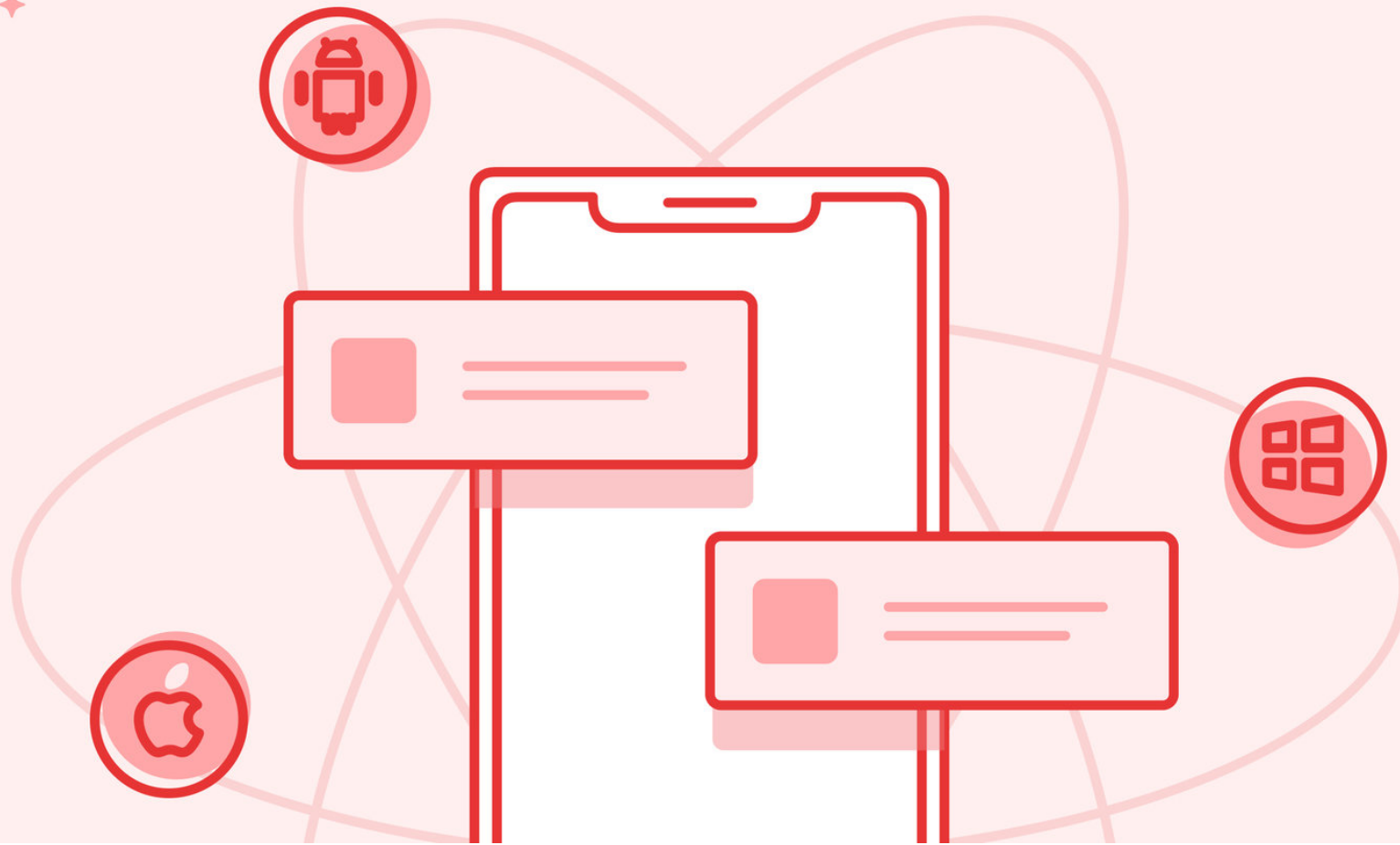
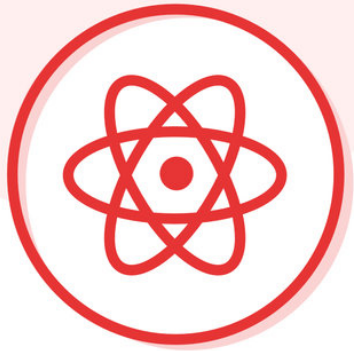


