Growth & Marketing Committee - 2025/11/04 05:59 CST - Transcript

Attendees

Anuj Chaudhary, Fred Tanaka, hasitha Raymond, Lara Bonasorte, Laura Mattiucci, Terence McCutcheon, Tim Richmond

Transcript

hasitha Raymond: Thanks. What's up, Dick?

Laura Mattiucci: Hey.

Laura Mattiucci: You're good.

Terence McCutcheon: Quite busy.

Terence McCutcheon: But yes, in general trying to get 10 cuz there's documents locked up right now.

Laura Mattiucci: Yeah, I don't see any agenda hashita today.

Anuj Chaudhary: Hi text. Hi Laura.

Laura Mattiucci: Hey, you good?

hasitha Raymond: What's up?

Anuj Chaudhary: All good. Hassita. How are you doing? Are you coming to India blockchain week? Has Yeah.

hasitha Raymond: No, bro. you're the one that you invited me to, right? Yeah.

Anuj Chaudhary: Yeah. The one.

hasitha Raymond: Been hectic for me I'm switching places with my work.

hasitha Raymond: So even now I'm just running around to tell the truth. I'm like driving while on the call.

Anuj Chaudhary: Worries. I think Kavinda is coming. He confirmed.

hasitha Raymond: Okay. to tell the truth, I really haven't seen those guys in ages. I just saw that Rashan, one of their guys is applying for the growth and marketing I think he's put his name on the list as well. I guess I need to have a chat with them. That whole group. I saw that Wes has put his name in as well. So that means that Wes has to get himself reelected. Is it?

Anuj Chaudhary: Yes, his tenure is over. he got elected last October.

hasitha Raymond: Right. Right. Okay.

hasitha Raymond: I didn't realize.

hasitha Raymond: Any updates on the road map?

Laura Mattiucci: No I don't think we synced on this...

Laura Mattiucci: but I was looking into do team text if team is joining today? Yeah. Or do you know perhaps when the blog is going out from Intersect I Okay,...

Terence McCutcheon: I'm not sure.

Terence McCutcheon: The hope is tomorrow. I've just requested that again today. I requested last week. trying to get confirmation of when it goes out.

Laura Mattiucci: because I do have a question on that one. let me see if he said anything. Okay.

Laura Mattiucci: So she had the idea.

Laura Mattiucci: Might be here.

Terence McCutcheon: There's somewhere specific you need me to scroll to.

Terence McCutcheon: Just let me know.

Laura Mattiucci: No, no, it's all clear I wasn't sure about the advisory team. So all good. the idea Ashita was to announce the survey then go into the summit and discuss this one hour with the people being there and then actually moving towards the planning and the road map for us before the budget section next year.

Laura Mattiucci: And if I'm not mistaken the budget period is going to be starting January February right text is not happening before if that's the case we do have two months to go into the pillars of the road map.

Laura Mattiucci: And he also had a deck that we could use at the summit itself. I just need to see the final one. do you have that one? Text the deck.

00:05:00

Terence McCutcheon: Which one?

Terence McCutcheon: I'm sorry.

Laura Mattiucci: He was working on a deck for was not the final final.

Terence McCutcheon:

Terence McCutcheon: Yeah, I have it. It's just not like I said, I need it in a sharable format or...

Laura Mattiucci: Okay. Yeah.

Terence McCutcheon: I need it in the shared drive. but ...

Laura Mattiucci: I wanted to shorten it up just like two, three slides max. correct.

Terence McCutcheon: yeah. cuz it's quite well,…

Laura Mattiucci: Yeah, correct. It's super long. So, we just need to I have a meeting tomorrow with Nate and with Jack.

Terence McCutcheon: we can still shorten this up ahead of the actual event. but the full slides would still be beneficial to go with the blog itself.

Laura Mattiucci: So yeah So literally just a couple of slides and go through those and then open up to discussion. So it's more of a working session I would say at the summit for the people there and then we pass over to the committee again and then we can start together the week after.

Laura Mattiucci: That would be my suggestion here.

