

Home Assignment

#1. Community and Business Development

As we were talking a lot about community and business development via community, today we'd like to ask you to work on the strategy which would describe business development activities necessary to bring JetBrains' product (relevant to the technology in question, of course) to the specific framework/technology community.

There are no formalised criteria for successfully prepared task, but some of the topics you should think about:

- Communities to get into;
- Associations / companies to partner with;
- Influencers to target.

Technologies to select from:

- Pyramid (Python Framework, PyCharm)
- Laravel (PHP Framework, PhpStorm)
- Scala (JVM-based language, IntelliJ IDEA)
- Kotlin (JVM-based language)
- Ruby on Rails (Ruby Framework, RubyMine)
- Go (Language, IntelliJ IDEA plugin)
- Swift

#2. Decision-making process

We talked about goals and decision-making process. To help you try yourself at it, we've prepared several tasks: each of you are welcome to choose one task at your choice.

1. Name the functions of the [IntelliJ IDEA blog](#), and propose 1-3 improvements to it. Describe rationale, and the way you'd test your ideas.
2. On the [IntelliJ IDEA Buy & Upgrade page](#) we have a link to the [90-day evaluation](#). Guess its function, and the underlying workflow (on our side). How would you measure its performance. If you think the program is not efficient, share the rationale, or suggest improvements.
3. On our website we have a section called [Community](#). Guess its function, propose 1-3 improvements to it, and the key metrics you would use to measure the efficiency of the entire thing.

#3. Pricing

We talked about software pricing. To help you try yourself at it, we've prepared several tasks:

Task 1

Estimate the annual 2014 revenues of the following companies using free sources, reports, insights: Adobe, Atlassian, JetBrains.

Task 2

Read the [article](#) about JetBrains licensing policy, section about upgrades and renewals.
Suggest the method of renew rate calculation.

Products to select from:

!Please comment on the product you've taken!

AppCode, IntelliJ IDEA, PhpStorm, PyCharm, ReSharper, RubyMine, WebStorm.

Task 3

Find paid competitors of your product.

Specify the cheapest and the most expensive price of competitive products.

How would you describe the positioning and pricing strategy of your product?

How would you modify pricing strategy of your product?

Task 4

You are considering a promo for your product. Name purpose, risks and opportunities of your campaign.

How would you decide on date, discount size (percent), audience type and duration?

How would you evaluate the effect from promo

#4. Email Marketing and Marketing Automation

Task 1

- Use the data you'll get from "Product pricing" section to determine your initial product Audience and Discount (%), Promo details, etc - [Task 4](#).
- Write marketing text for the email to support of your Promo.
- Define mailing criteria and (possible) additional audience you intend to target by this blast (justify).
- Think of additional ways to support your promo (if needed)
- How you are going to measure the results?

Task 2

- Choose your product: Product A (intended for personal developers) or Product B (teamware)
- For either of them propose a Nurturing Strategy (not necessarily sales orientated)
- Define and sketch your steps, means and a timeframe (*Ex.: if you plan to send an email as a part of your flow, you don't have to write the actual email, just sketch its main theme, subject, CTA and other characteristics*)
- How you are going to measure the results?

#5. Product analytics and research methods

We talked about product analytics and research methods today. We've prepared for you several task on the core issues discussed.

Task 1

Please estimate number of software developers in USA.

Tips

1. Use Labor force data sources
2. Use statistics on "Software developers" and "Computer programmers"

Task 2

Please estimate number of C# developers in the world.

Tips

1. Use public data sources mentioned in the talk.
2. Use public research reports

Task 3

Choose any JetBrains product you like. Imagine that your Product Team is planning to organize a promo event in Singapore but you don't know what kind of event it should be and whether Singaporean developers would be eager to attend.

To make this event as effective as possible, you want to find developers that are interested in your product / related technologies and ask them questions about:

- kind of events they would like to attend (e.g. sessions for beginners / tips and tricks)
- topics they would be interested in (e.g. product functionality / pricing / "how to")
- the best time and place for them to attend
 - + Any other important questions that may help you.

Tips

1. Remember our talk on survey methodology.
2. Keep in mind the core rules of survey structure and survey content.
3. Try to keep the survey simple, remember it's just your first draft before discussion with your Product Team. Though pay attention to the quality of your questions, it will save you a lot of time at the next steps.
4. Be creative and don't forget to motivate your respondents.