

Blueprint to a Better Web Industry

The aftermath of a
Web Biz Spiritual Journey
at the end of an 18 month Web Dev Engineer crunch.

v21.1.0-beta.3

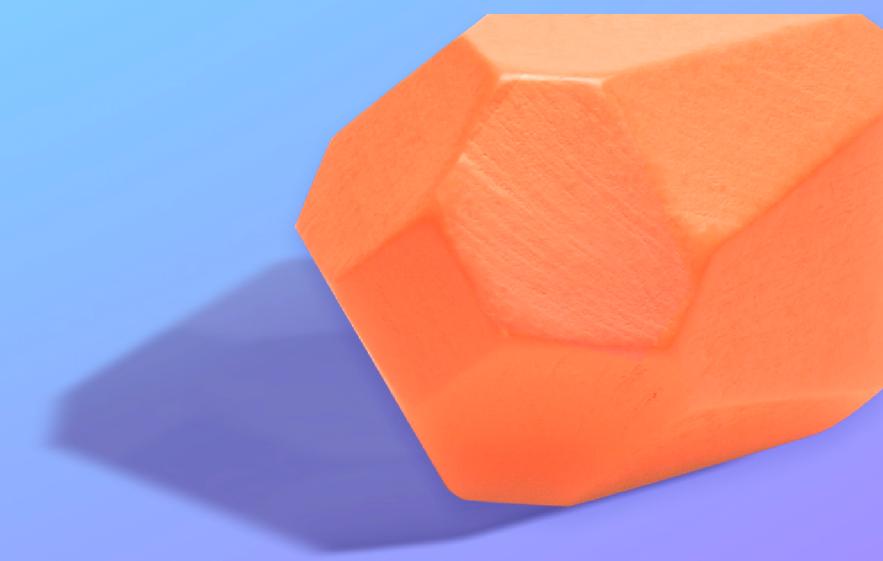
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Dalyle Enterprises Ltd.
Hopefully open-sourced soon! With your help!



**“There’s a fine line between genius and insanity.
I have erased this line.”**



OSCAR LEVANT



vvv Not the Author (the Proposer) vvv



Thank you for opening this presentation!

I must like this idea since I cannot get it out of my head.

I must like you since this is only going out to ~3-7 people.

Seriously, you are in on what could be good, or you can help me figure out why it isn't :)

I need your help!

You are not "my only hope", as Princess L. would say, but you are one of only several people receiving this. I think we can help each other, help the entire industry, for clients, workers, and owners (or any stakeholder) alike.

I do not pitch much anymore, and never for something this important. I hope the significance of that is portrayed appropriately.

If you decide not to talk to me again, please let me know why! Same with any feedback. I'm a big kid, I can handle it.

Here's to learning how to use www.pitch.com

Thank you,

The Proposer

July 2021

BetterWebIndustry@Dalyle.ca

p.s.

<<< I am definitely NOT that person, a pitch.com template photo.

Audiences



THE PROPOSER (ME)

HERE YOU CAN
JUST SAY STUFF
IN NO
PARTICULAR
ORDER

THE READER (YOU)

INSTEAD OF FULL
SENTENCES
YOU CAN JUST
LIST STUFF
LIKE IT'S A LIST
OF THINGS

TALENT (WORKERS)

