

## **The New Dev Order**

### User Personae · For Christina

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#### **Background**

- The Syndicate is a group of people who've been meeting on TwitterSpaces since 2021.
  - TwitterSpaces is a product within Twitter where Twitter Users can engage in conversations like a social audio podcast.
  - The Syndicate held their first HackGPT.tech hackathon on May 13-14. You can see the products created from that hackathon [here](#).
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#### **User Personae (Overview)**

There are a few critical roles in the New Dev Order that make the whole operation work:

- The Catalyst
  - The Founder
  - The Bounty Manager
  - The Bounty Designer
  - The Bounty Hunter
  - The Bounty Validator
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## User Personae (Detailed)

- **The Catalyst:** The Catalyst is someone who introduces new members to The New Dev Order. Their goal is to introduce new productive members to The New Dev Order. Without The Catalyst, we don't have the talent to keep growing The New Dev Order's revenue activities. They can introduce Founders, Bounty Managers, Bounty Designers, Bounty Hunters and/or Bounty Validators.
- **The Founder:** The Founder is someone who introduces new projects to The New Dev Order. Their goal is to make money by leading a software startup that generates monthly recurring revenue for its Users by solving a problem worth solving or automating a job to be done. They have a general idea of the software solution they want. However, because they don't know how to code, they've been having challenges getting their software built. So, they've come to The New Dev Order hoping to finally get their minimum viable software prototype built. They're on a tight budget but believe by creating a prototype that they can use to generate monthly recurring revenue. They'll use that monthly recurring revenue to progressively build out more features in the future.
- **The Bounty Manager:** The Bounty Manager is someone who consults with The Founder to decide which is the right Minimum Viable Product that the The Founder should build FIRST so that they test their hypotheses as efficiently and affordably as possible. Their goal is to ensure that they save the Founder money, time, and energy by ensuring that the right Minimum Viable Product is built within scope, time, and budget while at the same time making sure that the rest of The New Dev Order doesn't waste it's time. After they meet with a Founder, they determine what MVP should be built and also distill the MVP down to a single clear sentence.
- **The Bounty Designer:** The goal of The Bounty Designer is to create a Bounty Design Document. The Bounty Design Document includes the name of the solution, the name of the founder, a description of the solution, customer journey, solution constraints, test cases, total cost of ownership considerations for the first year of running the solution and a list of things the founder doesn't want along with technology suggestions. The Bounty Design Document is used by The Bounty Hunters to create competing solutions.
- **The Bounty Hunter:** The Bounty Hunter is someone who competes with other Bounty Hunters to deliver software solutions as defined in the Bounty Design Document. Their goal is to make money by creating solutions selected by The Bounty Validator to be the best solution compared to the other Bounty Hunters they're competing with. The Bounty Hunter can be a software developer, Ui/UX Designer, Prompt Engineer, or DevOps Engineer. Some Bounty Hunters can do all of these jobs, some can only do one. Sometimes Bounty Hunters team up with each other to compete with other teams of Bounty Hunters when the solutions get complex.
- **The Bounty Validator:** The Bounty Validator is someone who judges the solutions submitted by Bounty Hunters and determines which solution is the best for the Founder given the requirements in the Bounty Design Document.

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## USER STORIES

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### Legend

- The Syndicate
- Founder
- Catalyst
- Bounty Designer
- Bounty Validator
- Bounty Hunter
- Prototype
- Listener

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### Vance

This is a story about how Vance went from Listener to Speaker to Co-Host to Bounty Hunter in The Syndicate.

Vance wasn't introduced by anyone to The Syndicate...he introduced himself. He met Michael Jagdeo and they started talking about AI. They started learning how to make AI art using Stable Diffusion and began making videos. Eventually, he decided that he wanted to be able to run the AI models faster and so he went out and bought video cards and computer equipment because he wanted to prepare himself to build software leveraging powerful AI models.

That preparation paid off when The Syndicate decided they wanted to hold a Hackathon, Vance became a Bounty Hunter. He successfully executed two bounties during the first Hackathon. The first bounty he executed was for a Psychiatry Chatbot for Dr. Stewart Oxley from Australia. The second bounty Vance executed was for a Government Housing & Cannabis Chatbot for Richard and Joseph from Los Angeles. He leveraged open source tools like supabase and pg-vector.

Today, Vance is working with other members in The Syndicate to deliver chatbots and other applications.

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Christina

This is a story about how Christina went from a Mentee of Rocky to a Bounty Hunter with The New Dev Order.

