

CLOJURE-POWERED STARTUPS

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TOTAL DOMINATION

Neal Ford's Master Plan



TOTAL DOMINATION

winning the battles

- I'm not in large enterprise
- Our community isn't enterprise-y*
- Lots of Clojure success stories



RISK-DRIVEN

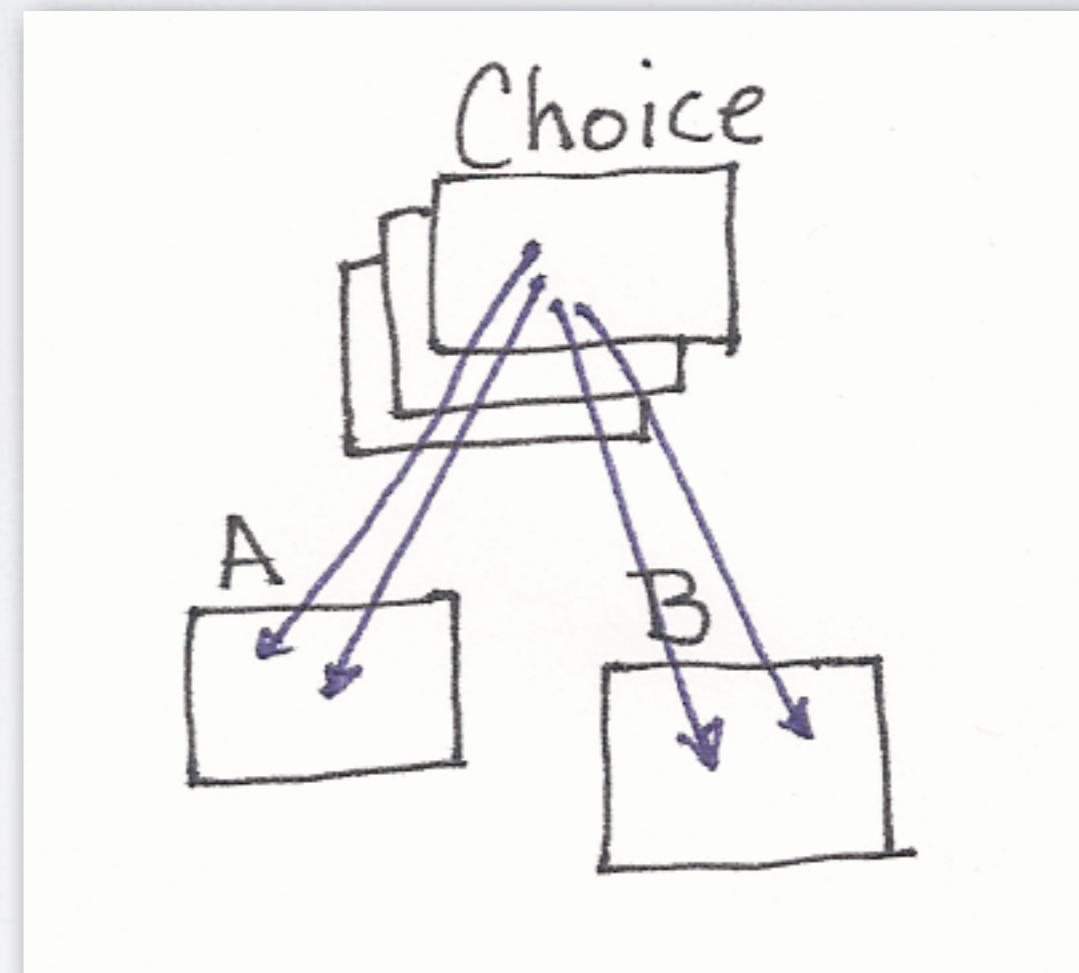
neal's right - hold, assess, adopt

Must

- Minimize risks
- Maximize value

With

- Objective data
- Rapid adaptation



Kent Beck

RISK-DRIVEN

the tagline



Clojure manages risk
better than any other technology

RISK-DRIVEN

the tagline



Can we distill the Success Protocol?

A THREE PART STORY

the protocol?