ADD A GOAL HERE
AND ANOTHER GOAL
AND ANOTHER ONE

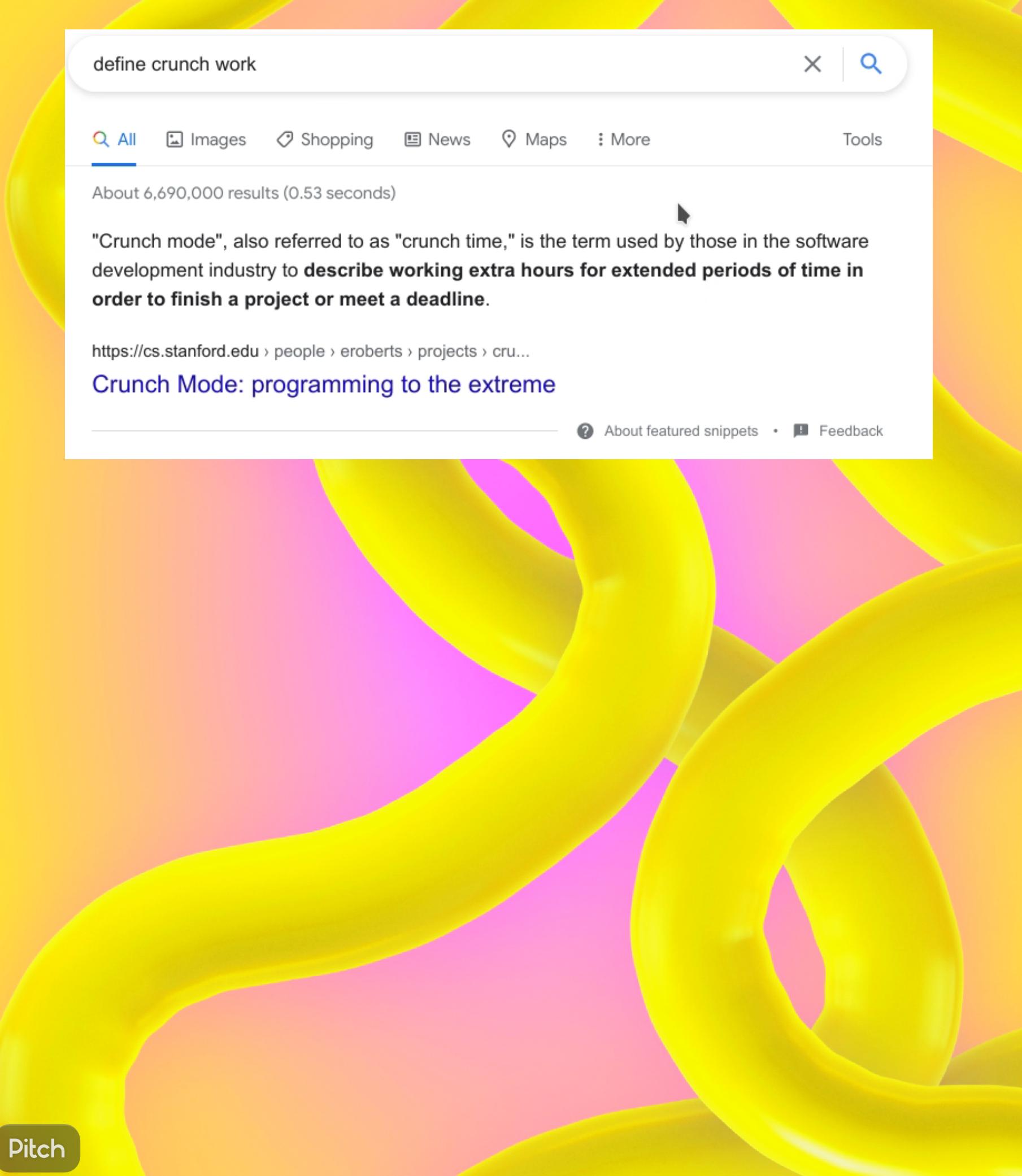
CLIENTS

THE PEOPLE,
COMPANIES,
THAT PAY US.

CLIENTS ALLOW
US ("WORKERS")
THAT ENABLE US
TO LIVE OUR
LIVES WITH OUR
FAMILIES.

VISITORS (END USERS)

THE MOST
IMPORTANT
AUDIENCE THAT
IS OFTEN
FORGOT OR
LEFT-OUT.



My 2021 Crunch

1 YEAR, MAYBE 18 MONTHS, WORKED NEARLY STRAIGHT.

LOST

- Friends
- Family
- Sanity
- Well-being
- Personal Care
- Fitness
- Brother
- Co-workers
- Sleep, so much sleep...
-

GAINED

- Clarity
- Purpose
- DevOps Pipeline
- Agile Agency
- Memories of Business Courses & Grooming long forgotten.
- Winning attitude that brought me to compete with the National 100% RAW Canadian Powerlifting Team at the 2019(18?) Worlds.

NEXT

- Share & Expand this idea
- Grow my team
- Fill in talent gaps industry-wide
- Scale to "N+1 Person Redundancy"
- Semi-predictable manufacturing
- KEEP COMMITMENTS!

DevOps 101

"Ask a programmer to review ten lines of code, he'll find ten issues. Ask him to do five hundred lines, and he'll say it looks good."

— Gene Kim, *The DevOps Handbook: How to Create World-Class Agility, Reliability, and Security in Technology Organizations*

A screenshot of a Goodreads quote page. The quote is from Gene Kim's book "The DevOps Handbook". It reads: "It's difficult to overstate the enormity of this problem—it affects every organization, independent of the industry we operate in, the size of our organization, whether we are profit or non-profit. Now more than ever, how technology work is managed and performed predicts whether our organizations will win in the marketplace, or even survive." Below the quote, there is a "Like" button with 3 likes and a "Comment" button with 1 like.

"A lot of what drives me and others working in this space is the knowledge that, whatever your constraints, we can always do better, and the desire to help people on their journey."

— Gene Kim, *The DevOps Handbook: How to Create World-Class Agility, Reliability, and Security in Technology Organizations*

"In order to be able to know if we are making progress toward our goal, it's essential that everyone in the organization knows the current state of work. There."

— Gene Kim, *The DevOps Handbook: How to Create World-Class Agility, Reliability, and Security in Technology Organizations*

What is DevOps?

"The DevOps movement is urgent and important," Kim said. "The last time any industry has been disrupted to the extent industries are being disrupted today was manufacturing in the 1980s, when it was revolutionized through the application of [lean principles](#)."

"I think that's exactly what DevOps is," Kim continued. "Take those lean principles, apply them to technology value streams, and you end up with emergent patterns that allow organizations to do tens, hundreds, or even hundreds of thousands of deployments per day, while preserving world-class reliability, security, and stability."

