

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

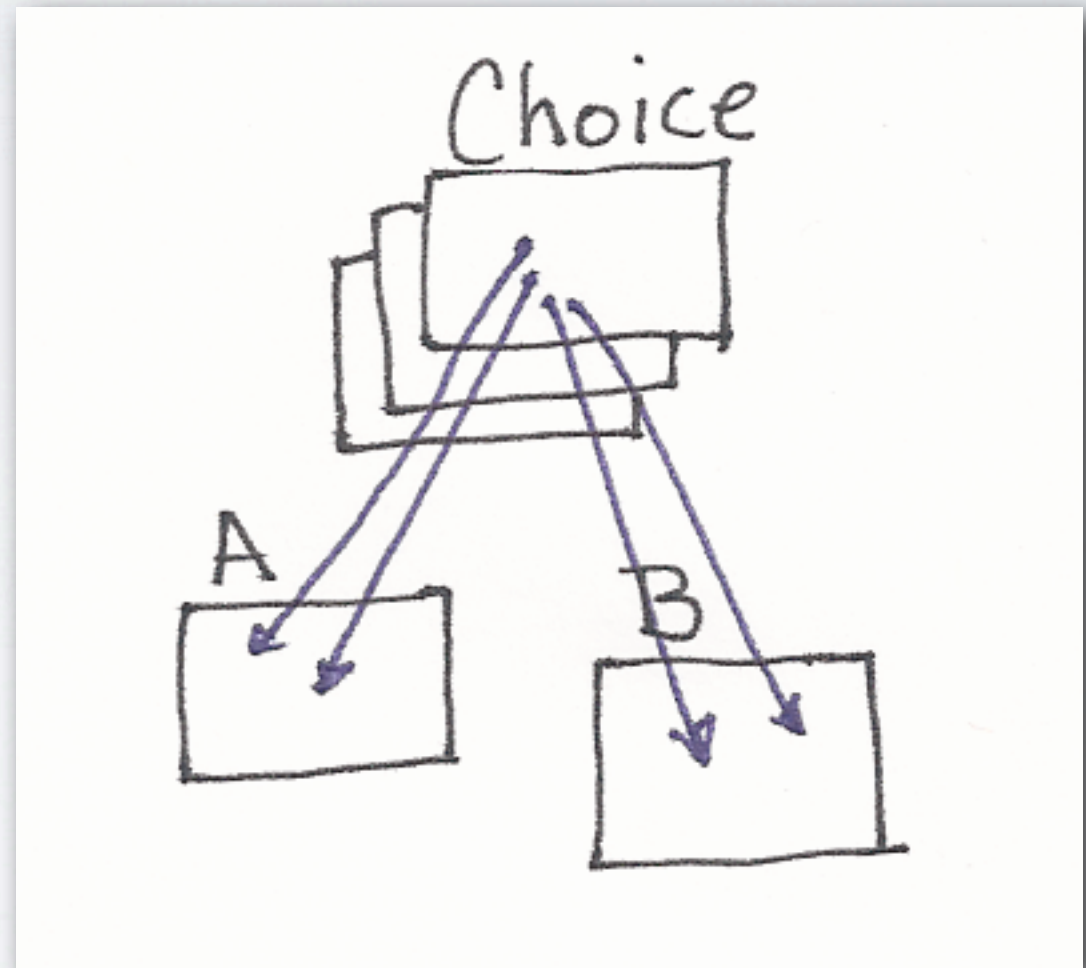
neal's right - hold, assess, adopt

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



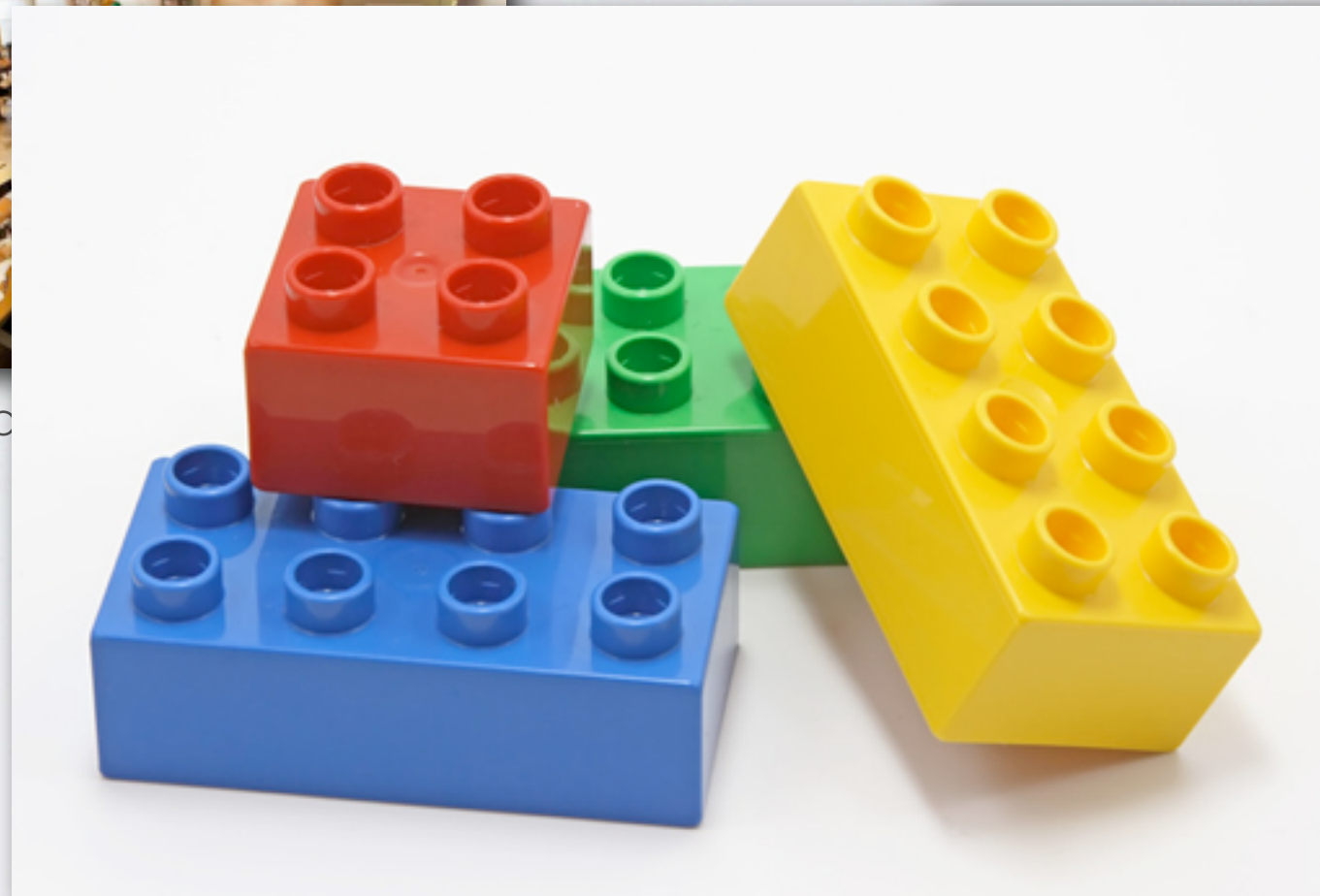
