

The logo features a stylized white 'O' on the left, which is partially overlaid by a white elliptical orbit. Three small white dots are positioned around the orbit: one to the left, one inside the 'O', and one above the 'O'. To the right of the 'O' is the word 'orbit' in a white, lowercase, sans-serif font.

Orbit

We've built developer products, communities, and teams

Patrick Woods, CEO

- Director of Customer Success, **FigureEight**, **Keen IO**
- Partner, **DeveloperMode**

Josh Dzielak, CTO

- DevRel Lead, **Algolia**
- VP Engineering, **Keen IO**
- Partner, **DeveloperMode**



James Tamplin

CEO & Founder, Firebase

Sam Ramji

CSO, DataStax; Former Head of
DevRel, Google

Aghi Marietti

CEO & Founder, Kong

Andrew Miklas

CTO & Founder, PagerDuty

Kyle Wild

CEO & Founder, Keen IO

Jame Governor

Co-founder, RedMonk

Software is no longer sold—**it's adopted.**

What drives adoption?

GitHub

 **twilio**

 **Figma**

webflow

Community

 **Airtable**

 ***shopify***

 **HashiCorp**

 **Notion**

**But most companies are still playing by
the old top-down rules.**

They can't answer even the most basic questions about their community.

Existing tools don't work.



martin_casado
@martin_casado



9/ Existing CRMs are being pushed into service to handle this. But often they are an ill fit, being built for a more traditional, direct model where the account management team is driving the engagement through the various sales stages.

5:56 PM · Aug 3, 2020 · [Twitter Web App](#)

The problem is bigger than
tools: it's *cultural*.