DevOps is a set of practices that combines software development and IT operations. It aims to shorten the systems development life cycle and provide continuous delivery with high software quality. DevOps is complementary with Agile software development; several DevOps aspects came from the Agile methodology. [Wikipedia](#)

A screenshot of a sidebar on the right side of a web page. The sidebar has a header "Methodology" with a dropdown arrow. Below it are sections for "Main goal", "Principles", and "Programs", each with a dropdown arrow. Under "Programs", there is a section for "DevOps books" with a "View 40+ more" link. Several book covers are shown: "The DevOps Handbook", "The Phoenix Project", "Accelerate: The Science of Rapid Software Delivery", and "Effective DevOps".

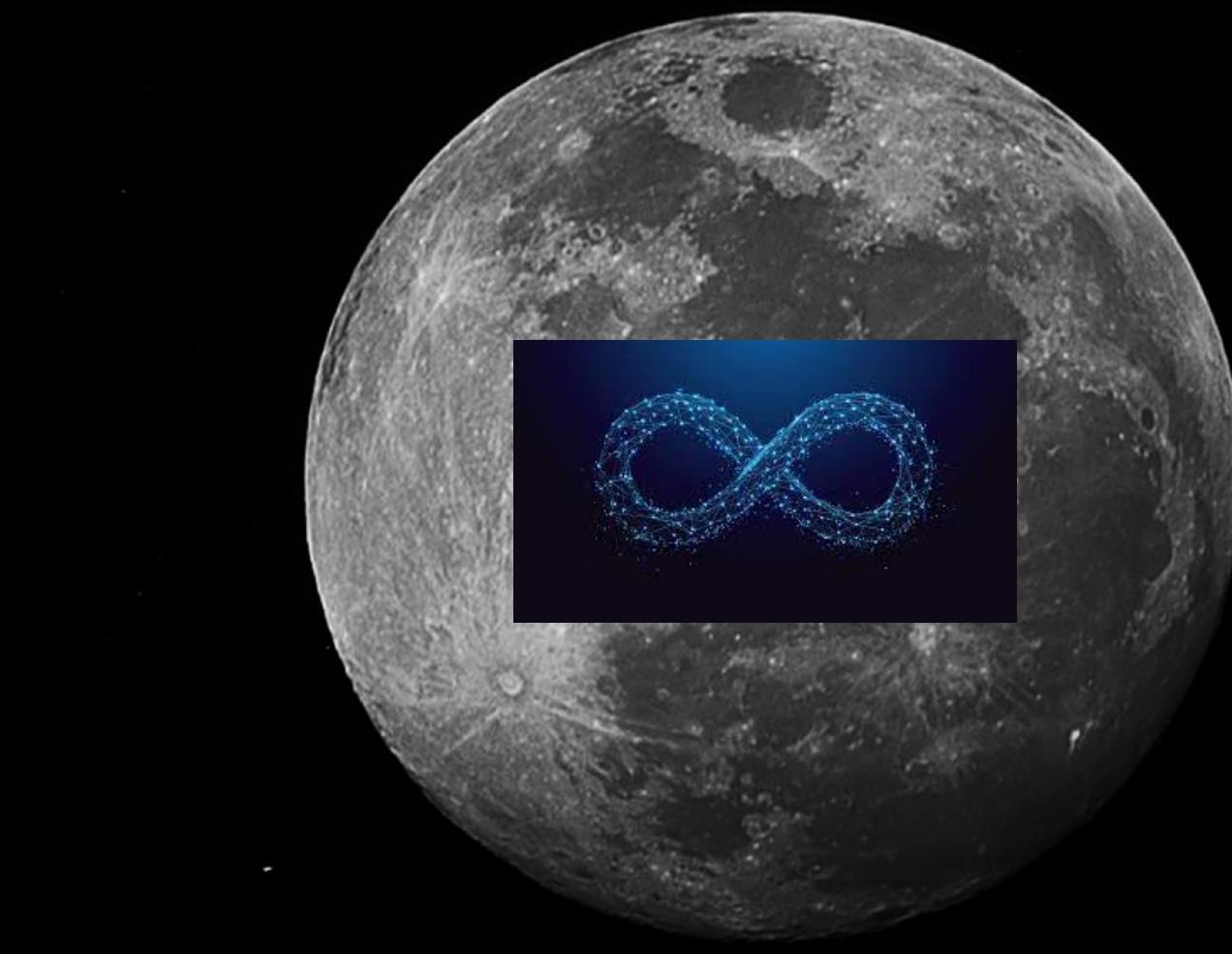
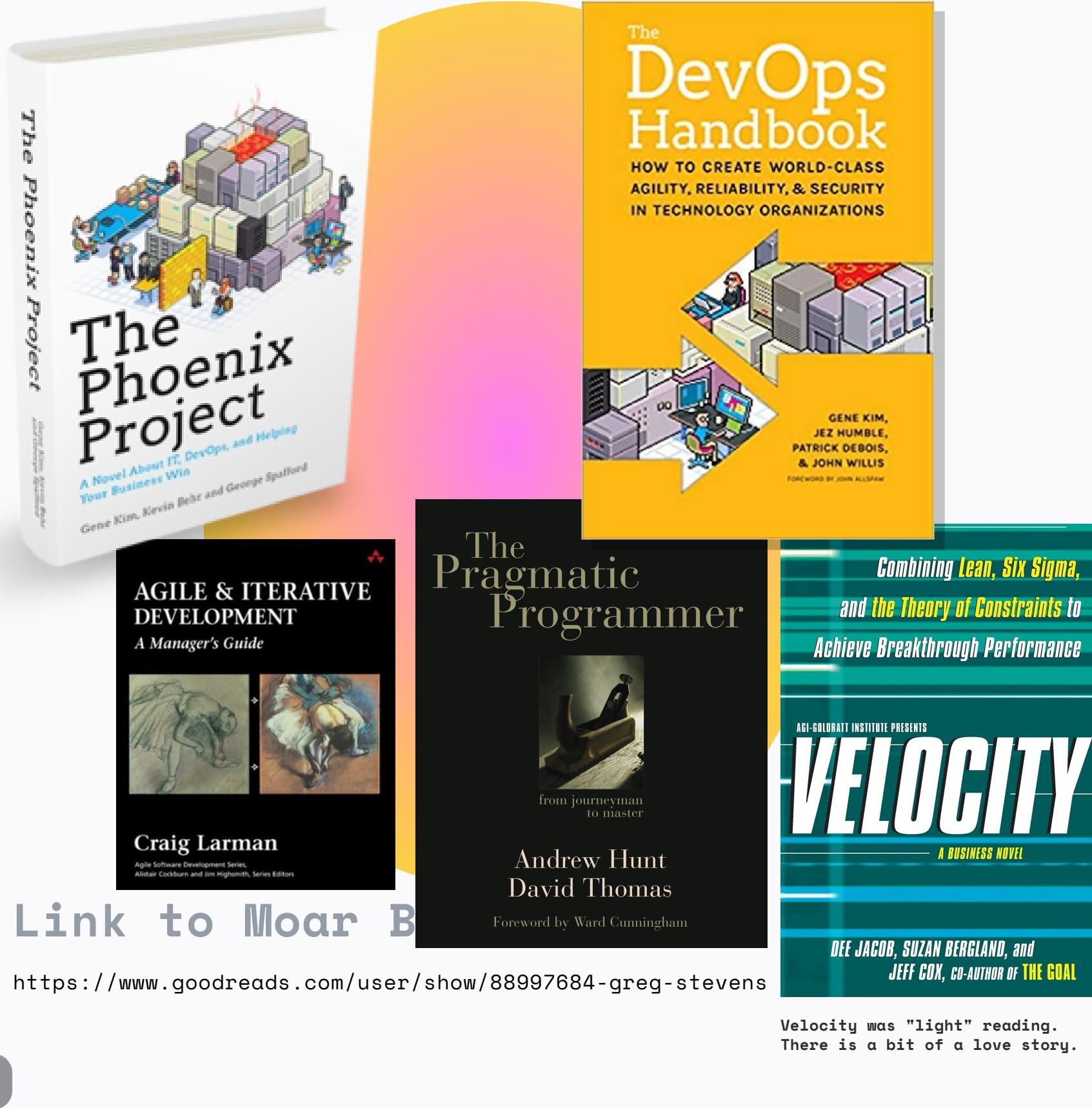
What is DevOps?

