What are the goals for today's session?

1. Why is commercial success important?
2. How do we make money without ruining our community?
3. Actionable tactics for monetizing a product with a large community.

My Background

Biomedical Engineer by training

Early: Twilio, Parse (acquired by Facebook), GitLab
Late: GitHub (acquired by Microsoft)
Venture Partner at OpenView
Board Member and Lead Investor at Buildkite

Currently: Angel investing & advising early-stage developer companies

Our Community Loves Our Free Product! Now What?

HEAVYBIT

Steps to Monetization

1. Raise a little money or bootstrap
2. Build a great product that solves a key problem for developers
3. Create a community of people that love this product
4. Empower the community to share your product with others
5. ?????
6. Profit

So what do we do to move from community to commercialization?

Both your company and product must to be ready for monetization

What are the signs?

- Customers asking for paid features
- Scaling a team from 5-10 people up through 100
- Investors will begin to ask about revenue metrics
  - Seed - developer love and community
  - A/B round - developer love and community, but also revenue

Monetization Routes

- ***Enterprise Scale***
- ***Collaboration Features***
- ***Managed Services***
- ***Support***

Support and Services

- *Also enterprise feature*
- *Expensive to scale*
- *Everyone deserves good support*

Collaboration

- ***Basic product still free***
- ***Unlock bigger functionality***
- ***Need to work on a team?***

HashiCorp

Terraform Cloud	Free	Team & Governance	Business
Get started with our Cloud Infrastructure Automation as a Service	Collaborate on infrastructure as code for Terraform configurations.	Collaborate on infrastructure as code, manage users, and enforce provisioning policies.	Everything organizations need to use Terraform at scale.
Cloud Pricing	$0 up to 5 users	Starting at $20 user/month	Contact Sales

Hosting

- *Managed services*
- *Deployed to your cloud or private cloud*
- *Great if you don’t have a giant ops team*

Armory Plans & Pricing

Get access to Armory's powerful tools and features, paired with unparalleled support from Armory's experts. Increase the reliability of your deployments, starting now.

Team

For small teams

$200/user/month

- Armory, installed in your cloud
- All of Armory's exclusive features
- Development support
- 25-user package

Enterprise

Most popular plan

$150/user/month ⓘ

- Armory, installed in your cloud
- All of Armory's exclusive features
- Enterprise-level support
- Pricing based on user volume

Managed

Enterprise plan managed by Armory

$200/user/month ⓘ

- Armory, installed in your cloud
- All of Armory's exclusive features
- Managed around-the-clock by Armory's Spinnaker experts
- Armory acts as an extension to your DevOps/central tooling team
- Enterprise-level support
- Pricing based on user volume

Enterprise Scale

- *Big Company with money*
- *SSO and role permissions*
- *Monetizing developers at work*

Starter

Understand and engage

$0

Drive outcomes from your community. Perfect for organizations just getting started with community building.

- 5 workspaces
- 15 seats
- 4 integrations
- Up to 10,000 members
- Up to 5 webhooks and custom alerts
- Up to 10 embeddable reports

Get started, it's free

Growth

Scale your community

Custom

A fully-featured customer experience solution with advanced features, customized onboarding training, and priority support to maximize community ROI. Let's build a plan to fit your needs.

- Unlimited workspaces
- Unlimited seats
- Up to 100,000 members
- Custom onboarding and implementation support
- Priority support and SLA
- SSO
- Increased API rate limits
- **and more**

Let's chat

Ask your community

Community = independent developers *and* enterprise developers.

Today’s independent developer could be tomorrow’s internal champion at a large company.

Most community members want your company to succeed.

They understand monetization is a key part of startup survival.

Beware: Some companies monetize the wrong features.

Even worse! Some free features end up being moved to the paid product.

Beyond research, pricing, and packaging

- Build a team that understand we’re a business.
- Be clear in comms that we are a community-driven product, but we need to monetize.
- Don’t let sales and marketing be looked down on.
- Hire engineers and product managers that understand monetization in addition to your team that built the original community-loved product.

Steps to Monetization

- Raise a little money or bootstrap
- Build a great product that solves a key problem for developers
- Create a community of people that love this product
- Empower the community to share your product with others
- **Research and build paid features that larger companies need**
- Profit
- Repeat

Thank You!

HEAVYBIT