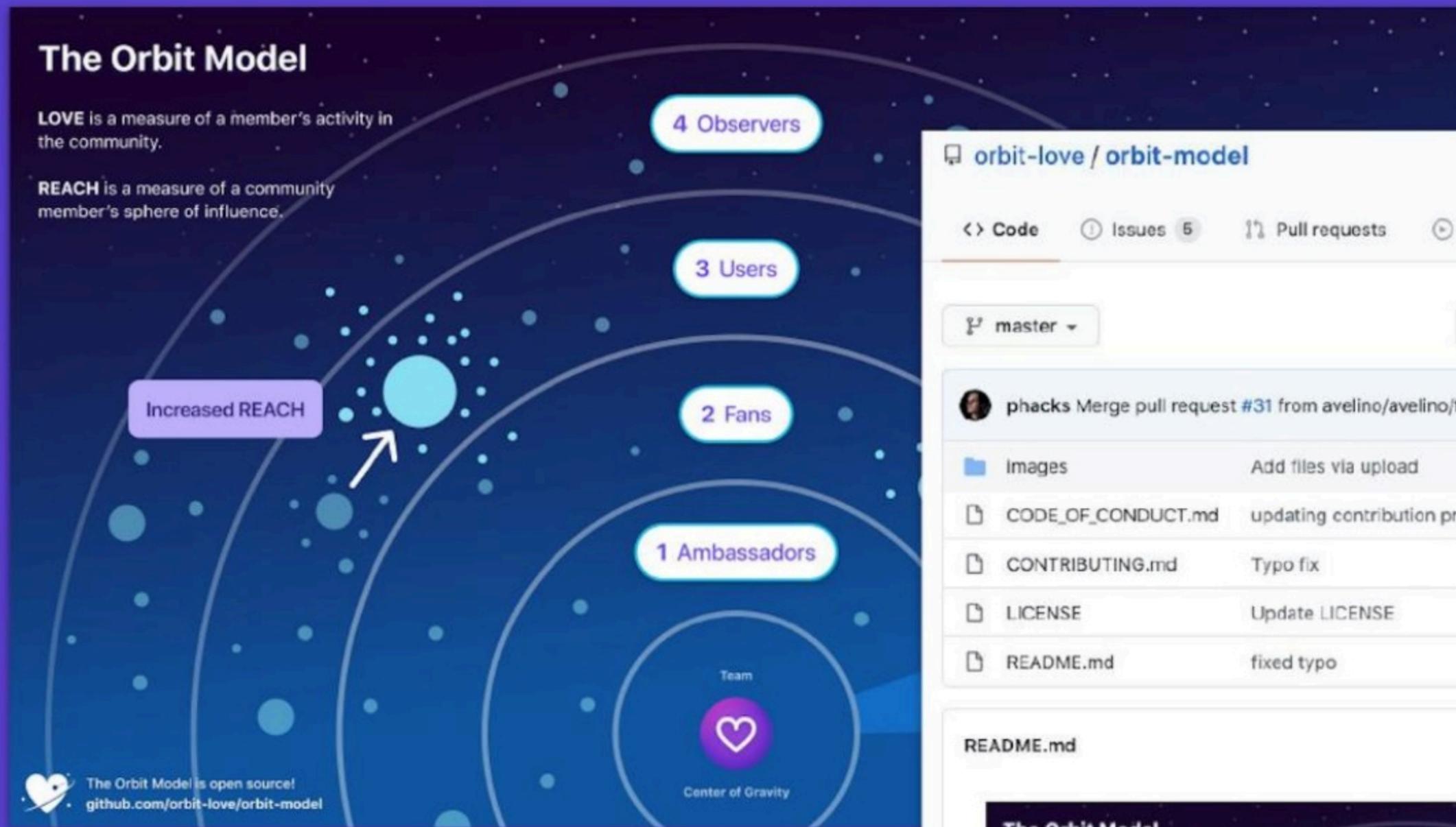
Amara Graham
@MissAmaraKay



Please don't have your whole enterprise sales team try to add me on LinkedIn. It's not a good look and the answer is now a super hard pass no.

12:21 AM · Aug 20, 2020 · [Twitter for iPhone](#)

The Orbit Model redefines a company's relationship with its community.



The screenshot shows the GitHub repository page for 'orbit-love / orbit-model'. The repository has 22 watchers, 180 unstars, and 5 issues. The main content area displays a list of files and folders, including 'Images', 'CODE_OF_CONDUCT.md', 'CONTRIBUTING.md', 'LICENSE', and 'README.md'. The 'README.md' file is selected, showing a preview of the 'The Orbit Model' diagram. The right sidebar contains an 'About' section with the text 'Build high gravity commu...' and a link to 'orbit.love/blog/why-orbi...'. Below the 'About' section are tags for 'community', 'devrel', 'developer-advocacy', 'orbit-model', and 'community-management'. At the bottom, there is a 'Contributors' section with 13 contributors.

orbit-love / orbit-model

Watch 22 Unstar 180 Fork

Code Issues 5 Pull requests Actions Projects Wiki Security Insights

master

Go to file Add file Code

About

Build high gravity commu...

orbit.love/blog/why-orbi...

community devrel

developer-advocacy

orbit-model

community-management

Readme

MIT License

Contributors 13

The Orbit Model

LOVE is a measure of a member's activity in

4 Observers



API Evangelist

@apievangelist

Keeping the "love" growing using my [@OrbitModel](#) dashboard!



Mohammed Rafy

@rafyasarmatta

[@OrbitModel](#) uses the terms "Love" and "Reach", as opposed to terms like "Engagement" and "Influence."

As we see the rise of internet communities we will come across new benchmarks and terms set by emerging platforms to define the health of communities.



Erin Frey

@erinfrey

Community peeps - if you haven't yet, check out [@orbitmodel](#). When people ask me how to run community, I always mention love as the cornerstone - love in every decision, action, interaction, and community builds itself. 🙌❤️ Can't wait to learn more from them / see them grow.



Gonto 🤓

@mgonto

Replying to [@patrickjwoods](#)

Unrelated I see everybody talking about the orbit model for DevRel measurement. Keep it up!!

Orbiters understand their community, take the right steps to engage them, and measure the impact on retention and growth.

Actions 2 new, 12 available

Status

Available

 **Giana Schleifer from Apollo** • merged thir first pull request!

 Reach 8  Love 2.6  Followers 2.6k

Reply on GitHub

Hey @giana, congrats on your first merged PR 🎉 Nice work 🙌 Please let me know if we can be helpful in any way.

 Send Reply

Copy

Shoutout on Twitter

Congrats to @giana on their first PR merged on orbit-model 🎉 Thanks for your contribution 🙌
<https://github.com/orbit-love/orbit-model/pull/31>

 Send Tweet

Copy

Send a personal message

email: g.schleifer@apollographql.com

Hey Gina, thanks so much for your hard work on <https://github.com/orbit-love/orbit-model/pull/31>. Just wanted to reach out personally and say thanks, and to invite you to our [Discourse forum for maintainers](#). Hope to see you there!

