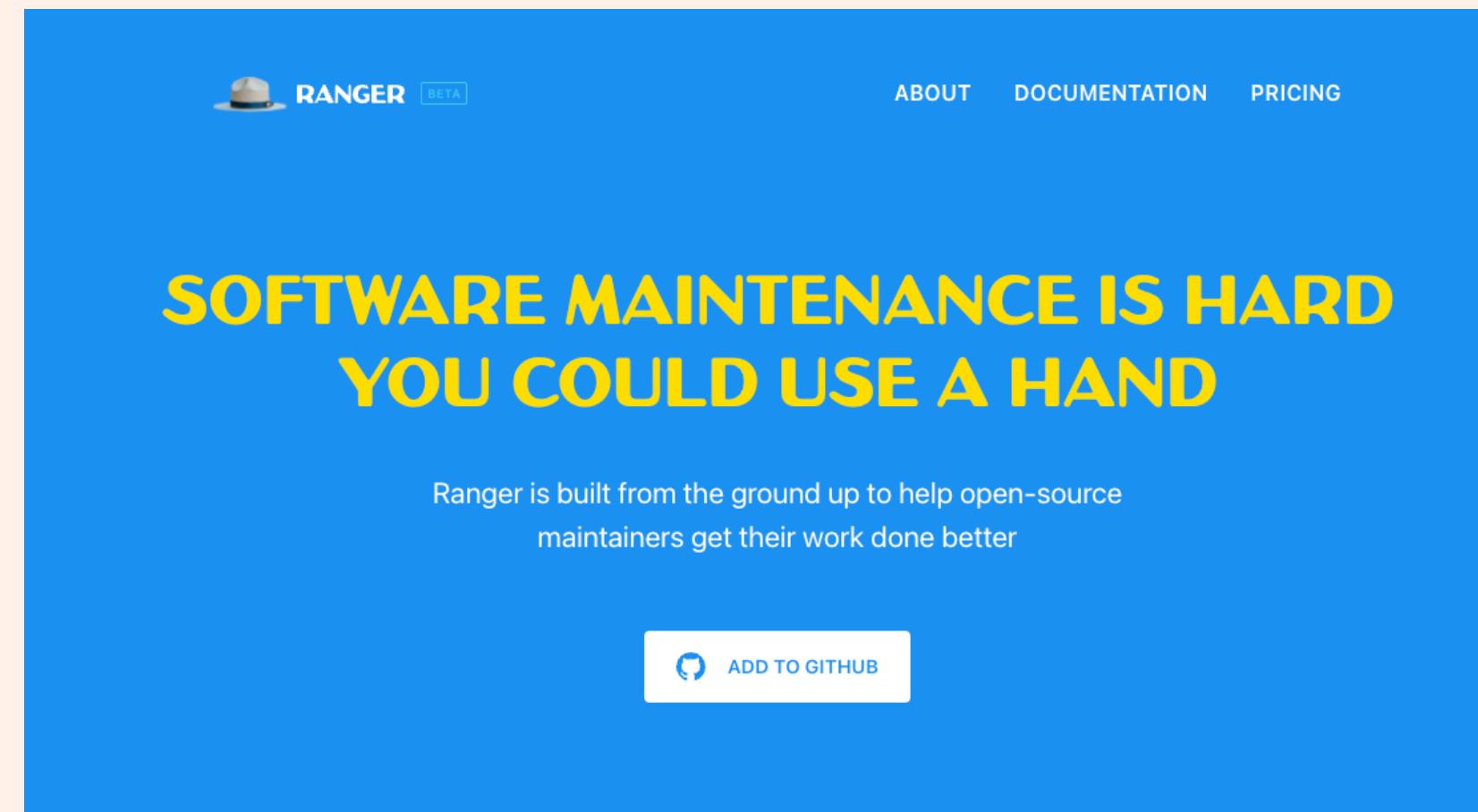
<a href="#">TabbyML / tabby</a> Self-hosted AI coding assistant Rust ⭐ 24,625 📈 1,122 Built by 	<a href="#">Star</a>  1,210 stars today
<a href="#">RealKai42 / qwerty-learner</a> 为键盘工作者设计的单词记忆与英语肌肉记忆锻炼软件 / Words learning and English muscle memory training software designed for keyboard workers TypeScript ⭐ 16,433 📈 1,593 Built by 	<a href="#">Star</a>  291 stars today
<a href="#">ubicloud / ubicloud</a> Open source alternative to AWS. Elastic compute, block storage (non replicated), firewall and load balancer, managed Postgres, and IAM services in public beta. Ruby ⭐ 4,271 📈 143 Built by 	<a href="#">Star</a>  157 stars today
<a href="#">DrewThomasson / ebook2audiobook</a> Convert ebooks to audiobooks with chapters and metadata using dynamic AI models and voice cloning. Supports 1,107+ languages! Python ⭐ 6,716 📈 457 Built by 	<a href="#">Star</a>  449 stars today