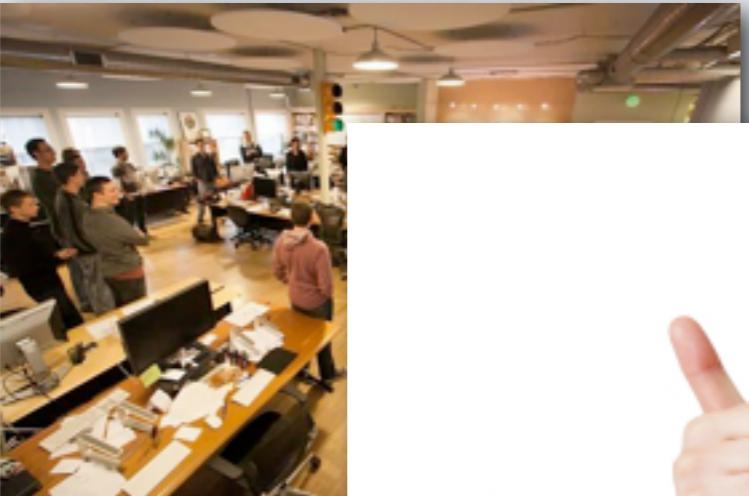


Atomic Object (ala WSJ)

Prototype - lots of eyes

A THREE PART STORY

the protocol?



Prototype



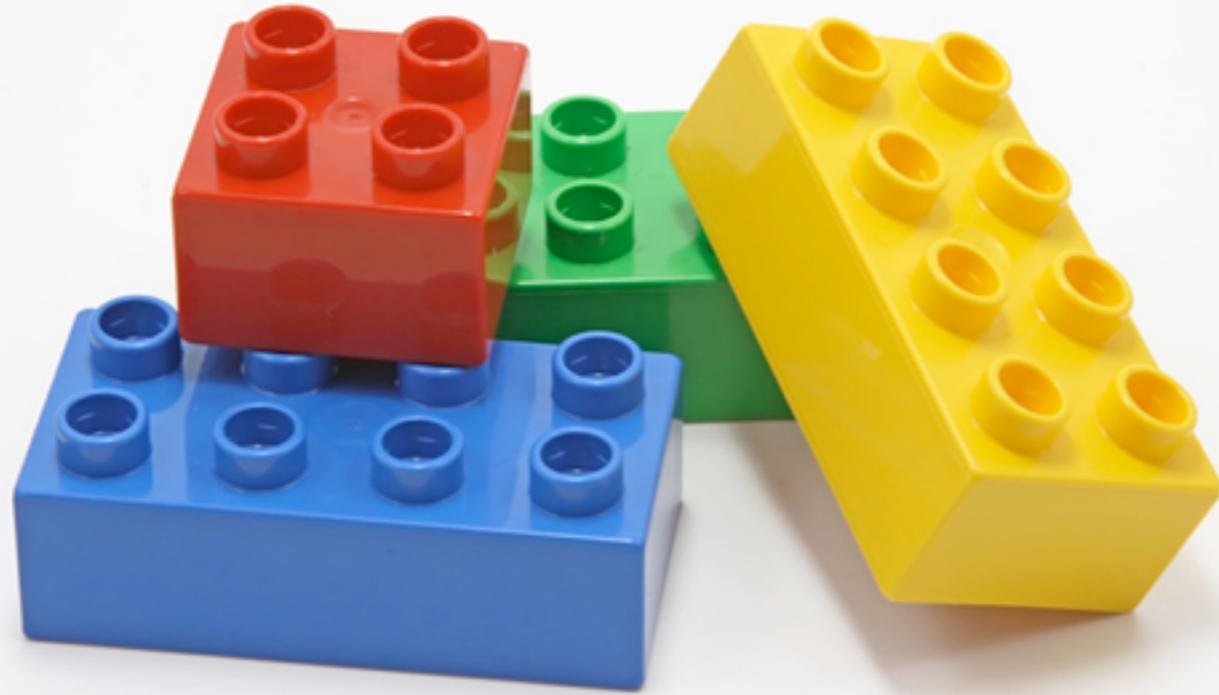
Toolchain - lots of hands

A THREE PART STORY

the protocol?



Protocol



hands

Crux - lots of minds

A THREE PART STORY

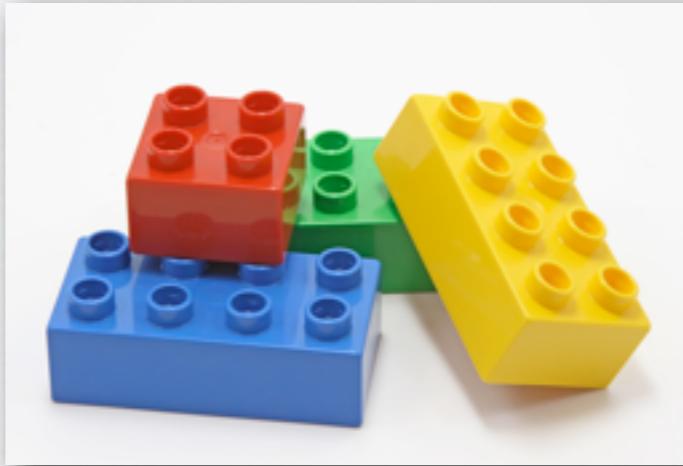
the protocol?



