

Krish (products.snowpal.com) (00:00.942)

Hey there, hope you're doing well. Welcome to Snowpal Software Development and Architecture Podcast Metadata. What I mean by that is Metadata as we know is data about data.

So this podcast is actually about the podcast. So it's essentially me, you know, taking a few minutes to introduce the podcast to you, because when we're talking in the team the other day, we realized that we actually haven't, you know, didn't at least take an opportunity to formally introduce the podcast. You know, for what it's worth, it's I think helpful to learn from one of the contributors to our podcast as to what the essence of this podcast, our podcast is all about.

So this is going to be a short video. We're going to talk and I'm going to share my screen, show you a few different podcasts, some recent ones, some podcasts from the past. So you get an idea as to what our podcast is all about. So without further ado.

Let's jump right in. I'm going to share, do a couple of screen shares back and forth. So bear with me. Okay. This essentially it says, you know, there's multiple ways to learn. There's more than one way to learn today or any day for that matter. We just, you know, we have more and more options available to us.

Some options just tend to work a little bit better in some scenarios for some of us. So, you know, to each our own. So I, this, actually this graphic says there's two ways to learn, but it literally, it means there's many ways to learn. We've just taken two of those.

Krish (products.snowpal.com) (01:29.998)

One is you could pay thousands of dollars and sign up for some expensive courses. I mean, there's no dirt of those courses. Some of them run into the thousands, some run into the hundreds of dollars. But what if you want to learn things slightly, a little bit informally, and you want to keep yourself abreast of technology changes that are happening in the real world out there? And also want to keep up to date with things happening at Snowpal as a product company.

You could actually, you know, would be better served by following our free podcast. It's at least free up until this point till it changes and learn the more pragmatic way. I'll give you some details about what the podcast tends to typically cover. It is in the space of software development architecture. That's what the podcast is called.

So first thing you do is you make a decision, hey, do I want to follow the podcast and learn different things about technology? If that's your kind of thing. We have our podcast are predominantly video podcast, but they we take good care in ensuring that the audio is actually quite good as well. So if you want to listen to it while you're commuting to work or you're working out or doing something else, you're welcome to do that. Or you can watch the podcast as well. Some of them need a visual aspect.

to it like you know when we're doing live coding and screen sharing and whatnot but there is a number of fan number of podcasts that you can actually simply listen to as well so that's i just want to start with that graphic let me then do a screen share of uh let's actually let me do this let me uh to create another let's do a tiny bit of drawing as we almost always do uh

because you know anything a picture as they say is worth a thousand words so let's just let me share my screen here

Krish (products.snowpal.com) (03:29.934)

Okay, so let's call it snowpal podcast metadata.

Krish (products.snowpal.com) (03:39.79)  
Okay, what is our podcast about?

snowpal podcast. I could broadly break this down into three different categories. There's actually two if you think about it, but you know what, I'm gonna start with three and we can actually.

differences.

So it's a technical podcast that was created originally, you know what, because of the bug that this tool has. Let me actually.

Software development and architecture. So if you're a developer.

Krish (products.snowpal.com) (04:24.814)  
or a product owner, you do some, you're in the business of building software, it doesn't matter who you are as a stakeholder, this podcast is gonna have, sort of have you covered. Now we start out predominantly talking development and architecture related topics, and then we've expanded that to product management and just what everything else we do at Snowbite as a product company. But with that said, predominantly I would say,

90 % of this, if I can find a way to sort of color.

Krish (products.snowpal.com) (05:04.142)  
actually way to do it I think but it's alright okay I want to say let me write this here 80 % if not more 80 % is dev related

which means we're talking, when I say Dev, it's architecture as well, it's very technical. At least that's how the podcast started. But we got feedback from people saying, hey, this is great, but it would be nice if we ventured out outside development and architecture, talked about other aspects of software development. I mean, when you build software, there's a lot of stakeholders involved, testers, product owners, you know.

technical people, folks who are doing content marketing, sales.

advertising, setting up campaigns, DevOps, platform engineering, design, requirements, business, client interaction, you know, the whole gamut, it runs the gamut. So while a majority of this at least start out and continues to be dev related, we have expanded that 20 % is a fair number of podcasts because I think we have give or take, I think approximately like 300 podcasts or so at this point. Please, if memory serves me right.

