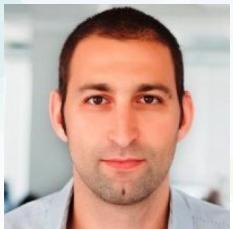


# 5 Mini Talks of 5 minutes each



**Becoming Open Source  
by Default**  
Daniel Doubrovkine



**Product Engineering @  
Uber**  
Ryan McKillen



**Creating A Culture of  
Experimentation**  
Aaron Glazer



**Adapting security into  
engineering culture!**  
Paul Moreno



**The Human Development  
Roadmap**  
Jeremiah Ivan

# Becoming Open-Source by Default



June, 2015

**Daniel Doubrovkine (dB.) @dblockdotorg #opensourcebydefault**



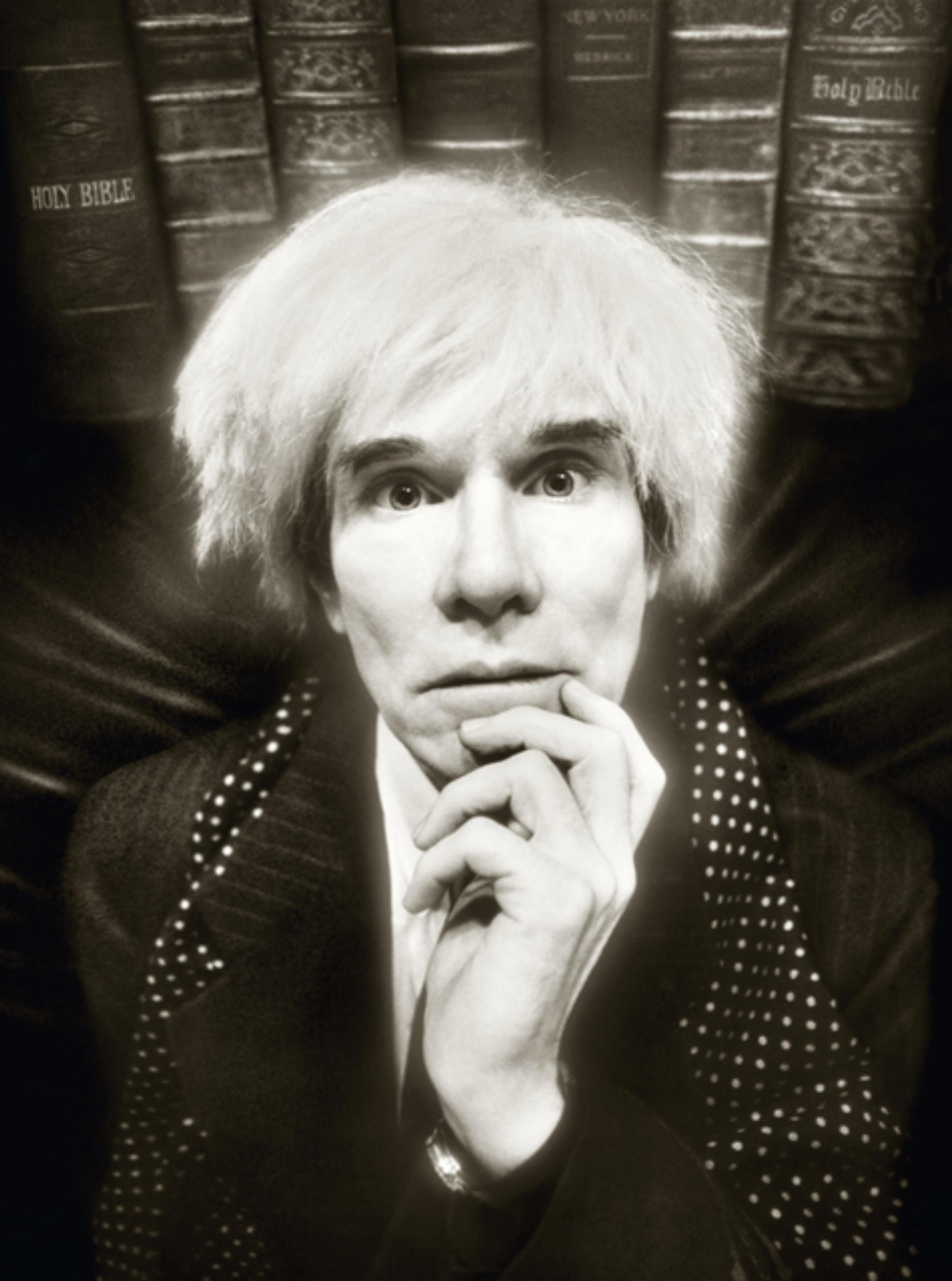


Picture of factory workers at Beijing Knitting Mill applauding the mango, 1968  
China Institute Gallery, New York (2014-2015)

<https://www.artsy.net/artwork/chinese-late-20th-century-picture-of-factory-workers-at-beijing-knitting-mill-applauding-the-mango>



Joel Brock  
Capitalism, 2013  
<https://www.artsy.net/artwork/joel-brock-capitalism>



David Lachapelle  
Andy Warhol: Last Sitting, November 22, 1986  
<https://www.artsy.net/artwork/david-lachapelle-andy-warhol-last-sitting-november-22>



Steve Shapiro

Martin Luther King, Jr. with Group (Forman, Abernathy, Douglas, Lewis) , 1965  
<https://www.artsy.net/artwork/steve-schapiro-martin-luther-king-jr-with-group-forman-abernathy-douglas-lewis>



Richard Stallman

Photograph: Simon Kwong/Reuters

<http://www.theguardian.com/technology/2008/oct/17/richard-stallman-computer-programming>



Linus Torvalds on why he isn't nice: "I don't care about you"  
<http://arstechnica.com/business/2015/01/linus-torvalds-on-why-he-isnt-nice-i-dont-care-about-you/>





Russia's Putin orders troops in military exercise ...  
<http://news.yahoo.com/russias-putin-orders-troops-military-exercise-back-060939820--finance.html>