Laura Mattiucci: Tax, may I ask you one thing on a different note and that's more the user journey for developers when you want to do new developer on boarding and I know the OSO committee was also into some of those topics if I'm not mistaken with Bora.

Terence McCutcheon: Yeah, I would need to get a meeting with you,…

Terence McCutcheon: Bora, and all affiliate developer advocates that are currently on contract.

Laura Mattiucci: Okay, Because what I see is today and maybe I know you're doing also the hackathon soon. So once we're done with the hackathon, I think we have a bit of a gap into what's happening after for retention which are the channels we should be using to pull them in and…

Laura Mattiucci: all of those things.

Laura Mattiucci: So the user flow for a new developer is not that clear towards the entire ecosystem. If there is anything which you have already text and you've been working on would be nice to see instead of me trying to pull new things out and…

Terence McCutcheon: And when is the hackathon you're referring to? Okay. Mhm.

Laura Mattiucci: So we start yesterday with the education piece and then the last day will be the summit and then would be nice to pull them in somewhere and not lose them but I'm not sure if IOG channel should be intersect channel so whatever you have in place otherwise I start from scratch which is not what I should be

Terence McCutcheon: At the very least,…

Terence McCutcheon: we can run things through the developer advocate program. There shouldn't be any issues doing that. I know that earmarks the intersect channel,…

Laura Mattiucci: Super heat.

Terence McCutcheon: but it's designed to work out. I was just actually explaining with the developer advocates yesterday, the developer portal is a great resource, right? One of the things I don't want to get

too deep here but is for us to understand what the use of that is or how useful is that to the developer community and they've actually created a new site if you haven't seen it as of yet. Let me drop it here.

Laura Mattiucci: Thank you.

Terence McCutcheon: This is not a direct mirror to the developer portal. but the design is to explain things a little bit more in detail as far as that onboarding journey or…

Terence McCutcheon: developer roadmap as we call it. So where the developer portal may have the resources then the developer experience actually focuses on that unique experience piece. So ideally I want these two to work synonymously is the goal.

Laura Mattiucci: Yep. No.

Laura Mattiucci: And then the developer advocate program Is it a ch Do you have a channel for that one? Where should I drive them? It's like a Discord channel. yeah,…

Terence McCutcheon: Was that a question back to me?

Laura Mattiucci: So for if I go into the site you have linked there the developer advocate program.

Laura Mattiucci: Is there a link to something? Is a Discord channel that they can join.

00:10:00

Terence McCutcheon: Right now there's not because people have to join Intersect first and…

Laura Mattiucci: Okay. Yes.

Terence McCutcheon:

Terence McCutcheon: get into the Discord. But that process is laid out specifically of join the discord and then find the developer experience channel. obviously I can understand this a little bit clunky…

Laura Mattiucci: Okay. Yeah.

Terence McCutcheon: but again happy to work together on that. again, there's another round that's going out where the state of state of the developer ecosystem is the survey that's currently run by CF. The state of developer experience again the difference there being what does the ecosystem look like? Where is everybody working? Our survey is focused on…

Terence McCutcheon: what is the experience that developers have. So, it's helpful for us to know where everyone's going. That leaves the CF survey with its purpose,…

Laura Mattiucci: And that one is done.

Terence McCutcheon: but the developer experience no,…

Laura Mattiucci: Text. That one is finished. Yours. …

Terence McCutcheon: but it'll go out likely in January.

Laura Mattiucci: Got it. Okay. Okay.

Terence McCutcheon: They're still working on it.

Laura Mattiucci: Yeah. at this stage, where is what is the best channel to pull those new people in? because we've done so much efforts in Same thing in Africa is going to have thousand people in the hackathon.

Laura Mattiucci: Thousand people already registered. Where do we send them?

Anuj Chaudhary: Yeah, two ways. one is like mostly we'll be onboarding them on intersect as well. Meanwhile, they'll be hacking that is one funnel and the second we'll be capturing all the details and data. So that could be utilized accordingly. For example, Cardano forum newsletter subscription. we can ask them to subscribe to a few ecosystem newsletter for example intersect. So these are the few funnels where we can retain them and maybe we can have something better for example having one particular group for developers going forward as we having this multiple hackathons.