Christina was a budding UX Designer being mentored by Rocky. During the first Hackathon, Christina joined Rocky's team as a Bounty Hunter for the Church Chatbot for Armando a Founder from California.

In the second phase of the Hackathon, Christina joined Rocky again as a UX Designer Bounty Hunter on The White Label Lead Generator, an application spanning Web, iOS and Android that would allow people to sign up as members of a company using an NFT as the basis for memberships.

Today, she's the UX Designer for the New Dev Order App, which will allow new software projects to come into The New Dev Order in a decentralized way.

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Robert

This is a story about how Dr. Robert Whetsel went from Listener in The Syndicate to a Speaker to a Founder to a Bounty Manager.

Robert was introduced to The Syndicate TwitterSpaces through Kit. He quickly asserted himself as a deeply knowledgeable person in AI and mathematics given his papers on big data and Kolmogorov Complexity and his work at the highest levels of the US Government as a Data Engineer and Technical Leader.

At the time of the first phase of the Hackathon, Robert was already working with a software development team to create a White Label Lead Generator app that would span web, iOS and Android. Unfortunately, his development team was unable to solve key technical challenges with the app. They kept stalling him and trying to charge him money for work that hadn't been done correctly, and they didn't know how to use github and git to build software in a methodical, distributed way.

When Dr. Whetsel learned about the Bounty System within The New Dev Order, he tested the process by putting out a bounty. In the beginning, none of the Bounty Hunters attempted to complete his bounty. He told Mike that nobody had attempted his bounty, and Mike introduced the Bounty to Manish, who was able to submit a video prototype of a working portion of the bounty. Dr. Whetsel was immediately impressed with the prototype that Manish created and paid him.

In the second phase of the Hackathon, Dr. Whetsel commissioned another bounty to properly build out the White Label Lead Generator that he wanted. The Bounty Hunters who worked on the White Label Lead Generator include Rocky, Tien, Jin, Christine, Manish, and Paul.

Today, in addition to being a core influential force and leader within The Syndicate and The New Dev Order, he's leading the creation of The New Dev Order App.

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Dan

This is a story about how Dan went from Listener in The Syndicate to a Speaker in the Syndicate to a Founder.

Dan wasn't introduced by anyone to The Syndicate...he introduced himself. Dan quickly made a name for himself with his dramatic monologues, which often satirically described what was happening in the space and what was happening in society, which people quickly fell in love with.

When the idea of a Hackathon was proposed, Dan quickly sponsored the event by covering the costs for the mobile app that The Syndicate would use to run the event. In addition to sponsoring the vent, Dan put forth Bounties as a Founder which Jin the Prompt Engineer Bounty Hunter quickly completed.

Today, Dan has found a kindred spirit in Vance, and they continue to build software to this day.

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ERich

This is a story about how ERich went from Listener in The Syndicate to a Speaker and eventually became the inspiration for the hackathon and The New Dev Order.

ERich wasn't introduced by anyone into the Syndicate...she introduced herself to Mike during a Syndicate Space. ERich was a Founder with an idea for an app called DispatchJustice, which would allow people getting pulled over by a cop during a traffic stop to call a lawyer who could speak to the cops on their behalf.

She met someone at The Syndicate before the Hackathon that said they could help her create the app she wanted, but the relationship with ERich and the Developer didn't go as planned.

Mike noticed this, and was determined to figure out a way to ensure that founders like ERich could be guaranteed to get what she wanted. This desire was crystallized into the HackGPT.Tech Hackathon, which allowed Bounty Hunters to compete for best solution as

judged by the Founder. This way, no matter what happened to any one single developer, a founder could still move forward with their business.

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Paul

This is a story about how Paul went from Listener in The Syndicate to a Speaker to a Bounty Validator.

Paul wasn't introduced by anyone to The Syndicate...he introduced himself. He spent a long time listening in the TwitterSpace before ever coming up as Speaker. Once he did become an active Speaker, he became perhaps the most trusted member of The Syndicate based on his southern communication style, deep technical knowledge, and principled responses akin to a secular, modern Jesus.

In fact, Paul was instrumental in teaching Mike how to code in Python along with Manish and Ahmed. Without Paul's help, Mike wouldn't have been able to learn how to code. He taught Mike how to use ChatGPT as a Software Development Teacher. Given that Mike would have never started the hackathon nor The New Dev Order without knowing how to code, this means that The New Dev Order may have never come into existence without Paul's instrumental and patient help.

For the first two phases of the Hackathon, Paul was happy to listen and observe the hackathon while also serving as one of the main speakers for the first Hackathon event.

