Development Bootcamp
Sponsor proposition

We are organising a Development Bootcamp to teach people to write code who have never done that before. Our event is a true bootcamp. We will keep our participants busy for 7 days, full time. The reason we do this is because we feel that the software industry needs a lot more people and with more diverse backgrounds.

Our team consists of professional developers and key people in the local development community.

The programs

There are three programs that we organise in parallel. Those are the three levels that you can see on the website here: http://www.developmentbootcamp.nl/program (level 2 and 3 need to be written out, but the main topics are on there). By the end of each of these programs, our students receive a certificate that states that they participated and that they are eligible to take part in the next level (if present). **The certificate will bear the logos of our sponsors. This is something that they will keep and be proud of, and show during job interviews.**

Three programs

These are the three levels and an impression of what their programs will look like. *Disclaimer:* We are still tweaking the structure of the courses, so **these topics might change a little bit, but it gives you an impression!**

Level One

The (UNIX) Terminal
Version control with Git
Basic programming
Debugging your code
OSS and the Gem ecosystem
Object Oriented
Programming
Testing your Code with Code
Programming Contest

Read more

Level Two

HTML
CSS
Browsers and the Web (clinic)
Rails & MVC
Hosting on PaaS
Basic JavaScript
Working with Databases
Integration Testing (clinic)
Programming Contest

Read more

Level Three

Concerns and Decorators
ElasticSearch (clinic)
Background Jobs
Networking and Security (clinic)
Making your first Gem
Docker (clinic)
RubyMotion (clinic)
Hosting on a VPS

Read more

Level Four, your turn! :)

Find a job as a junior programmer
Meet new people
Do something that you love
Keep on learning
Share back with the community!

Find a job

Then there is a fourth program: evening tickets. Those are open to everyone. The evening program is for both bootcamp students, and people who want to sit in on discussions, etc. that we will have during the evenings of the week. (e.g. talks like you proposed about why programming is cool and why we think it's important that one should learn to code, or about the fact that we need more diversity in software development, that sort of stuff). **There will be time reserved for sponsors to present their products there as well, we will negotiate that with the sponsors individually since we do not want to pick a few products that make sense and we want these sponsors to stand out.**

A typical day at the bootcamp

A typical day at the bootcamp will thus look like this: In the morning we will have the morning keynote by a high profile speaker who will explain and discuss the topic of the day. Afterwards, the bootcamp students will work on these topics more hands-on in smaller groups, we call workshops. They will be taught by less high profile (and cheaper :) developers from the huge community (e.g. the Amsterdam.rb, Fronteers, and RailsGirls communities that we are strongly tied to). Then lunch, and then more workshops until dinner. After dinner we commence with the evening program I described earlier. **One of these evenings there will be a party (named after a sponsor) and on another evening we will go all night if need be with a company named hackathon!**

VPS's

In order to speed up the process during the workshops, we want to provide students with VPS's that have everything they need preinstalled. We will be able to manage these VPS's with provisioning software so we can prepare them for each day. Students can visit our "genius bars" in the hallways (manned by expert volunteers) to get all the stuff they need working on their local machines, but for the sake of progress we don't want to deal with that during the workshops. We are hoping for a sponsor that can provide us with theses VPS's.

Potential market

After the bootcamps, our students will be able to write software by themselves. For potential sponsors, such as DigitalOcean, this means that they are potential new customers. They are new at this so they will be easy to make a good appearance with. ;)
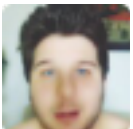
Participants

Our target is to house 100 students + 50 evening program attendants. These people have different backgrounds but one thing in common: **They want to work in development**. In addition to that there will be 6-8 high profile speakers that we will fly in from wherever they need come to the event for the morning keynotes.

We have direct access to thousands of potential students through organisations that we are part of or affiliated with, such as RailsGirls. We expect an international group of people (see e.g. the quotes below). Also, the engagement on social media is pretty good. In addition to that, our organisers (we) are promoting the bootcamp during various other conferences where we come and speak. **We can mention signed sponsors there, and put them in a good light, because the community seems to be overwhelmed with joy about this idea.** A few quotes:

MattHallmann
Oh yeah, @devbootcamps totally rocks, so check it out, go to the bootcamp, and develop yourselves people! Big fun ;)

actuallydougall
@devbootcamps really cool idea! I'm learning to #code now and wish there was something like this in #Canada. Maybe I'll come to #Amsterdam!

kodnin
What an awesome initiative @devbootcamps! Who's curious about technology and wants to unlock their creativity? Check http://t.co/dkzcxJxdE9.

newcodegirl

@devbootcamps couldn't be any more excited to hear more details! hoping I can afford the tuition!

We even have people who want to join from outside the NL, such as the UK:

listentocraig
@devbootcamps Ok cool. Just thinking I will be coming from the UK so have to think about time and work.

Date of the event

We are negotiating terms with different venues. Our hope is that we will be able to close the deal with Pakhuis de Zwijger. A beautiful location near the IJ (http://www.dezwijger.nl/). Since we have not reached an agreement with any venue at this time, the date of the Bootcamp might change to April. The bootcamp will start on a Sunday, and end on the next Saturday (7 days).

Code of conduct

Development Bootcamp is dedicated to a harassment-free conference experience for everyone. Our anti-harassment policy can be found at: http://www.developmentbootcamp.nl/code-of-conduct