Building a Community around Ignite

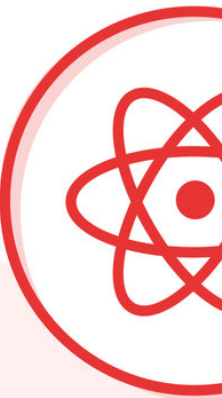
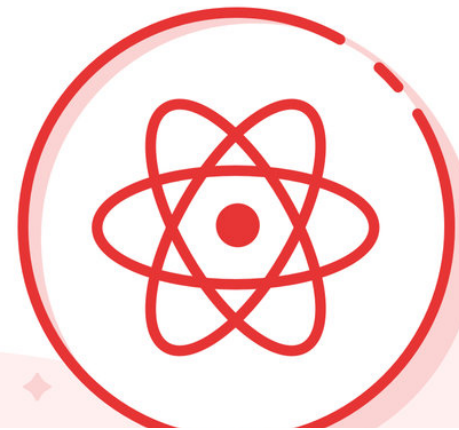




I'm Jamon Holmgren



BUILDING A COMMUNITY AROUND IGNITE



Jamon Holmgren



Cofounder & CTO at Infinite Red

Twitter: @jamonholmgren



Jamon Holmgren

Live near Portland, Oregon

Wife & 4 kids (hi Cedric!)

Half Finnish



Infinite Red

React Native

React.js

Design



Chain React

Portland, Oregon

July 11-12, 2019

React Native Conference

infinite.red/ChainReactConf



React Native Open Source

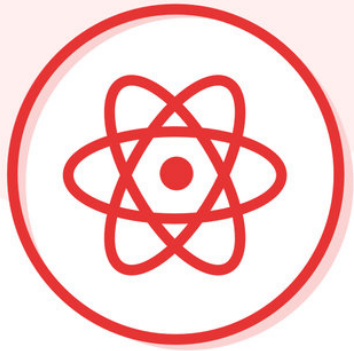
React Native WebView

Lean Core Initiative

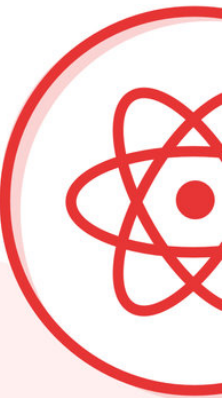
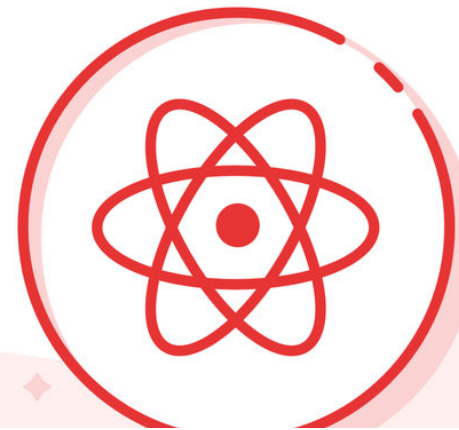
Ignite

Reactotron





Building a Community around Ignite



Ignite



Ignite

What is Ignite?



Ignite

Started using React Native in 2015

React Native Newbies



Ignite

```
~/Code/playground — playground: ignite new SaunaApp — node /usr/local/bin/ignite...
~/Code/playground — playground: ignite new SaunaApp — node /usr/local/bin/ignite new SaunaApp +

~/Code/playground
[> ignite new SaunaApp

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An unfair headstart for your React Native apps.
https://infinite.red/ignite

-----

🔥 igniting app SaunaApp
? Which boilerplate would you like to use? ...
> Bowser \(React Navigation, MobX State Tree, & TypeScript\) - RECOMMENDED
  Andross (React Navigation, Redux, & Redux Saga)
```