Terence McCutcheon: it probably to the working group.

Anuj Chaudhary: So where we can share opportunities or for example advocate developer role at intersect or any opportunities in cardano native projects. So there could be multiple avenues for them but I think I'm not sure …

Anuj Chaudhary: how we going to have them at one place. This is my understanding intersect only one channel where we can have all of them making them at least so these are the few options that we can explore text…

Laura Mattiucci: Which of the tons of channels in the Discord?

Laura Mattiucci: It's so many channels. Where would you I just don't want them to go lost.

Laura Mattiucci: Thank you.

Anuj Chaudhary:

Anuj Chaudhary: where we should have them. according to you if we onboard them on intersect

Terence McCutcheon: should be here.

Terence McCutcheon: So the idea behind this here what the developer advocates are working on is this developer experience obviously they're deploying off of main for their website. the idea essentially is to get usability on the different branches and essentially allow this to be a developer playground. This may expand into other repositories and projects but different things like are done in the hackathon can be rebuilt and repurposed over here. We can work the developer advocates directly essentially. the goal is to shift them from right now they are contributors here in their first quarter just so that we see that their work and then transition them into maintainers of this repository alongside myself so that they're actually facilitating things for the community.

Laura Mattiucci: Can we talk together with Bora and…

Laura Mattiucci: Tommy because I feel we're doing two times the same things and we don't need to do so. And if we could spare resources would be nice streamline all together it's easier I think Monday.

Terence McCutcheon: Okay.

Terence McCutcheon: How late is Mondays at 5 UTC? That's pretty late for you. every Monday at 5 etc.

Laura Mattiucci: Say it again. Wait. this is next Monday doesn't work.

Terence McCutcheon: Right. Okay.

Laura Mattiucci: The week after is fine.

Laura Mattiucci: Thank you.

00:15:00

Terence McCutcheon: Yeah, that's my weekly sync session with the advocate. So bring you in there.

Laura Mattiucci: Okay.

Terence McCutcheon: We can get that going.

Laura Mattiucci: Yeah. bring in Bora, And I think the other one is …

Terence McCutcheon: I'll put Tommy on there, too. …

Laura Mattiucci: Amazing. Thank you so much. Yep. Tim, may I ask you if you have the latest deck for the GMC survey? Is that the one I saw from Texas? Is that the latest?

Terence McCutcheon: this is Richmond. Tim Harrison would have the source copy.

Laura Mattiucci: Yeah, but I thought Tim is working on the coms. Sorry.

Terence McCutcheon: Sorry. He is. Yeah, but I haven't been able to share that link over to the document. Sorry.

Laura Mattiucci: You coming to the summit?

Tim Richmond: I'm not saying anything.

Tim Richmond: I'm not saying any I am so gutted. I am not going to be able to make it. I will be with you in spirit.

Laura Mattiucci: Hello. my god.

Tim Richmond: But I ran out of Shenzhen days and just trying to get a visa was just impossible. So, it's Brexit. It just messed everything up for all the British people. I tell you, it's a nightmare.

Laura Mattiucci: But also for us, I didn't know. So I booked a flight. last week I was there. Yeah. And then I realized just the evening before that I need an extra piece of paper.

Tim Richmond: I just don't understand it. It's like we're Europeans.

Laura Mattiucci: 20 bucks.

Tim Richmond: I don't know

Laura Mattiucci: Yes. Okay.

Tim Richmond: what to say. Anyway, sorry.

Laura Mattiucci: I don't have anything else guys here. That was it. these are all the question I had.

Laura Mattiucci: So, I'm going to go back with some of the answers and thinking tomorrow with Jack and Nate because they're going to be both at the summit and…

Laura Mattiucci: then looking forward to see for the developers also with Ano and see where we're going to pull them in. Okay. Hello.