That could be having we publish our podcast on multiple platforms. Let me actually You know what? It's three our podcast. We'll go to the platform before that. Let me just complete this so dev related the second oops a Lot of these were predominantly Solo podcasts as well It is you know one of us in the team actually creating this podcast and we expanded that to

Krish (products.snowpal.com) (06:47.502)  
as we got feedback from folks, we started doing collaborative podcasts. And I'll share some more than a few examples of this. For the collaborative podcast, we interact with, we bring guests, experts in their own fields and talk about a variety of different topics. We'll just talk about the topics we've covered so far.

to some extent. So that's the second category, collaborative podcast. And we started doing that, I want to say about maybe a month, couple of months ago, early stages still, but we've actually had, you know, the pleasure of hosting a fair number of guests at this point. A number of them have found interest in coming back to the show, which is awesome. So it's much, very much appreciate our guests taking valuable time and actually, you know, being able to do that.

Okay, so the third category, I mean this is essentially, you know, my clip's slipping here, so I want to be careful. So the third category of podcasts.

It's predominantly only two. I would say 80 % of this and then let's put a number here.

with the other 18%.

Krish (products.snowpal.com) (08:06.286)

is collaborative. And again, take these numbers of the grain of salt and it is not empirical data. I'm just pulling them out of thin air to give you an idea. The third category of podcasts is something we, it's about 2 % before I write what that is, let me actually say it's.

I need to adjust my mic, my apologies because it keeps actually sliding.

Krish (products.snowpal.com) (08:35.374)

Hopefully the audio is fine.

Krish (products.snowpal.com) (08:44.428)

Snowbell updates if you will. There's not very many of those that's why I want to call it like I want to say about 2 % of the podcast approximately 2 %

We talk about many different things, you know, we...

You know, we have several different products. Our education platform is one, our web app, mobile apps, another category of products. We have backend as a service API products that we publish for other businesses to consume and reduce their time to market. So again, build apps in really quick time, apps and microservices. So that's the third category of our part. I mean, that's one of our products. So we share information on what our new courses that we are launching, the ones we've created, the ones that are coming about in the near future.

and other things that we generally do as a company. Those are pretty short, probably 10 minutes -ish, I think, the podcast length. Some of them are probably a whole lot shorter, like a couple of minutes, because it's only 2 % of the podcast. So that's third category of our podcast. So as you can tell, the majority is dev -related, but then we've expanded into other areas, and then we do the collaborative podcast. Now from a dev standpoint, let's look at, you know what, let's actually perhaps add...

Thank you.

Krish (products.snowpal.com) (10:06.894)

Now within the Dev Podcast

Krish (products.snowpal.com) (10:15.854)

just pick a different shape here. What are some topics? Like I said it's development.

Krish (products.snowpal.com) (10:27.47)

architecture. These are two main topics that we cover all the time. That's sort of our default, if you will. So if I can actually find a way to have a frame here. I'm gonna say defaults, right? So this is the default to.

Krish (products.snowpal.com) (10:51.406)

just make it singular. It's one of these topics. But there are plenty others that we cover in this space that includes product management.

Krish (products.snowpal.com) (11:11.352)

Deployment.

Krish (products.snowpal.com) (11:18.51)

to advertising and marketing. And off late, we've also started, given that we do B2B work and we are also doing sales and prospecting, we talk about a little bit about sales here. Now again, if I have to break this percentage down within this category of 80%, I wanna say dev and development would actually be 80 % of.

80 % if you know what I mean. So that's the majority. So the rest of them account for um maybe I'll do a free hand here.

Krish (products.snowpal.com) (12:23.31)

That's fine actually. So this is gonna count for the rest. 20 % of 80%. Again, these are just ballpark numbers just to give you an idea. Okay, let me complete the arrows in the interest of completeness.

these objects I mean. Okay now the collaborative podcast let's actually move this one down.