"DevOps is a set of practices that combines software development and IT operations. It aims to shorten the systems development life cycle and provide continuous delivery with high software quality. DevOps is complementary with Agile software development; several DevOps aspects came from the Agile methodology."

Source: [Wikipedia](#)

The Solution... Books (😢?) & DevOps

Who knew, everyone was right, >books = >smarter?!



Difference before/after DevOps is like the difference between sleeping during the night, as I am told one should, or fixing servers. Late@Night is now for making pitch decks!?! WTF happened to me ?!

This is a slide
with tons of
text, so very
much, Reader!...

The Unseen Problems

There is a, mostly unseen (I think),
problem in the Website Industry today.
@gsteve3 (me),

July 2021

I wrote this, I can quote myself.

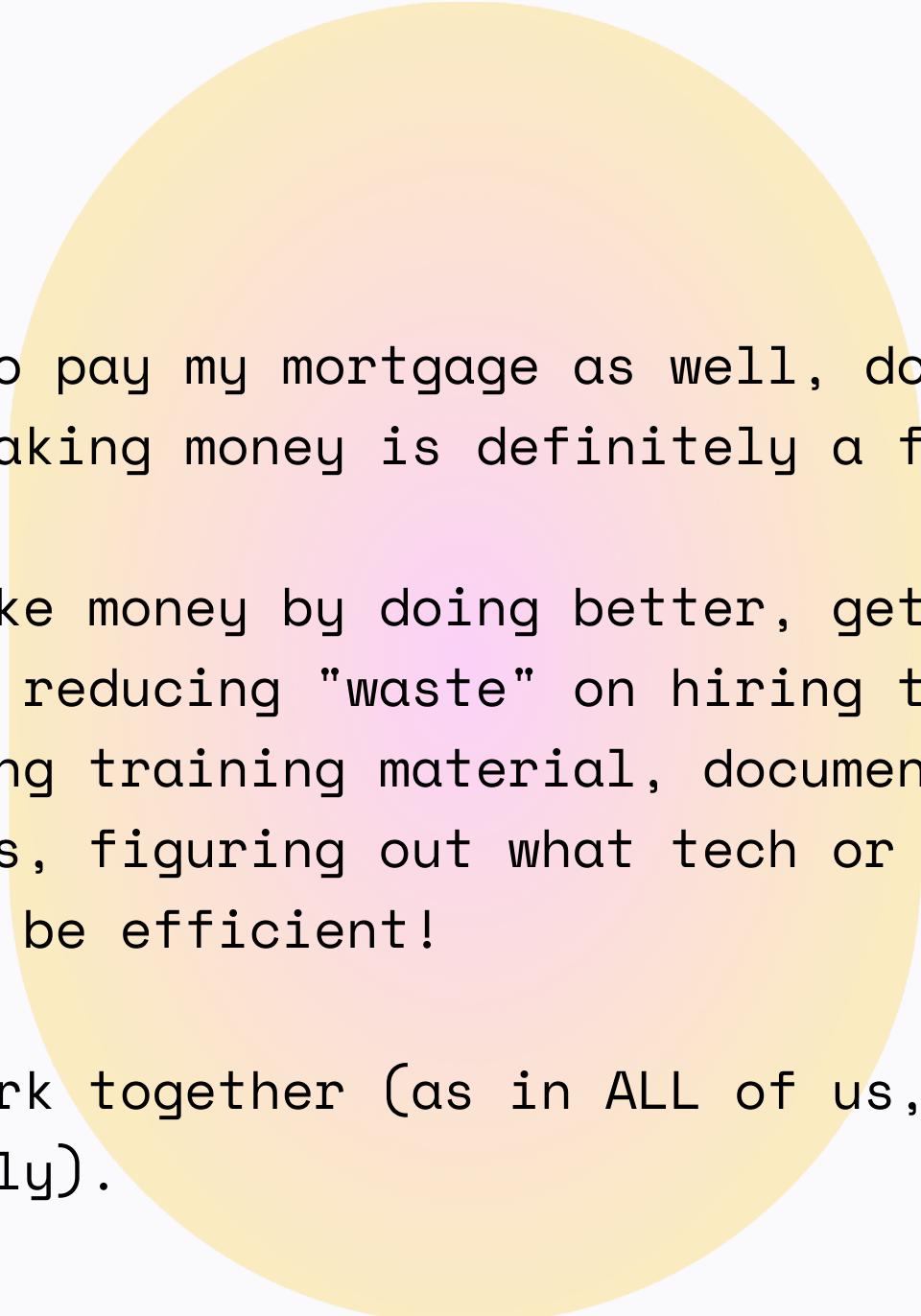
Solutions

The DevOps Philosophy, and ever-growing
community, outline a way of thinking, of
being, that WILL SOLVE THESE PROBLEMS.

I have spent from the start of COVID-19,
roughly March/April 2020, until the launch
of a project with new CMS, deployment
pipeline, automated testing, repo hosting,
GitHub Issues, etc.

I believe, and please, please, please tell
me I am wrong, and why, so we can do better,
but I believe this works as a solid proof-
of-concept for a "Web" business model.

But... money?



I want to pay my mortgage as well, do not worry, making money is definitely a factor.