**Smaller  
Nimbler  
Reusable  
Tested**

**Good Design → Dry, Smaller Systems**

**Good Docs** → **More Productive Team**

**More Tests**



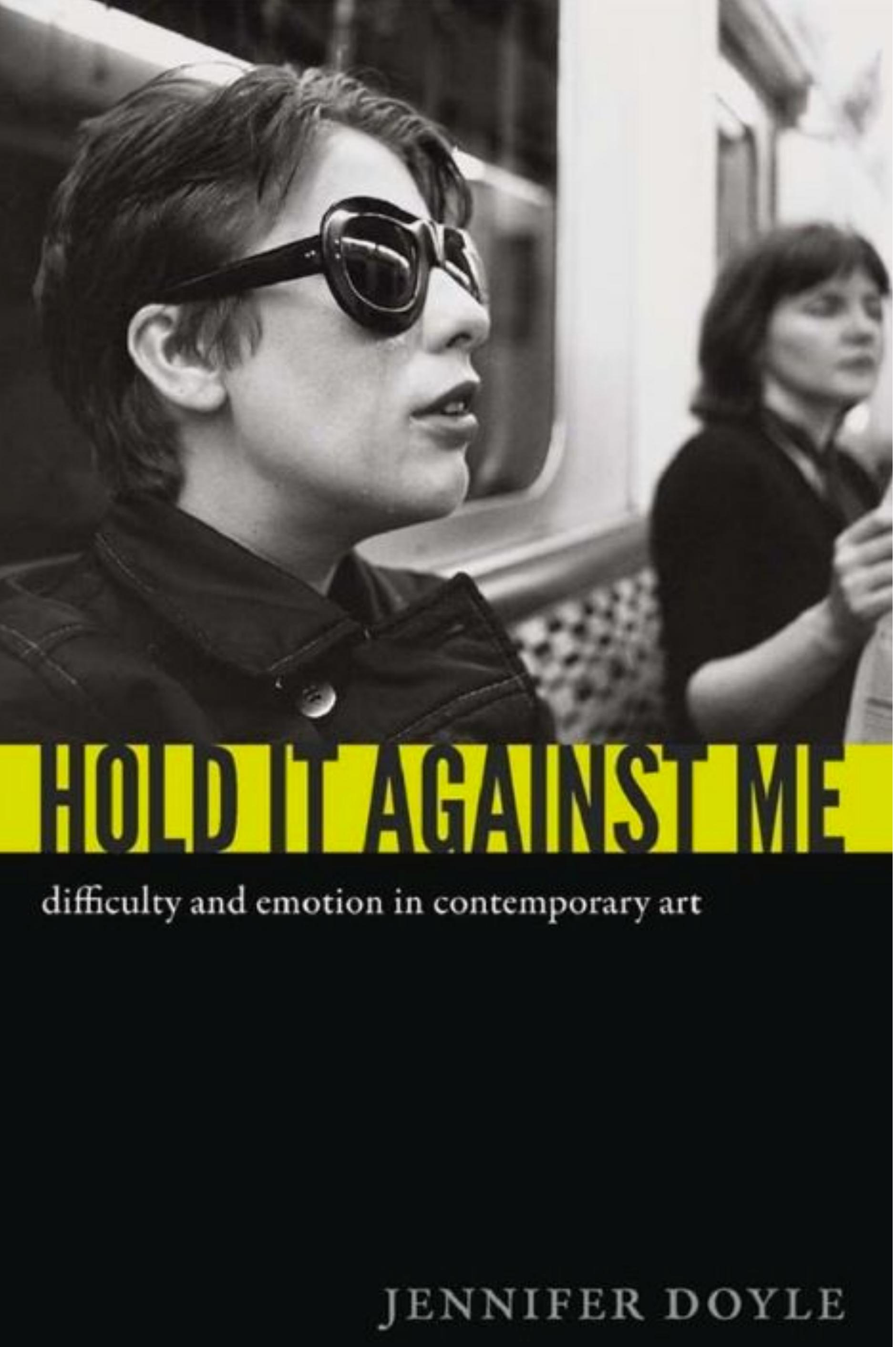
**More Features**

**Contribute** → **Save Time & Money**

**Extract** → **Reduce Business Risk**



**No Brainer  
Makes Perfect  
