

# FROM HELSINKI WITH LOVE: CREATING A DEVELOPER COMMUNITY IN AN EMERGING MARKET

**Daniel Bergqvist**  
*Blaast*

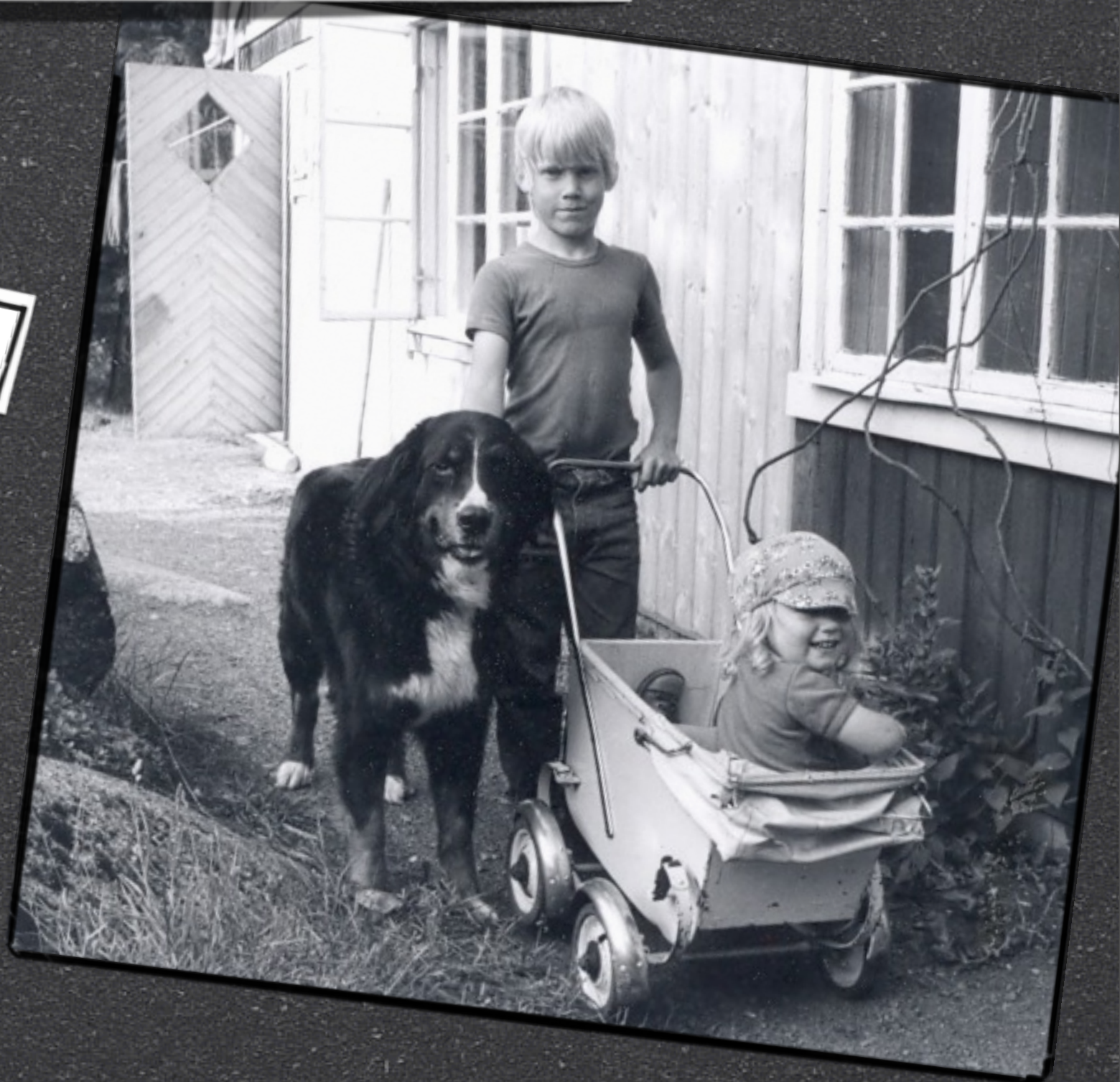


Hi, I'm Daniel.