Ignite

It's a CLI

```
~/Code/playground — playground: ignite new SaunaApp — node /usr/local/bin/ignite...
~/Code/playground — playground: ignite new SaunaApp — node /usr/local/bin/ignite new SaunaApp +

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Ignite

infinitered / **ignite-android**

<> Code ! Issues 19 🔗 Pull requests 5 📊 Insights ⚙ Settings

The original React Native boilerplate from Infinite Red - Redux, React Navigation

react-native boilerplate navigation-component navigation react redux-saga

🕒 327 commits 🔗 9 branches 📦 25 releases

infinitered / **ignite-browser**

<> Code ! Issues 14 🔗 Pull requests 2 📊 Insights ⚙ Settings

The most popular React Native boilerplate, powered by Ignite CLI and Infinite Red

Manage topics

🕒 523 commits 🔗 15 branches 📦 14 releases



Ignite

It's a set of boilerplates

infinitered / **ignite-android**

[Code](#) [Issues 19](#) [Pull requests 5](#) [Insights](#) [Settings](#)

The original React Native boilerplate from Infinite Red - Redux, React Navigation

[react-native](#) [boilerplate](#) [navigation-component](#) [navigation](#) [react](#) [redux-saga](#)

327 commits 9 branches 25 releases

infinitered / **ignite-bowser**

[Code](#) [Issues 14](#) [Pull requests 2](#) [Insights](#) [Settings](#)

The most popular React Native boilerplate, powered by Ignite CLI and Infinite Red

[Manage topics](#)

523 commits 15 branches 14 releases



Ignite

It's an ecosystem

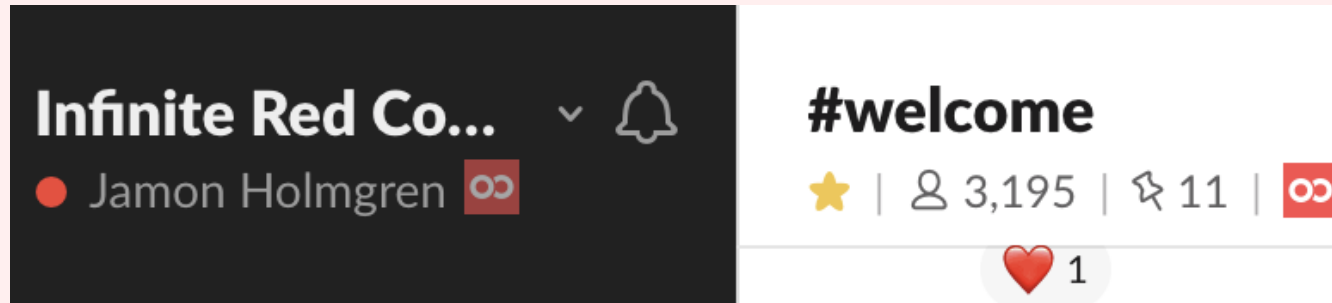
Plugins

3rd Party Boilerplates

Community

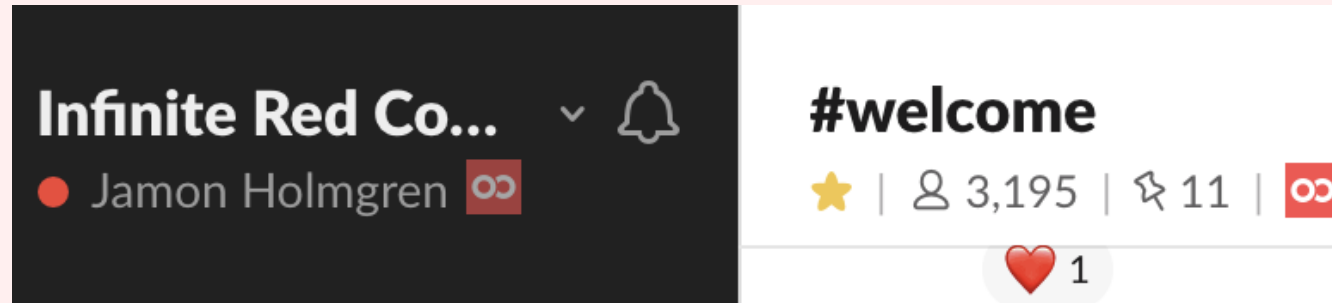


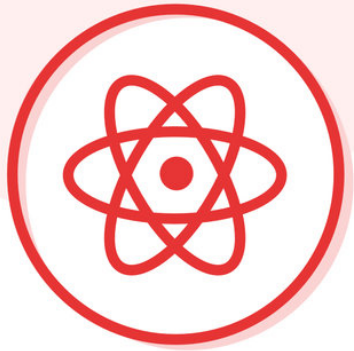
Ignite



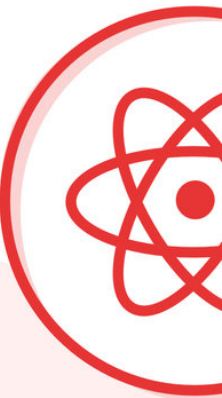