Business Sense**



# HOLD IT AGAINST ME

difficulty and emotion in contemporary art

JENNIFER DOYLE

## CHALLENGE

**Default to**



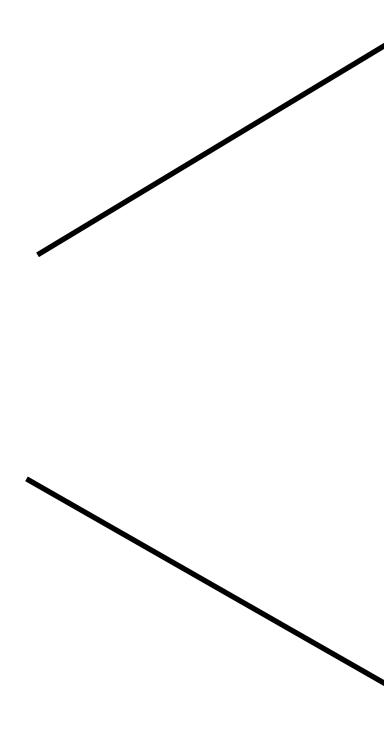
42

**Advantages?**

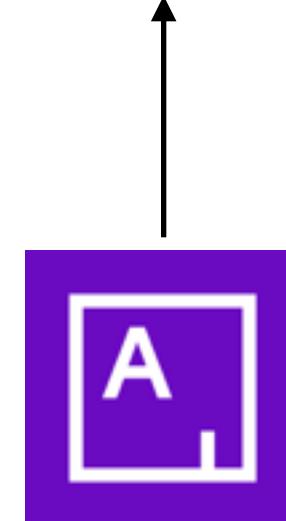