A Swedish web/tech/music/business-nerd.

[about.me/dbergqvist](http://about.me/dbergqvist)

@bexie







blaast

IN A NUTSHELL

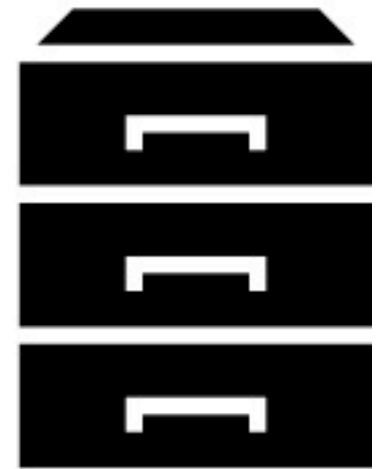
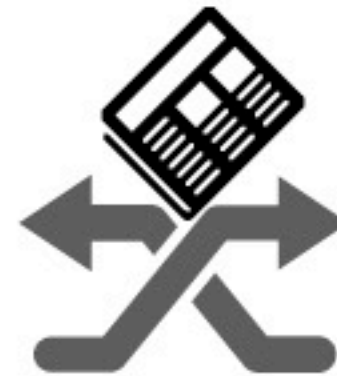
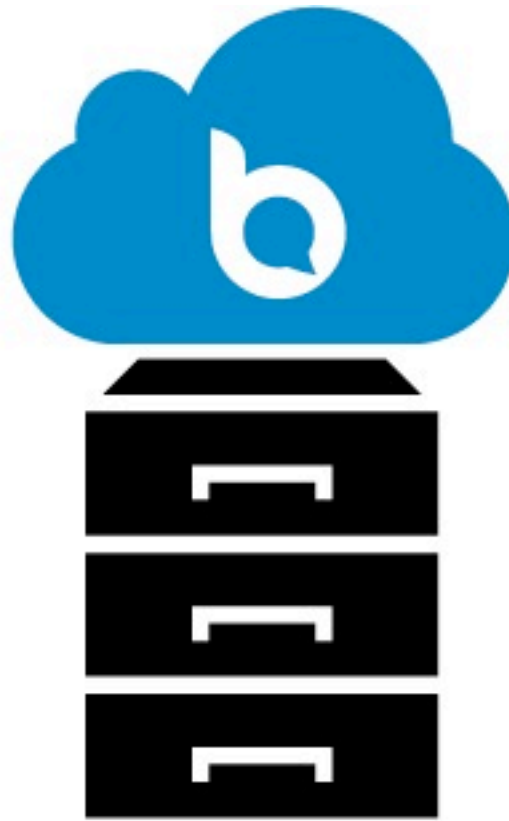
*A Desktop Quick Reference*

O'RELY?