Terence McCutcheon: Before anybody leaves,…

Terence McCutcheon: just an official shift or hand over here in case you guys were not aware. I've asked Laura to come in step in as the secretary here for the growth and marketing committee. so that's why she's been here the last few weeks if you haven't noticed. I'll be a reference as needed,…

Laura Mattiucci: Yeah. And you

Terence McCutcheon: but I've got things going on in open source. So, obviously, yeah, we'll still be working together as far as the,…

Terence McCutcheon: u developer type stuff, but, …

Laura Mattiucci: Yeah. …

Laura Mattiucci: thank you.

Terence McCutcheon: but no, Lara's doing our events here at Intersect and being that that's one of the heavy things that this marketing piece is geared towards, I thought that'd be a good transition there and that frees up a little bit of time for me at the very least. So,

Laura Mattiucci: Yeah, for sure. But thank you

Lara Bonasorte: Hello everybody. just to clarify a couple of things. Text will still be on the background helping me with the full transition as he did mention and any outstanding questions that I might have in terms of organization procedures. He's just going to be there to inform me. But, we still haven't decided exactly the date when I'll step in because there are a couple of details to cover before that. But this is why I've been attending the last couple of growth and marketing committee meetings just listening in and not really opinionating because I wasn't part of the previous organizations of this committee but in the future hopefully I will be.

Anuj Chaudhary: Welcome, Lara.

Lara Bonasorte: Thank you very much.

Anuj Chaudhary: Do we have anything else? I think we are

Laura Mattiucci: Okay, I think we're done.

Terence McCutcheon: I didn't have anything specific next week's kind of the big kahuna. So you bring Fred up real quick.

Laura Mattiucci: Thank you.

Tim Richmond: That was Text, can I grab you just after this? Cheers.

Terence McCutcheon:

Terence McCutcheon: Yeah, go ahead Tim. Yeah, Brad, sorry to have left you down there. Did you have anything for us?

Fred Tanaka: Yeah, actually if you don't mind hold on you might see my messy place here if I turn my camera on but yeah I do. so there was an article today that came out on Coindesk Japan with Charles it was his interview here in Japan when he was here during Tech for Impact and then if it's okay is there a good way to share it with all or would you guys like to share it on social?

00:20:00

Fred Tanaka: Anyways, it's good because you really does a great job of referencing the Japanese community here and I mean it's every little thing counts towards your marketing efforts to kind of build awareness and then just get Cardano's name more well known here as well in terms of making it trend with the Google algorithm and other things that are going to

Fred Tanaka: give it some boost here. So, I'll put it here. It's in Japanese, but, I just thought maybe I'd share it with you guys. it's kind of cool.

Fred Tanaka: But, yeah, just, another step in the right direction, I think. So, actually, I just got back, so I don't have it right up here with …

Terence McCutcheon: I dropped it in here,…

Terence McCutcheon: Yeah,…

Fred Tanaka: thank you. I appreciate it.

Terence McCutcheon: I put it here and I put it in the GMC channel and Discord.

Fred Tanaka: Awesome. Thank you so much. Yeah. So, give it a look. I think he's promoting Cardano. And to be honest, there's really no one else doing it here, at least on a PR marketing level. So, at least give him props for that. Cool.

Terence McCutcheon: Anything else?

Laura Mattiucci: Thank

Fred Tanaka: Yeah. Nothing else for me. And thanks for having me on the call with you guys. I appreciate it. But yeah.

Anuj Chaudhary: Thank you, We'll amplify this tweet from Coindes Japan.

Fred Tanaka: Yeah. Yeah. You guys are awesome. That's great. I think Coindesk will love it, too. Then, it'll help it, so when we come to them with things Cardono that are not necessarily from IO, just things in general too. I mean, if Cardano gets clicks, if it gets people open up the article, they're going to see that and then they're going to recognize it. So, it'll help us all around.

Terence McCutcheon: All right.

Anuj Chaudhary: Yeah, makes sense. Thank you.

Fred Tanaka: Thank you.

Terence McCutcheon: I won't keep anyone here if that's going to be everything. Not that I'm keeping you.

Laura Mattiucci: Guys, thank you so much.

Lara Bonasorte: Thank you so much everyone.

Fred Tanaka: Thank you.

Meeting ended after 00:23:30 👋

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