**github.com/dblock**



**github.com/artsy**



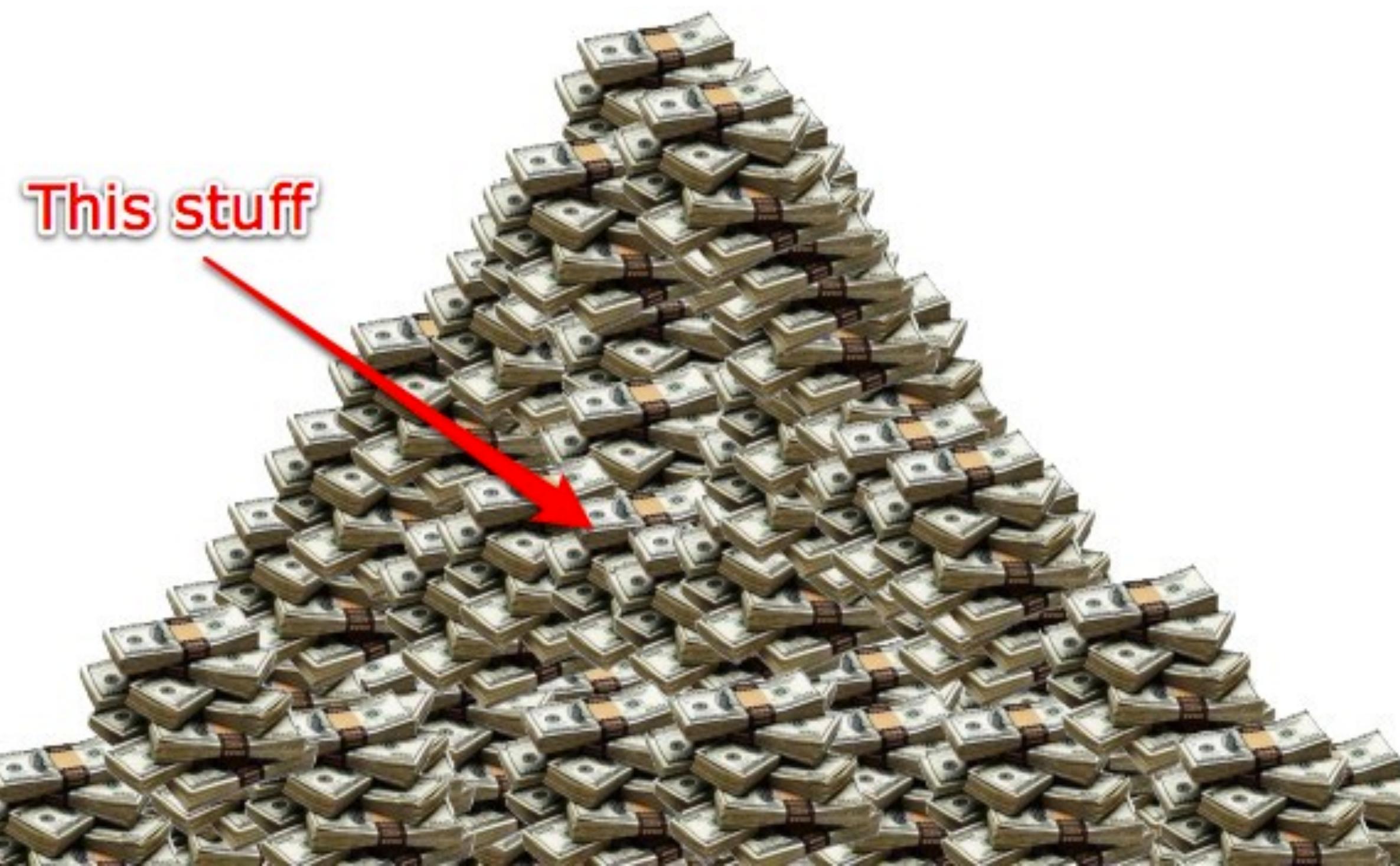
**Communicate**  
~~Ask for Permission~~







Serve Customers  
Work with Partners  
Build a Brand  
Develop Culture  
Hire the Best People





Creates More Value  
Positively Impacts Culture  
Improves Ability To Hire  
& more ...