*Professor D Bergqvist*



That's 30 minutes away,  
I'll be there in ten







Rocket SDK

**Easy Money**

**\$\$\$**

**1 MILE**




# Why Indonesia?





240M

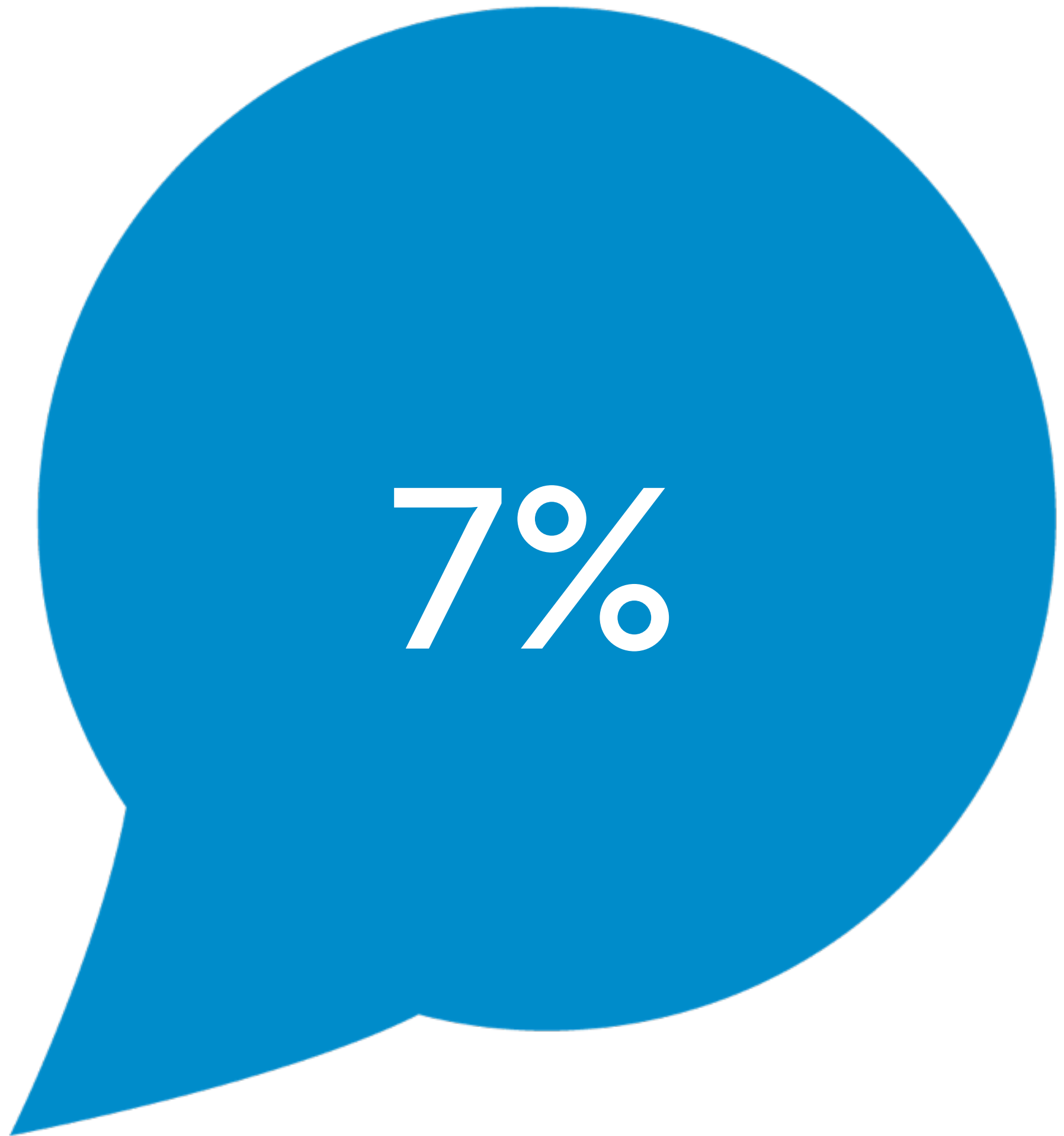


50% < 29





90%







1.6%

A large, purple speech bubble with a white outline, pointing towards the bottom-left. Inside the bubble, the text "40M" is written in a large, white, sans-serif font.