Toolchain - lots of hands

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

MatchLend



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

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

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

TOOLCHAIN

lots of hands



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

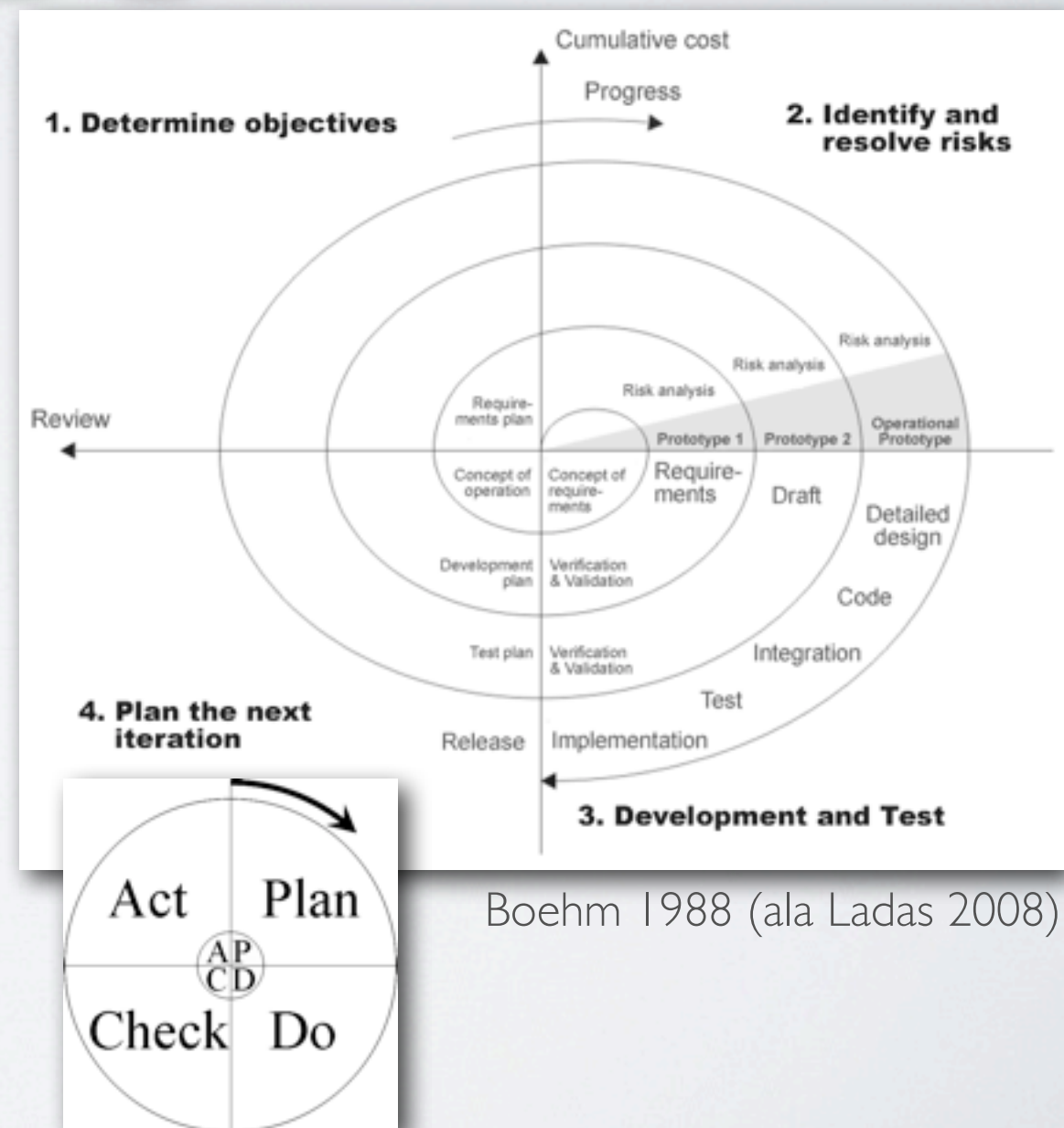


THE CRUX

lots of minds

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

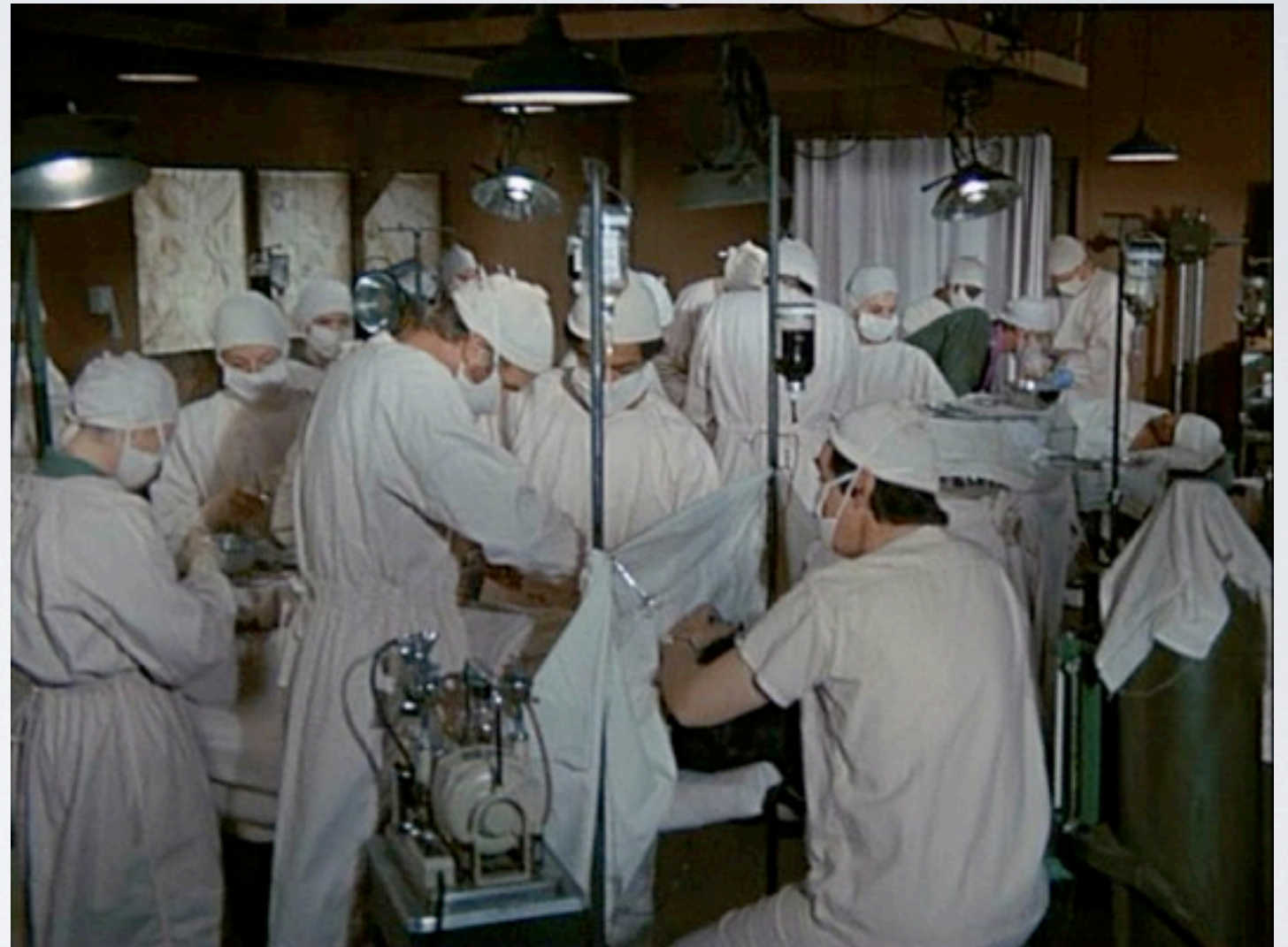