Patrick

 Send Message

your draft is saved

Connect any service via integration or API



Recommendations and **Actions** suggest ideal next steps for community engagement, right inside the platform

Community Overview February 1, 2020 - August 31, 2020

Tags Affiliation
All Member

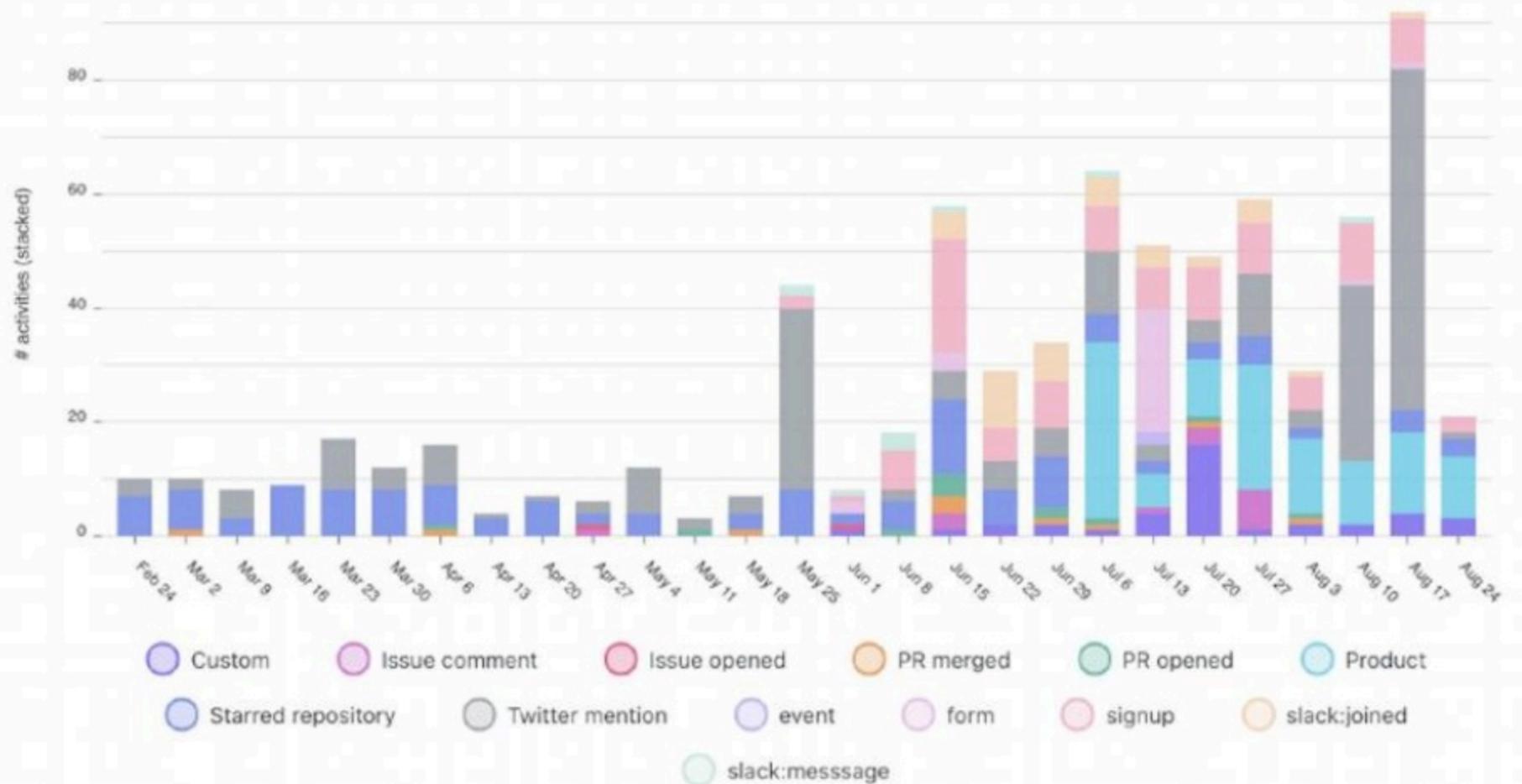
Total members	Orbit 1	Orbit 2	Orbit 3	Orbit 4
821	63	75	393	267

Members by Orbit Level February 1, 2020 - August 31, 2020



Analytics demonstrate impact and ROI

Activities Recorded by Type February 24, 2020 - August 30, 2020



Ask

- Thoughtful partners
- Investment to:
 - Scale product and engineering efforts
 - Onboard new waves of customers
 - Continue defining and evangelizing the category
 - Refine pricing and packaging to drive meaningful revenue