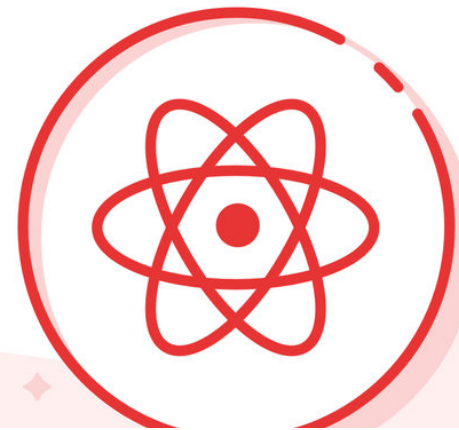
Ignite

Thousands use Ignite





Building a Community around Ignite



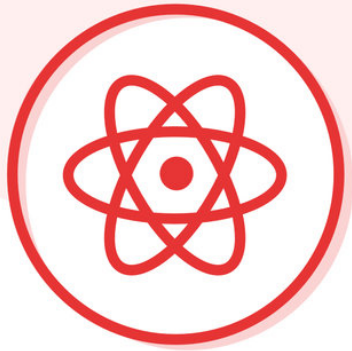
Building a Community



Building a Community

Three phases





Phase 1: Build Something Compelling



How to draw a turkey



Step 1 - Trace hand



Step 2 - Draw the rest of the turkey

Phase 1: Build Something Compelling



Phase 1: Build Something Compelling

Build something YOU would use



Phase 1: Build Something Compelling



Phase 1: Build Something Compelling

Build something you DO use



Phase 1: Build Something Compelling

Build it for you

Spend time using it

Feel the pain

Feel the joy



Phase 1: Build Something Compelling

If *you* don't put time
into it, why should
anyone else?



Phase 1: Build Something Compelling

Ignite

We needed it at Infinite Red

Tight feedback loops

Dozens of Infinite Red projects



Phase 1: Build Something Compelling

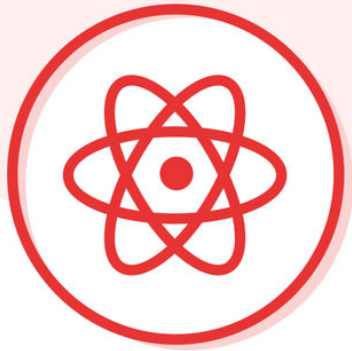
Extensible

Third-party boilerplates

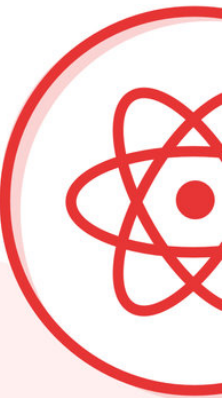
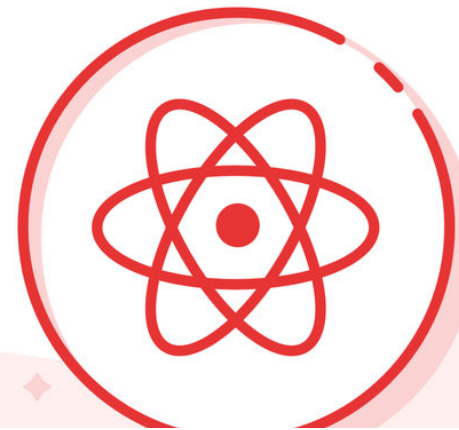
Third-party plugins

Custom component generators





Phase 2: Brand, Market, Invite



Phase 2: Brand, Market, Invite

A brand evokes a feeling

Gatsby

Apollo

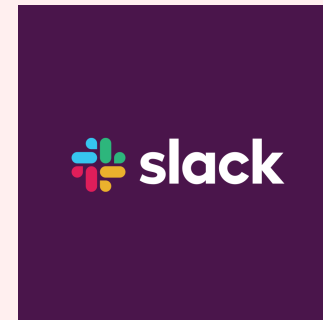
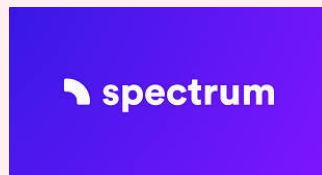


Ignite



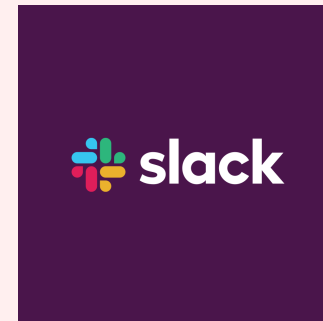
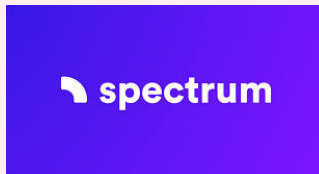
BUILDING A COMMUNITY AROUND IGNITE

Phase 2: Brand, Market, Invite



Phase 2: Brand, Market, Invite

Make a space



Phase 2: Brand, Market, Invite

Blog posts

Link to community.infinite.red!

Talks - meetups, conferences

YouTube videos



Phase 2: Brand, Market, Invite