In the third phase of the Hackathon - The Ultimate Developer Championship - Joseph has a need for someone to check the code of the Bounty Hunter Developers Ayden and Christan to see which one of them had the best solution. Mike and the team asked him to be a Bounty Validator for the competition, and he selfishly obliged.

Today, Paul is in charge of ensuring that the cloud computing environment which is the backbone of The New Dev Order App can scale as the app usage grows. Paul's detailed nature makes him a perfect fit for something like this.

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Stephen

This is a story about how Stephen went from Listener in The Syndicate to a Speaker to a powerful Catalyst.

Stephen wasn't introduced by anyone to The Syndicate...he introduced himself. Stephen quickly saw value in the creation and experiment-oriented nature of The Syndicate, and was

very eager to learn how to use AI to create PDF chatbots. There was one occasion where The Syndicate team helped Stephen on Discord set up his PDF chatbot for seven hours. After that, Stephen became very involved in The Syndicate as a Catalyst.

Stephen acted as a Catalyst by introducing a founder named Mama, a founder named Eileen, a founder named Samantha, and a Bounty Hunter named Christan.

When Stephen introduced Mama to The Syndicate on TwitterSpaces, she got to know everyone in the group and even fell asleep on the space with her mic on. Eventually, she hired Jin as a Prompt Engineer and was extremely impressed with his work.

When Stephen introduced Eileen to the group, she got to know everyone in the group and became a Founder by commissioning a bounty for a prototype that would verify the original author of tweets and detect plagiarism.

When Stephen introduced Christan to The Syndicate, he had an interview with Mike on TwitterSpaces. In phase three of the hackathon - The Ultimate Developer Championship - Christian was one of the Bounty Hunters competing against Ayden. After Round II of The Ultimate Developer Championship, Christan joined forces with Ayden to split the money from completing the rest of the bounties for the Real EstAgent Auto-Dialer

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Samantha

This is a story about how Samantha went from Listener to Speaker to Founder in The Syndicate.

Samantha was introduced to The Syndicate by Stephen Caggiano.

When Stephen introduced Samantha to the group, Samantha told the group that she was working on The George Silverman Chatbot that would respond to users like Dr. George Silverman, who recently died in May 2023. Mike created the chatbot and even cloned Dr. Silverman's voice and created a video in which an image of Dr. Silverman spoke answers to questions posed to the chatbot. That really impressed Samantha and she showed it to the wife in control of the estate.

Soon after Samantha met Mike, she had a friend who needed to help her family escape war-torn Sudan. Mike worked with Stephen Caggiano to help set up the GoFundMe and donated to the evacuation cause. Luckily, the family was able to escape Sudan in the nick of time.

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## KC

This is a story about how KC went from Listener in The Syndicate to Speaker To Founder and inspiration for the Hackathon and The New Dev Order.

KC wasn't introduced to The Syndicate by anyone; he introduced himself. KC is a Loan Officer from New Hampshire with over 20 years in the personal finance industry, having helped over 10,000 solve complex financial scenarios. He's generated over one billion dollars in loans over his 20 year career.

When KC met Mike, they quickly became friends. Mike saved KC a lot of money by advising him on taking his money out of Voyager before they collapsed into bankruptcy protection. KC has been in the process of creating a financial literacy application to help people improve their financial lives, and Mike has been helping him create chatbots and visualizations and mobile apps around his idea. When Mike first did the customer journey for the Hackathon, the vision was to create 49 KC-like examples of Founders generating MVPs that eventually turned into Products.

KC remains to be one of the most popular - perhaps the most popular - member of The Syndicate.

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## Jin

This is a story about how Jin went from a Listener in The Syndicate to Speaker to Bounty Hunter.

Jin wasn't introduced to The Syndicate by anyone; he introduced himself. Jin was very interested in AI image generation and eventually became an accomplished Prompt Engineer. During the first phase of the Hackathon, he completed a Bounty for Dan, an AI-powered Magic 8-Ball mobile app.

During the second phase of the hackathon, Jin partnered with with other Bounty Hunters to help jumpstart the coding process for the White Label Lead Generator Bounty for Dr. Robert Whetsel. His contributions as Prompt Engineer were invaluable in getting the team started on the coding process.

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## Manish

This is a story about how Manish went from Listener in The Syndicate to Speaker to Bounty Hunter to Bounty Designer.



Manish wasn't invited by anyone to The Syndicate...he simply found the TwitterSpace on his own. Over the course of a year, he got to know Mike, The Founder of the Syndicate.