*is*

A Better Way to Develop Software



# By Default

**@dblockdotorg  
#opensourcebydefault**



**Product Engineering @  
Uber**  
Ryan McKillen

**QCon**



**TAPLYTICS**

Results Driven Organizations

# WHO AM I?



Been building apps since 2008.  
Y Combinator Alum.

Aaron Glazer

Co-Founder & CEO, Taplytics

# WHAT WE DO.

At our core, we help organizations **improve** their products' performance using:

A/B Testing & Push Notifications.

# WHAT WE'VE LEARNT.

Best organizations are designed to systematically  
**improve through learning.**

They are **results-driven.**

# BEING RESULTS DRIVEN.



Choose a contextual business-metric.

Draw a line in the sand.

Hypothesize, Test & Improve.

**INVOLVE  
EVERYONE.**

# THE CLOCK IS TICKING...

Every minute that you're not optimizing you're  
throwing away money

Avg. shopping cart  
abandonment rate

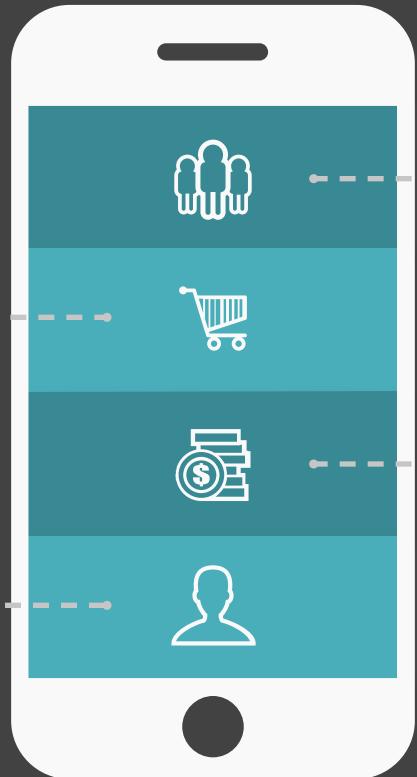
**74%**

Avg. cost per  
retained user

**\$78**

**2.3%** Avg. 30 day user  
retention rate

**\$1.8** Avg. cost per install



# FOR MORE INFORMATION.



Contact:

✉ hello@taplytics.com

📱 866-230-0090

🌐 [taplytics.com](http://taplytics.com)