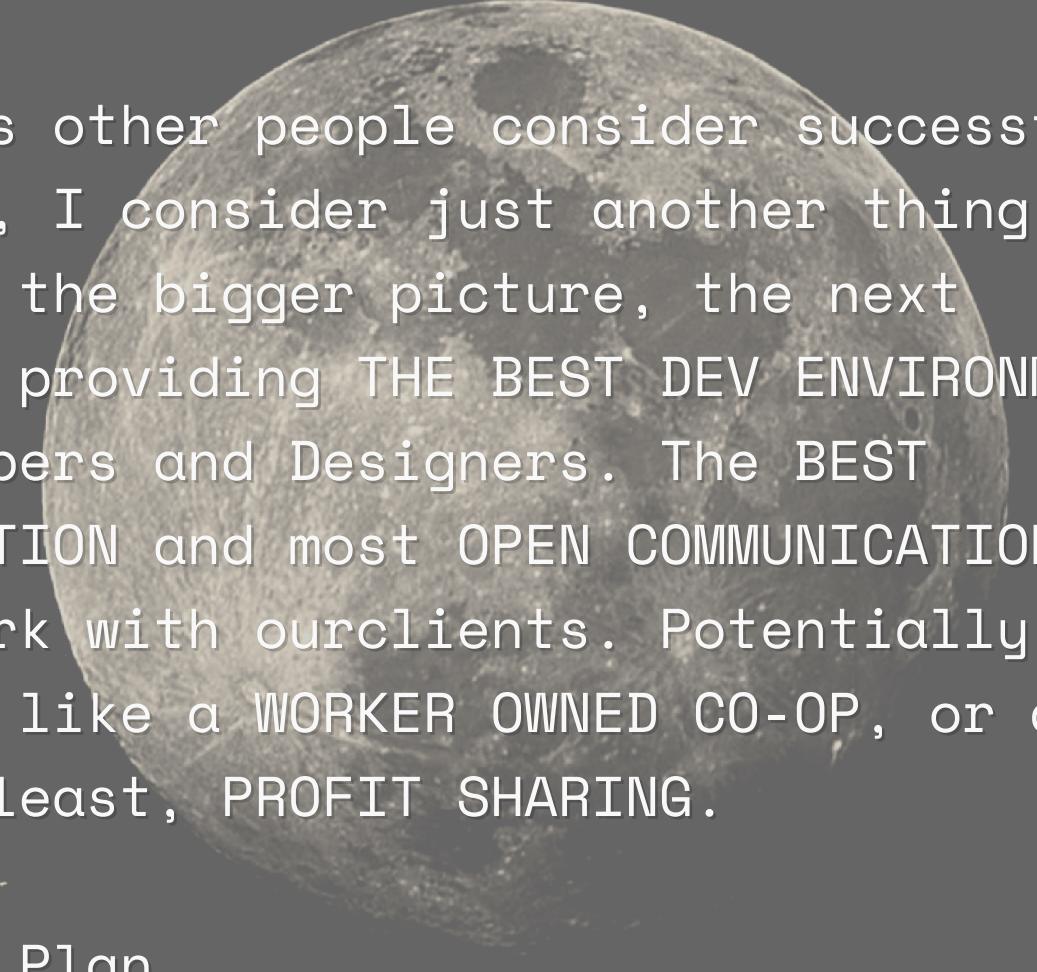
Let's make money by doing better, getting more clients, reducing "waste" on hiring trainers, generating training material, documenting processes, figuring out what tech or tools to use, and be efficient!

Let's work together (as in ALL of us, globally eventually).

Money will follow.

Success (results) follow process.

Money follows results, naturally, every time.



The things other people consider successful in my day, I consider just another thing to get on to the bigger picture, the next thing, to providing THE BEST DEV ENVIRONMENT to Developers and Designers. The BEST COMMUNICATION and most OPEN COMMUNICATION around work with ourclients. Potentially something like a WORKER OWNED CO-OP, or at the very least, PROFIT SHARING.

- + Medical Plan
- + Group Retirement Plan (RIFF?)
- + Reduced Training Costs (like none, I just want people to know stuff so I can take a vacation and have people around to handle server alerts, development, PM, sales, etc.)

Ego Death

The only reason the Proposer could get past 💸💰💩 to create this proposal.

I suspended my giant ego as best as possible on a journey, a spirit quest, in July 2021. A quest to find motivation, and inspiration, to wrap-up a year long project in a new CMS, with a new DevOps Pipeline, and new-ish Agile PM systems.

I believe that this "Better Web Industry" idea, business model, and as much as possible, should be open to the world, codified in a git repo hosted at GitHub, BitBucket, or wherever, making it better than any one person, team, or agencies in Calgary, can do on their own.

GitHub mainly since it has best chance of adoption in the open source community.

<blockquote cite="https://en.wikipedia.org/wiki/Ego_death">

In descriptions of psychedelic experiences, the term is used **synonymously with ego-loss to refer to (temporary) loss of one's sense of self** due to the use of psychedelics. The term was used as such by Timothy Leary et al. to describe the death of the ego in the first phase of an LSD trip, in which a "**complete transcendence**" of the self occurs. The concept is also used in contemporary New Age spirituality and in the modern understanding of Eastern religions to describe a permanent **loss of attachment to a separate sense of self** and self-centeredness. This conception is **an influential part of Eckhart Tolle's teachings**, where Ego is presented as an accumulation of thoughts and emotions, continuously identified with, which creates the idea and feeling of being a separate entity from one's self, and **only by disidentifying one's consciousness from it can one truly be free from suffering**.

</blockquote>



Not Alone

I believe that this model should be open to the world, making it better than any one person, team, or agencies in Calgary, can do on their own.



I ALSO BELIEVE THIS IS A SLIDE THAT CAN BE MERGED WITH ANOTHER. #TODO

HELLO, IS THERE ANYBODY OUT THERE?

*Hello, I am unprepared for the weather. How does one dress for purple/pink?
Call it cotton candy perhaps? Extra insulin 🍫, perhaps?*

Not Alone

The Firm's "Corporate" ≡ Organization

Why a "Corporate" Structure?

① "Corporate" so that we line up with Corporate clients.

Pros

Align with Corporate Structures

Practice and pace corporate schedules (quarterlies, etc.)

Gain Experience

May be how The COOP is structured.