Mike helped Manish with a presentation he was about to give on Wardley Mapping. Later on, he helped Mike learn python and compete in a software Hackathon involving a speech to text platform called AssemblyAI where they built a solution for Zach, Founder of Win The War, a coaching company applying

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Eileen

This is a story about how Eileen went from Listener in The Syndicate to Speaker to Co-Host to Founder.

Eileen was introduced to The Syndicate by Stephen Caggiano. After listening for a few episodes, she came up as Speaker and quickly asserted herself as a thoughtful, professional woman.

One day, she asked The Syndicate in a TwitterSpace if she could create an application that would check to see who first authored a Tweet. She worked with the Syndicate Members to create a prototype. While the prototype was successful, the cost of running the Twitter API became prohibitive.

Today, Eileen is working with Hurls to publish his book, Subtly Entangled.

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Ayden

This is a story about how Ayden went from Rocky's Mentee to Bounty Hunter.

Ayden discovered The Syndicate through Rocky. Rocky brought Ayden onto his Bounty Hunter team during the first Hackathon in order to help complete the work for the Church Chatbot that Armando the Church Director from California wanted to build.

Rocky then came onto The New Dev Order team to complete a Bounty for Dr. Robert Whetsel for a White Label Lead Generator. During that bounty, he was instrumental in creating an application that spanned Web, iOS, and Android integrating Solana Wallet functionality.

In the third phase of the Hackathon, called The Ultimate Developer Championship, Ayden acted as a Bounty Hunter in The Ultimate Developer Championship won the first two rounds. After

winning the first two rounds, he decided to enter into a collaborative agreement with his opposing Bounty Hunter Christan to complete the competition as a team and split the money.

Ayden also played a very significant role in The New Dev Order as a Developer to create the app.

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## Joseph

This is a story about how Joseph went from a Listener in The Syndicate to Speaker to Catalyst to Founder in The New Dev Order.

Joseph wasn't invited by anyone to The Syndicate...he simply found the TwitterSpace on his own. He quickly got to know everyone in the TwitterSpace. In fact, when the idea of a Hackathon first came up, he was the first person to sponsor the Hackathon with \$250.00.

In addition to sponsoring the first Hackathon, he introduced Grammy-Award Winning Hip-Hop Artist Krayzie Bone. Krayzie Bone was working on a new western-themed rap album and wanted to explore an AI Music Video. Three AI Video Creators announced their interest in competing for Best AI Music Video, two submitted.

He also introduced Richard, an Entrepreneur from LA who submitted a Bounty for a government housing chatbot to help people of low to moder

In the third phase of the Hackathon - The Ultimate Developer Championship - Joseph began acting as a Founder, introducing a Bounty for Real Estate Agents to make large volumes of calls faster and more efficiently.

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## Ricky

This is a story about how Ricky went from a Listener in The Syndicate to Speaker to Catalyst to Mentor to Bounty Hunter.

Ricky was introduced to The Syndicate by Liz, a Lawyer from Arkansas. When he joined The Syndicate, he was in the middle of a job search.

When The Syndicate decided to do a Hackathon and was looking for Founders who wanted to submit Bounties with prize money for best solution, Ricky introduced Armando.

Armando, a Director of a church in Anaheim who wanted to create an AI chatbot for his church to answer FAQs from Parishioners. Ricky turned the requirements provided by Armando into a Bounty Design Document.

Ricky ended up forming a team of Bounty Hunters spanning Software Development, Prompt Engineering, UX and minimum viable CI/CD to create a functional AI church chatbot.

After the Hackathon, Rocky and his team of Bounty Hunters ended up being brought onto a team to develop a White Label Lead Generator App for the former Chief Data Engineer for the NSA as well as a team building a chatbot to help provide accessible housing options in LA.

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Paul

This is a story about how Paul went from Listener in The Syndicate to Speaker to Bounty Validator.

Paul wasn't invited by anyone to The Syndicate...he simply found the TwitterSpace on his own. Over the course of a year and a half, he got to know Mike, The Founder of The Syndicate and TwitterSpace Host.

One day, Mike wanted to learn how to code in python because he wanted to create a software to teach music. Paul walked him through the process of learning how to code in Python along with Manish (a Bounty Designer) and Ahmed (a CEO of a software development company).

Paul was asked to be a Bounty Validator by Joseph, a Founder who commissioned a Bounty but didn't have the technical expertise to judge which Bounty Hunter Solution was best between the three Bounty Hunters who submitted a solution to Joseph's Bounty.

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