Prototype - lots of eyes



Toolchain - lots of hands



Crux - lots of minds

PROTOTYPE

lots of eyes

- Maximize awareness
- Demonstrate value
- Allow others to “hold”
- Language/Environment benefits



EMACS@MELMOND.HOME

File Edit Options Buffers Tools Presentations SLIME Help

```
1  ;; Comment text
2  (defn #^String foo
3    "Just a silly example to demonstrate Clojure highlighting."
4    ([bar baz]
5     (str
6      {:list '(1 2 3)
7       :set #{1 2 3}
8       :vector [1 2 3]
9       :string "foobar"
10      :regexp #"foobar"
11      :java (.toUpperCase "quux")
12      :ctor (JavaConstructor. "foo")
13      :fn #(foo %1 %2)
14      :special [nil true false]
15      :builtins (let [bar (range 1e6)
16                      (map str (filter even? bar))]))))
17
```

--[*scratch*] (Clojure ElDoc Slime Paredit) -----

TOOLCHAIN

lots of hands



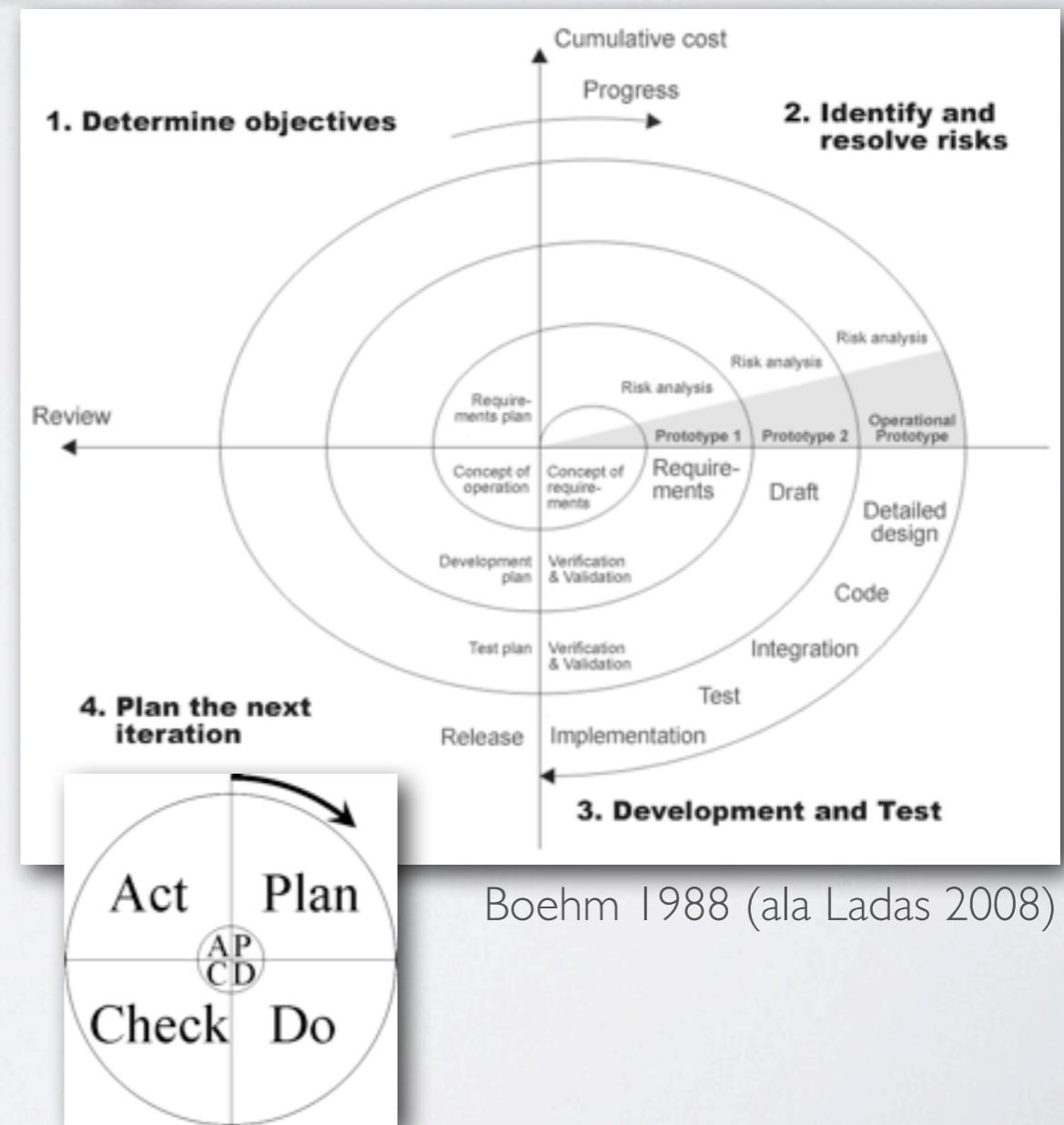
- Maximize exposure
- Demonstrate dependability
- Allow others to “assess”

