

# Community Is Your Most Underrated Scaling Strategy

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# About me

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# What is the hardest thing to scale?

Infrastructure ✘

Kubernetes clusters ✘

Microservices ✘

Trust 

# The Myth

Great technology naturally creates a community. ❌

## **Reality:**

Build product → create conversations → build trust → community forms → adoption grows ✅

# No secret recipe, just a lot of consistency!

- High-quality content → thought leadership marketing beyond individuals
- Open source projects and initiatives (e.g. Flock)
- Consistent community engagement - "Did Kubernetes succeed because it was technically excellent?" – Partly. They created movement around the technology
- Authentic participation in the ecosystem

# Start locally, think globally

Network – great opportunities arise & you meet like-minded people

- Start locally & adjust your strategy with time
- Collaborate and expand your visibility and reach

# Community Is Infrastructure

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Infrastructure provides:

- Reliability
- Resilience
- Connectivity

Community does exactly the same for people.

Communities generate:

- Trust
- Retention
- Referrals
- Contributors
- Future speakers
- Future customers



Often over years rather than weeks.

# Community in the Age of AI

- People need trusted peers more than ever.
- The harder the technology gets, the more valuable communities become.

The strongest ecosystems aren't built on technology alone. They're built on people who help each other learn, contribute, and grow.

# Thank You!