40M





20M

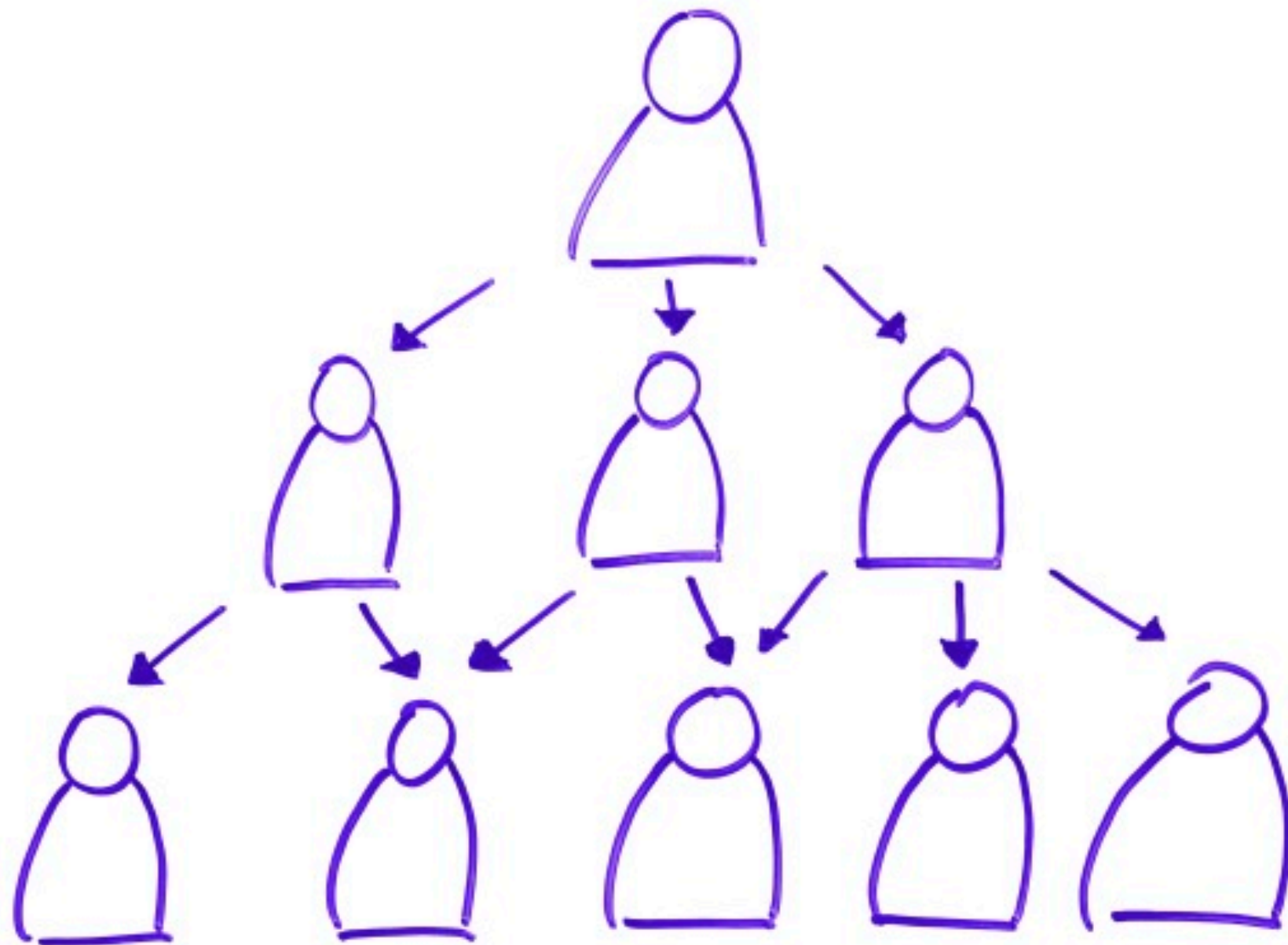
# Building a community







# Existing initiatives



# The influentials



# Developer evangelists



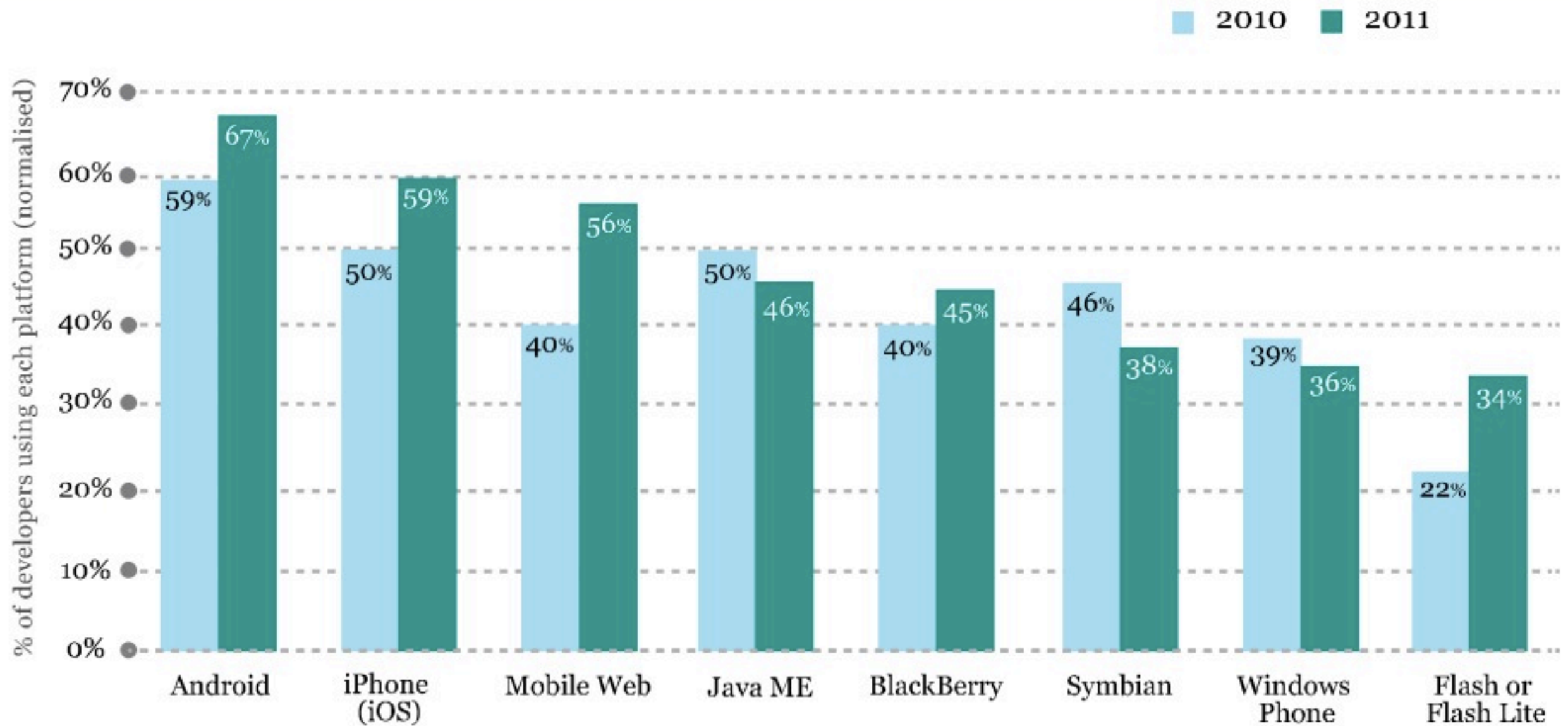


Building a  
team



# Developer Mindshare Index 2011-2010

Top-8 mobile platforms being used by developers, irrespective of their current platform (n=806)



Source: Developer Economics 2011 | [www.DeveloperEconomics.com](http://www.DeveloperEconomics.com) | June 2011