# Discord **vs.** Slack

# Cringe isn't (always) a bad thing



# Reduce Noise



[www.ranger.app](http://www.ranger.app)

# Bounties

The Quira platform interface features a dark header with a logo, balance (\$9300), top up, and log out buttons. A central box displays 'Your Quests' with a value awarded of '\$700' to 3 contributors. Below this is a 'Start a Quest' button and a sort dropdown. A main section shows two recent quests by user @gemanor:

- @gemanor started a Quest on permitio/permit-cli (Public) with 1 Open Claim, Total value: \$150. Created on Sun 15 Dec 22:16.
- @gemanor started a Quest on permitio/permit-cli (Public) with 1 Open Claim, Total value: \$50. Created on Fri 13 Dec 13:23.

The Permit.io platform interface features a dark header with a logo, balance (\$950), share new bounty, overview, and navigation links. It includes sections for Open Bounties (\$950), Solvers (4), Members (2), and Activity. The Activity section lists recent posts from users PIYUSH MISHRA, TheVixhal, Permit.io, Adejumo David, and Adewale.

User	Action	Value	Time Ago
PIYUSH MISHRA	submitted a PR that claims a bounty	\$300	about 1 month ago
TheVixhal	submitted a PR that claims a bounty	\$50	about 1 month ago
Permit.io	awarded daveads a \$1,500 bounty	\$150	3 months ago
Adejumo David	submitted a PR that claims a bounty	\$200	3 months ago
Adewale	submitted a PR that claims a bounty	\$200	28 days ago

www.quira.sh

www.algora.io

# Online Hackathons

The screenshot shows the Quira Quests interface. At the top left is the Quira Quests logo with a sword icon. Below it are two tabs: "Start" (underlined) and "Previous Quests". Under "Active" is a card for "CoAgents v0.2 release" which ends in 7 days. It includes icons for Solo, Beginner track available, Turbo loot, and \$1000 Prize pool, along with a "Check-in" button. Under "Upcoming" is a card for "019: Create your Mind" starting Jan 21, 2025. It includes icons for Solo, Content, and \$3000 Prize pool, also with a "Check-in" button.

A colorful illustration featuring a yellow computer monitor with the words "DEV CHALLENGES" on its screen. The monitor is positioned on a green hillside with small green plants and a red keyboard. In the background, there are blue hills, purple arrows pointing upwards, and a yellow sun-like star. Below the illustration, the text "Join a Challenge." is displayed. Further down, there's a section titled "Challenges Happening Now" with cards for "2025 New Year Writing challenge" (ending in 20 days) and "GitHub Copilot 1-Day Build Challenge" (ending in 6 days).

-	First user source / medium	+	↓	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
<input checked="" type="checkbox"/>	Total			819 0.33% of total	1,058 0.55% of total	65.47% Avg +29.73%	1.25 Avg +63.88%	2m 45s Avg +94.26%
<input checked="" type="checkbox"/>	1 github.com / referral			674	869	65.19%	1.25	2m 52s
<input checked="" type="checkbox"/>	2 github / referral			106	139	67.8%	1.25	2m 27s
<input checked="" type="checkbox"/>	3 github / readme			36	49	66.22%	1.36	1m 45s

Thank You 🙏

Let's connect ➡️

[linkedin.com/in/gemanor](https://linkedin.com/in/gemanor)

Twitter **@gemanor**