## **Adapting security into engineering culture!**

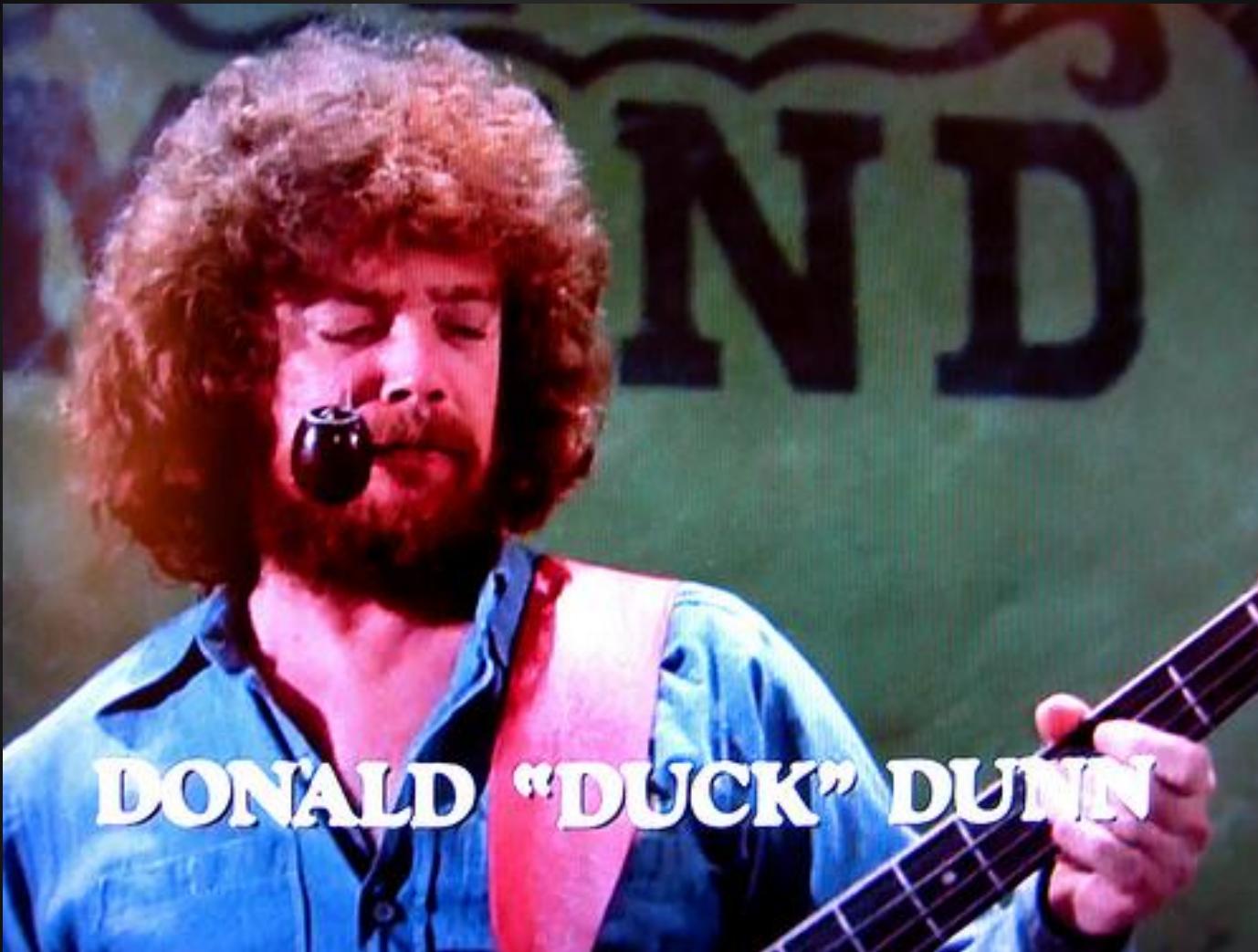
Paul Moreno

# Human Development Roadmap

An Agile Plan for Fostering Missionary Zeal  
(Growing & Keeping Talent)



John “No Known Nickname” Doerr



**DONALD "DUCK" DUNN**

# Why Agile to foster Missionary Zeal?

- KISS & DRY
- Eliminate Impedance Mismatch
- Increase the Odds of Alignment
- Built to Create Results Amidst Uncertainty

# One on One as Agile Pas De Deux

- 1:1 : Vision & Strategy
- 1:1 : Discovery & Refining Requirements
- 1:1 : Roadmapping
- 1:1 : Sprint Planning
- 1:1 : Validation
- 1:1 : Retrospective

# The Managers' Scrum of Scrum

- PMO for the People and the Goals
- Retrospective
- Planning
- Alignment
  - Aligning The Three Roadmaps
  - Aligning Company Goals

# Human Development Roadmap

An Agile Plan for Fostering Missionary Zeal  
(Growing & Keeping Talent)

J Jeremiah Ivan : [jeremiah.ivan@gmail.com](mailto:jeremiah.ivan@gmail.com) : @jeremiahivan

# Questions