

How to resolve problems that happen before getting started DevRel

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Who am I?



Atsushi Nakatsugawa (中津川 篤司)
CEO at MOONGIFT Inc.
Organizer of DevRel Meetup

DevRel Meetup

For evangelist and Advocate

Located in Singapore, Sydney,
Taipei and Tokyo

Hold Monthly event in Tokyo

Our works



Our works



Nifty Cloud Mobile Backend
Mobile Backend As a Service



Our works

hifive

HTML5 Web Framework



Our works



Xojo

Programming Language

Our works



SideCI

Automated Source Code
Review service



AGENDA

1. Japanese Engineer's Situation

2.3 major problems start out DevRel

3. Conclusion

Japanese Engineer's Situation

Japanese Engineer's Situation

1. Salary

2. Working time

3. Programming languages

Salary



IT Engineer



Game programmer

Salary
Average

\$50,000

\$65,000

Salary

\$27,000

\$45,000

New graduate

Not higher standing

Japanese Engineer's Situation

1. Salary

2. Working time

3. Programming languages

Overtime work



40 - ∞ hours / month

60 hours / month

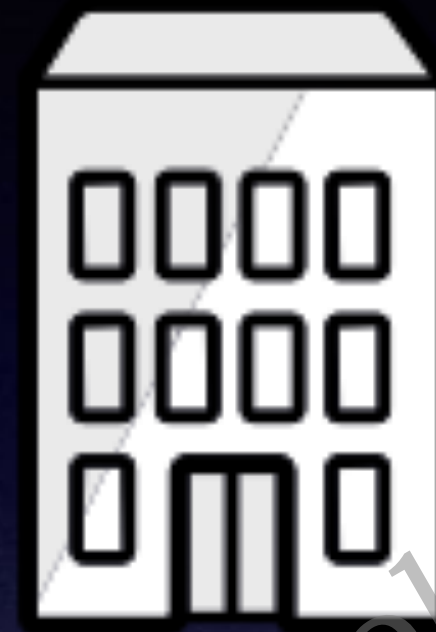
Japanese Engineer's Situation

1. Salary

2. Working time

3. Programming languages

Programming Languages



Java/.NET

Ruby/PHP/Node.js/Go/Scala



10,000~

200,000 staff-month

10~50 staff-month



jQuery

Angular/React/Vue

1. Japanese Engineer's Situation

2.3 major problems start out DevRel

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3 major problems start out DevRel

1. Budget

2. Person in charge

3. Boss

Methods of DevRel



Writing



Coding



Answering



Speaking



How much expense
will we need?

Money?



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Small Start



Offline first



Join community



Don't need to rent venue



Don't collect attendees

Free services



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3 major problems start out DevRel

1. Budget

2. Person in charge

3. Boss

We can't implement DevRel
because nobody here can run it.



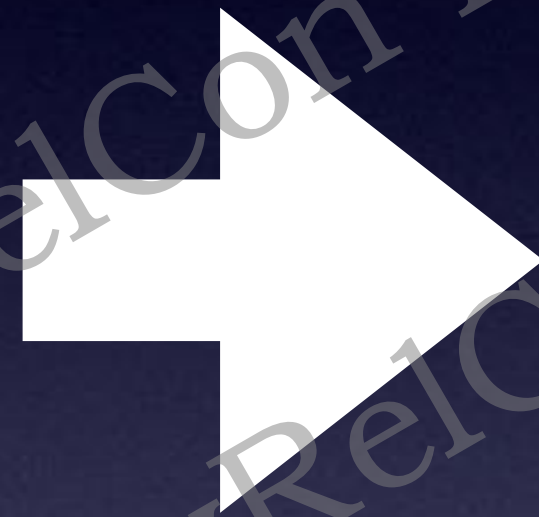
Grow them from within your company



CTO

Programmer

Marketer



Evangelist

There are still not that many people in the field who can implement DevRel with perfect logical efficiency.

Hire!



Does evangelist have very high engineering skills?



Enlighten other developers



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Change fan to evangelists



3 major problems start out DevRel

1. Budget

2. Person in charge

3. Boss

What is DevRel?
What's good about it?
How does it work?
How is it evaluated?



Explain DevRel very clearly

Explaining DevRel Clearly Break Down

Today is great opportunity to find out!

Don't miss this opportunity to make it **your own**!

List up success stories

Find Example of other company using DevRel to successful

Introducing success story to your boss

Let's try DevRel in our company, too!



You

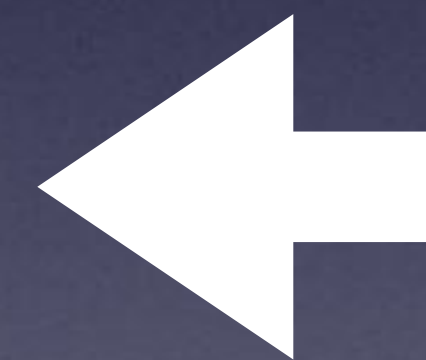
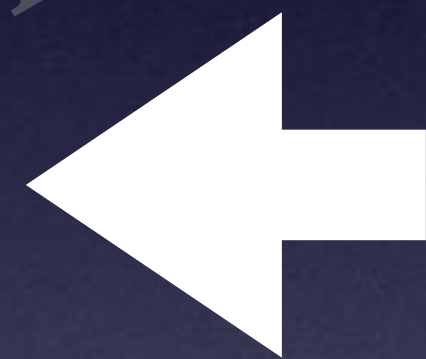
Start out from no expense

we can start out with
a small budget!



You

Output everything



Developers

Boss

Conclusion

YOU can start DevRel **NOW**!

Don't need money, MUST have a passion!

Offline & output first