The collaborative podcast, let's go to that next.

Krish (products.snowpal.com) (13:03.566)

change

Krish (products.snowpal.com) (13:08.27)

Here we've talked a variety of topics and these topics are driven predominantly by the guests and what our guests actually are interested in having a conversation about. So far, it's actually covered areas like product management.

Krish (products.snowpal.com) (13:25.774)

Development, and by development here, I mean, you know, architecture develops the whole, all of those areas. I'm just gonna call them, I'm just gonna call it Development Plus, yeah. We've talked about remote work in a few different podcasts. We've talked about automated economy.

Krish (products.snowpal.com) (13:55.866)

This topic we talked with with Kramer who's got plenty of experience in all aspects of software development The item we focused on thus far is has been automated economy. So there are a number of podcasts related to that Product management, we talked to a guest called McGillie from from Europe Development we've talked to a number of different guests Remote work. We've talked to more than one guest and the recent part is with Jason

The one before the most recent one was related to soft remote work. We've also actually explored outside some of our comfort zones by talking mental health with Vidhi. So there's a few podcasts that relate to mental health. What else can I think of? Yep, we've actually talked a little bit of sales.

with Dr. Deva, who's a professor of sales. So we've done some sales, had some sales podcasts. And then we've talked travel with Prasanna, who's done extensive travel around the globe. Again, I might be missing a bunch there, but that's the broad spectrum.

of conversations we've actually had thus far. So with remote work, we also talked to a guest from Spain, Valentina, who is in the business of actually making remote work successful. So that was a very interesting podcast as well. Let me...

Krish (products.snowpal.com) (15:28.366)

We talked about platform engineering with James not too long ago. So we had a lot of these conversations with a number of our guests and we have more guests going to be showing up in the near future. So keep, you know, stay tuned for those podcasts. The 2 % here in the interest of completeness, let's actually go, completed.

So this is Snowpiled education platform and our courses. We have like 35 plus courses published at this point. They're all, you know, they cost you less than a drink at Starbucks. They are very informal, pragmatic, they're hands -on, and they literally don't break your bank. They're like five bucks give or take. So definitely check them out. We also have the course platform.

If you are a course contributor, like I've said, I've shared my podcast before.

You're welcome to create the course content and then let us do all of the heavy lifting from a publishing standpoint on the web and the mobile apps and then you get a cut from the sale a lot a good percentage of of the garbage is like 5050 at this point essentially for a lot of the courses and then all that you have to do is create the content that's basically it. So we share updates about the education platform. We also share details about our roadmap.

and our products in our snowpile updates about our b2b b2c products the education platform and then everything else that we actually do. Let me say roadmap is one and then in general we also talk about our product suite.

Krish (products.snowpal.com) (17:21.966)

So that's basically the gist of our podcast. Now, where do these podcasts get published? In a number of different platforms. Let's just quickly draw that out as well. Let's pick a different shape. Let's also pick a color that we've not used so far.

Krish (products.snowpal.com) (17:44.974)

It's published on Apple. So you can go to apple .snowpals .com and let that redirect to the Apple podcast. This is published on Spotify as well.

Krish (products.snowpal.com) (18:01.262)

it's you should find them be pretty much even but there are some podcasts that might be in one place and not the other but the majority of the podcast should show up on all of these platforms. And then all the other, you know, there's a number of other podcast platforms the ones you're able to propagate, you know, from by publishing, you know, by using a podcast provider. So I'm just going to say number of other platforms.

So find what works for you and then you can listen to other watches on that platform of your choice. I'm just gonna add a piece of text here. Published.

Krish (products.snowpal.com) (18:43.374)

ok that's basically.

you know, a quick introduction to our podcast. Let me actually make it two parts. This is part one of two. In this, we just looked at the podcast, the breakdown of ads being published and all of those details. And the next one, we'll take a look at some of the example podcasts and items we've actually been able to cover so far. So this is part one of two of the Snowpal podcast metadata series, if you will, that introduces you to our software development and access.

Podcast. Thank you.