Boehm 1988 (ala Ladas 2008)

OUR CULTURE

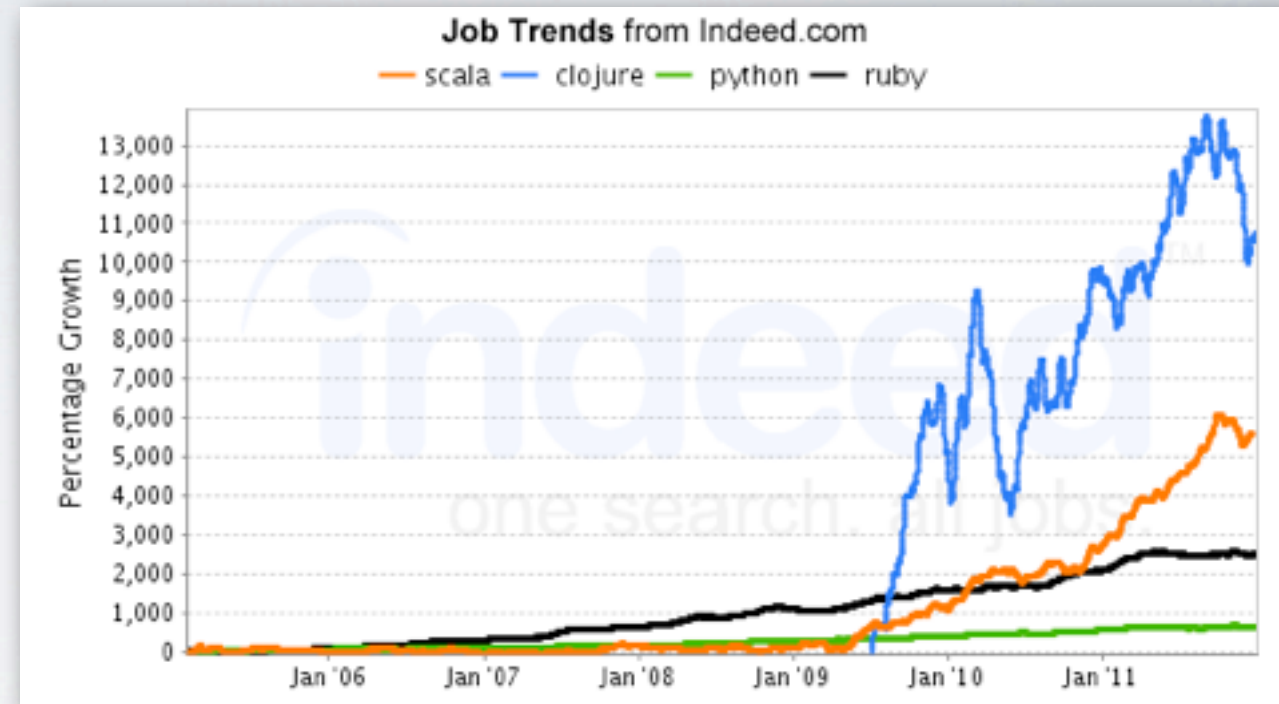
the culture makes the team

- 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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