```
Ignite CLI ignited PizzaApp in 427.6s
```

To get started:

```
cd PizzaApp  
react-native run-ios  
react-native run-android  
ignite --help
```

Need additional help? Join our Slack community at <http://community.infinite.red>.

Now get cooking! 🍳



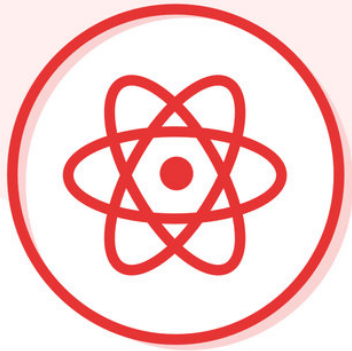
Phase 2: Brand, Market, Invite



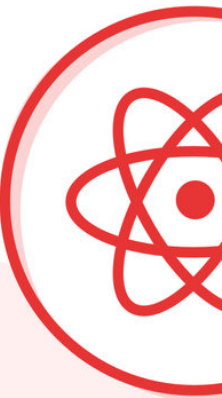
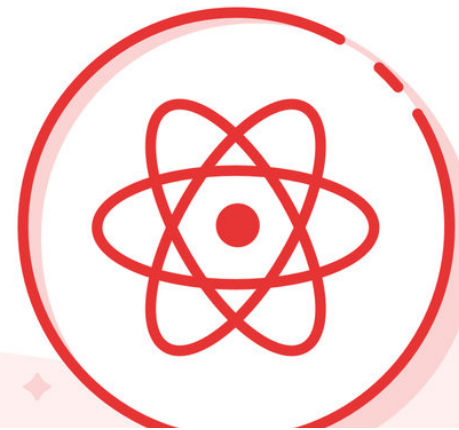
Phase 2: Brand, Market, Invite

People flooding in





Phase 3: Community Care



Phase 3: Community Care



Phase 3: Community Care

Welcome!



Phase 3: Community Care

Set expectations

Establish rules

Moderate closely



Phase 3: Community Care

Participate

Answer questions (not all)

Get to know individuals



Phase 3: Community Care

Say "Good Morning!"

Announce new features in the community

Treat them like friends



Phase 3: Community Care

Support community solutions

Community boilerplates

Community plugins

Community events



Phase 3: Community Care

Go beyond Slack

Chain React

Swag



Phase 3: Community Care

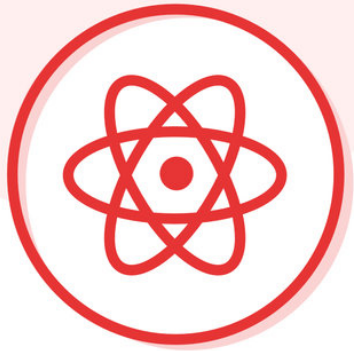
Don't automate everything

But do automate some things

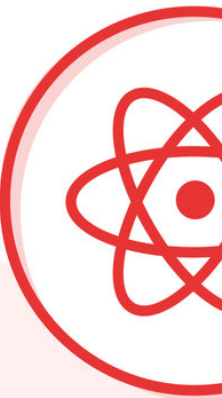