Board of Directors (BOD)

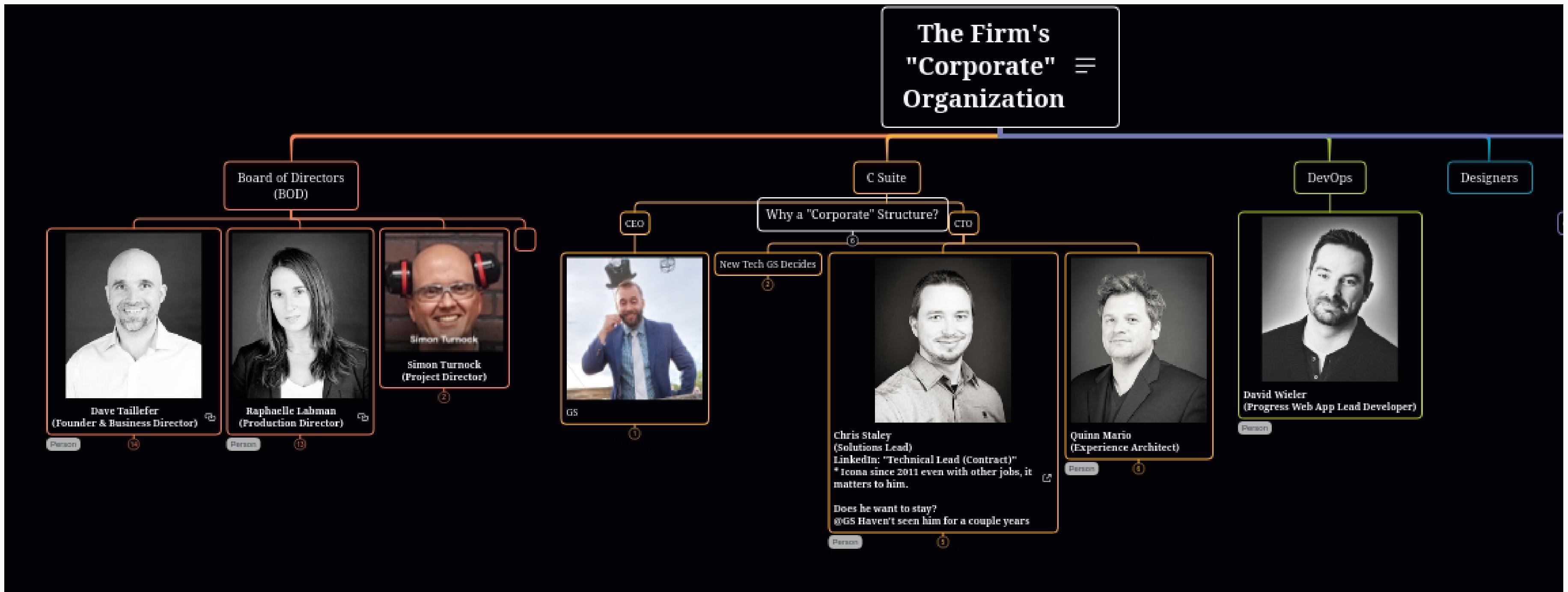
C Suite

DevOps

Designers

Brand Owners (Farmers)

Not Alone



BE BETTER, EVERYWHERE

I believe in Open Source, and that this model should be open to the world, making it better than any one person, team, or agencies in Calgary, can do on their own.

Part of this may come from my teenage hacking years, and a baked in sense of information freedom, but a bigger part comes from NEEDING EVERYONE in the web industry to come together to avoid crunches, missed deadlines, and improve satisfaction for Clients, and Workers!

Open Source Web Business Model

THIS IS A
SOLID POINT



THIS IS AN EQUALLY
SOLID POINT



**Be Better,
Do Better,
Live Happier***

** "Happier" should be "Better" for the triple word score,
but really, it is about living happier lives,
with or without our families and friends,
but definitely with a bearded dragon,
and maybe a child or two.*

Ideas 4 Doing Better

Do Better Everywhere

Developer Career

Designer

Marketing

etc..

Clear Career Paths

Encourage people to come and work
where their career is going.
HR team (entire company) that
help them along their way

By doing better work, gathering more clients, more people, more resources, yet keeping smaller brands (current "agencies"), we gather more resources to help out others in ways more than just money. We can kickstart apps, donate time to charities for teaching people how to use websites, public speaking, etc..