THE CRUX

lots of minds

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- Maximize interaction
- Demonstrate risk reduction
- Allow others to “adopt”
- Kick ass



OUR CULTURE

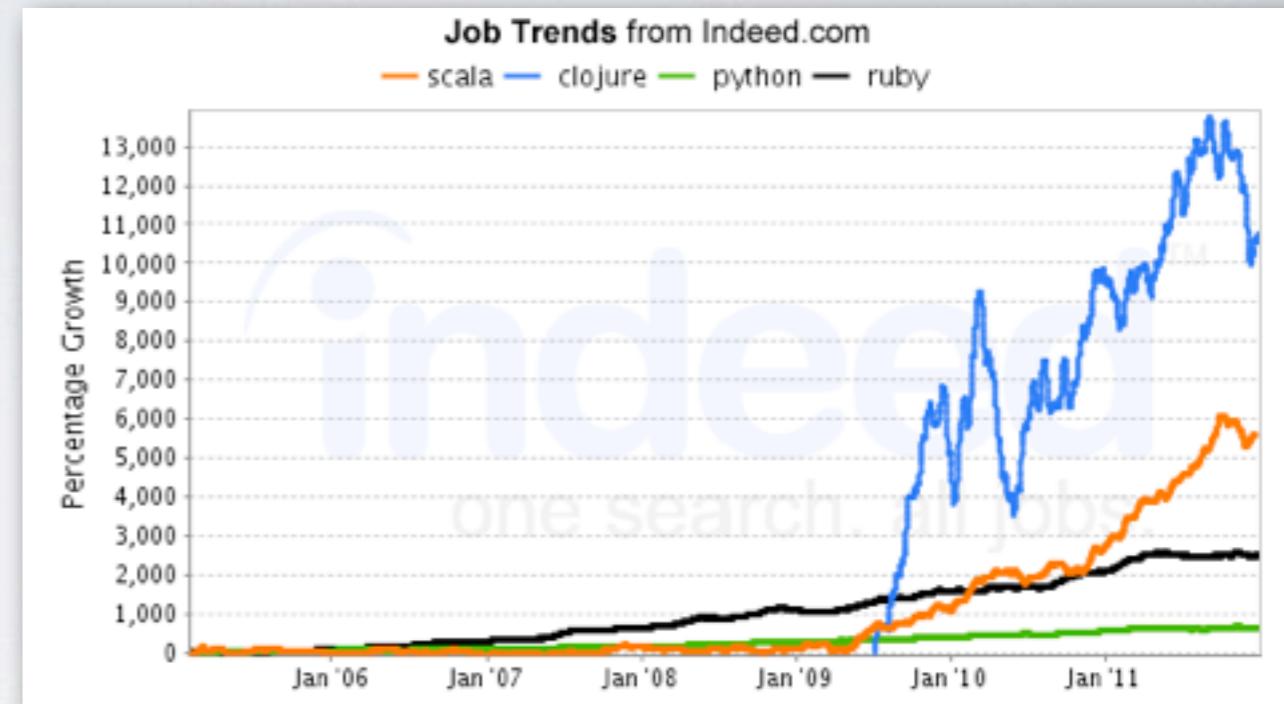
the culture makes the team

- Objective community
- Infectious approach
- Surgical team
- Bottom up



ARE WE WINNING?

- Clojure manages risk
- Clojure delivers value
- Clojure increases productivity



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Comments, Questions, Concerns

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