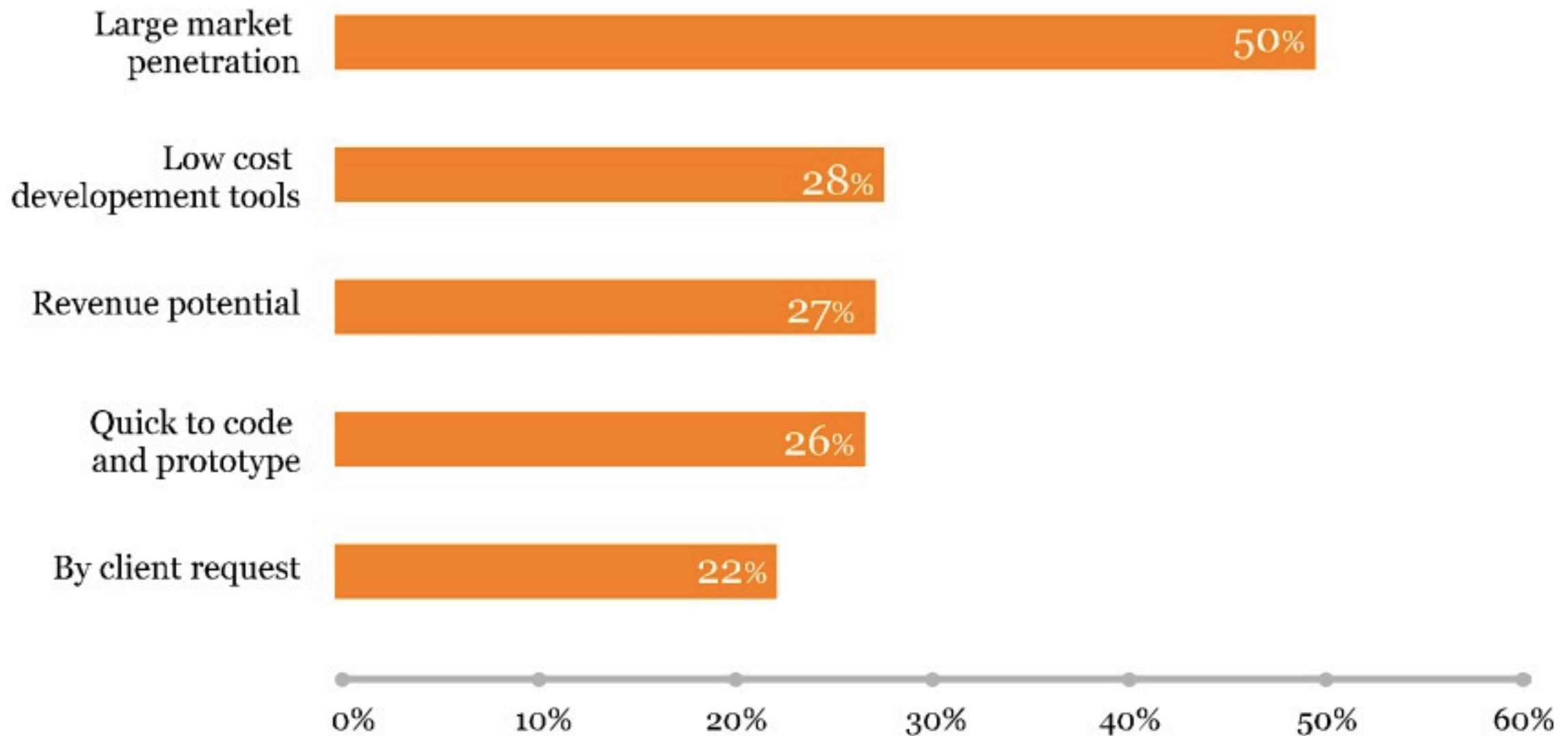
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# Reach matters more than money for developers

Top-5 platform adoption criteria by % of respondents, normalised (n=822)



Source: Developer Economics 2011 | [www.DeveloperEconomics.com](http://www.DeveloperEconomics.com) | June 2011

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Marco says

Dogfooding  
Installed base  
Profitability

# The plan

# Dos and don'ts



# Go local





Don't be  
corporate

# The outcome





developer.blaast.com