Charities

Causes

seen
4
Doing
Better

Ideas for Doing Better

Launch people into their careers

Experienced people come back and mentor
newbies

Launchpad

Education

Mentorship Programs

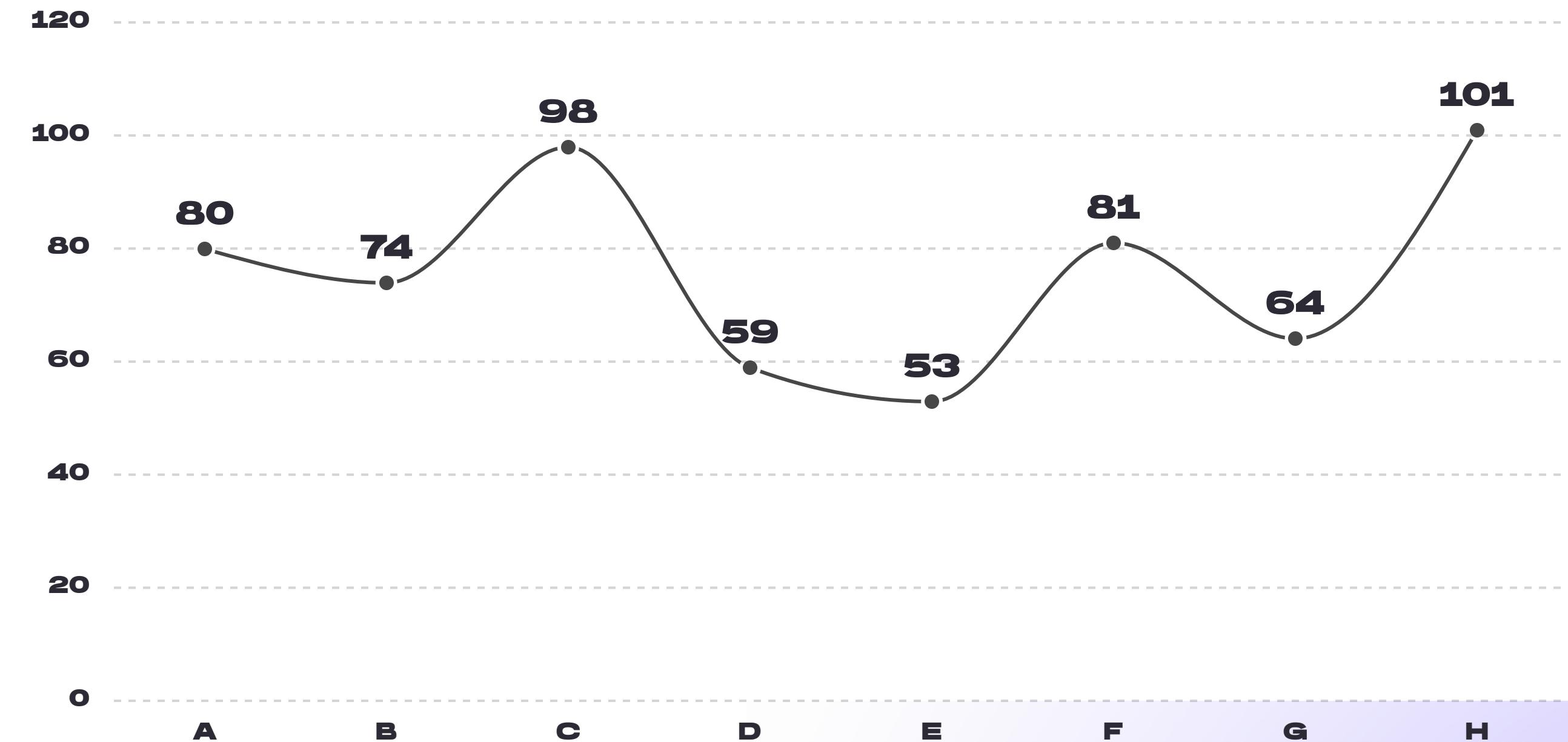
Helping Immigrants & ESL
Speakers Find Work

Setup the enterprise
for non-native English
speakers
not yet.

What are your ideas?

THE GRAPH BELOW IS TEMPLATED STOCK MEANINGLESS, BUT, IT SHOULD SHOW THE COST OF DOING GOOD RISING WITH THE AMOUNT OF GOOD DONE.

THAT IS WHY WE NEED EACH OTHER, TO JOIN FORCES, COLLECT RESOURCES, GIVE BACK, AND GROW, THE BEST WAY POSSIBLE, BY HELPING OTHERS GROW. 



Title

Title

TLDR:



(1) WEB INDUSTRY IS UNSUSTAINABLE

EXPAND ON IT HERE.
WHY IS IT IMPORTANT?
WHY DOES IT MATTER?

(2) SOLUTIONS FOUND & IMPLEMENTED

YOU ALREADY KNOW THAT IT'S IMPORTANT. BUT WHAT ABOUT YOUR LISTENERS?

(3) NEED MORE SUPPORT, WILL TRAIN FOR FREE

CONVINCE THE AUDIENCE, BOTH WITH FACTS AND WITH GIFS.

(4) ALL A BIG EXPERIMENT

THIS IS ALL A BIG EXPERIMENT.

IT MAY FAIL HORRENDOUSLY.

BUT, CAN OPENING THE CHANNELS OF COMMUNICATION BETWEEN "COMPETING" WEB BUSINESSES BE THAT BAD?



Contact



THANK YOU!

Most importantly,

A sincere thank you!

Time is our most precious resource, and I will not waste yours.

Hopefully we can make things a bit better for everyone (clients, workers, visitors, etc.).

I look forward to seeing what comes from this.

EMAIL

BETTERWEB@DALYLE.CA

PHONE

VOIP: (403) 817-2580

CELL: (403) 710-8455



**Thank
You
So
very
Much!**

Hopefully talk soon...

Dalyle Labs
BetterWebIndustry@Dalyle.ca

Pitch

Blueprint to a Better Web Industry

v21.1.0-beta.3



The aftermath of a Web Biz Spiritual Journey
brought on by an 18 month Web Dev crunch.

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Hopefully open-sourced soon! With your help!

Genius is making complex
ideas simple, not making
simple ideas complex.

Albert Einstein

I will try my best....

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