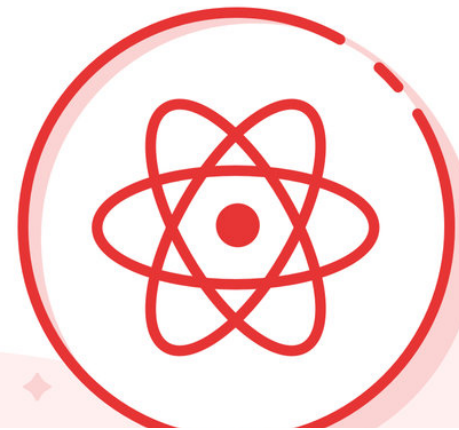
Article by David Leuliette:

<https://tiny.cc/community-automation>





Impact



Impact

Over 3,000 people

Lively discussions

New friends, new relationships



Impact

Recruited IR team members

Community referrals



Impact

Meaningful connections

US, Canada, Mexico, Poland, Finland,

Netherlands, Germany, Russia,

Singapore, Nigeria, Australia, Chile

...and many more



Impact

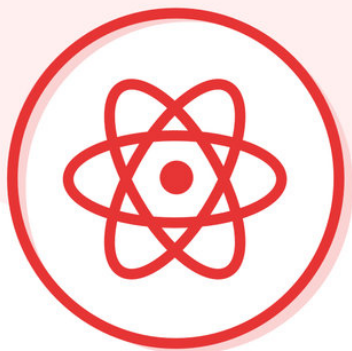
Keeping Ignite healthy

Issue reports

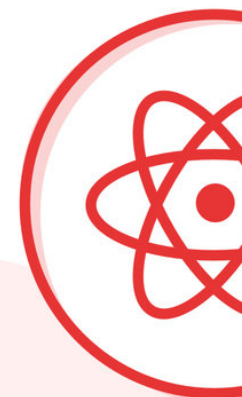
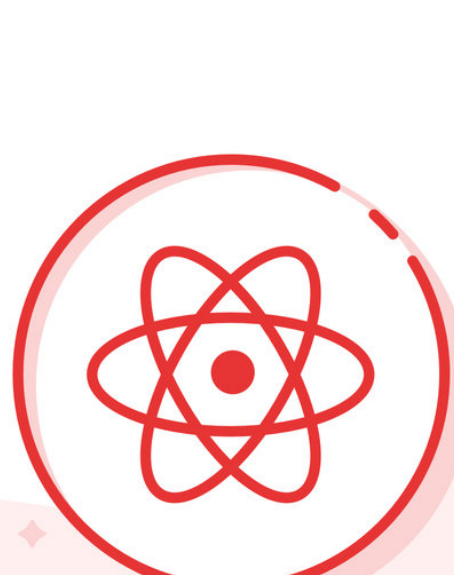
Pull requests

Energy





Learn More



Ignite



Ignite

github.com/infinitered/ignite



Infinite Red



BUILDING A COMMUNITY AROUND IGNITE

Infinite Red

infinite.red



Chain React



Chain React

infinite.red/ChainReactConf



Our Community



Our Community

community.infinite.red

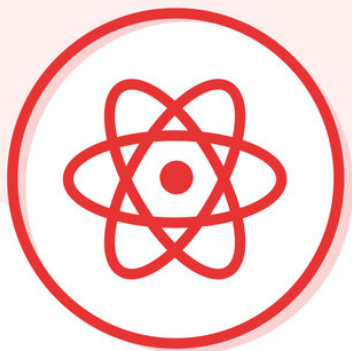


Jamon Holmgren

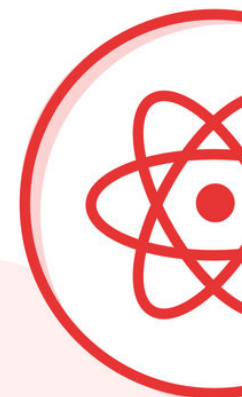
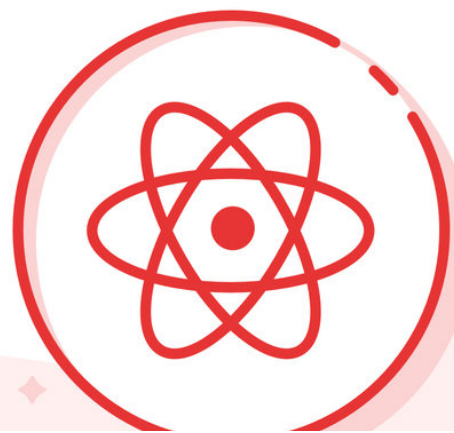
Twitter: @jamonholmgren

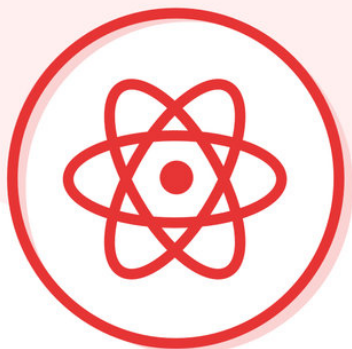
jamonholmgren.com





Thank You!





BUILDING A COMMUNITY AROUND IGNITE

