



The Markup Mindset #3

Hey there, it's Hannah!

Hope you're good :)

We're back with another edition of *The Markup Mindset*: your go-to read if you're interested in scaling developer marketing, creating high-impact content, and staying ahead of the SaaS curve.

Let's dive on in →

#1 — Platmosphere was freaking AWESOME.

Platmosphere, hosted by our partners Mia Platform, was the *GOAT* of how we want all future events to be:

- ✓ Located in Milan
- ✓ Insightful discussions on AI and platform engineering
- ✓ Endless negroni's and carbonara

Cocktails aside, the talk that stole the show was Femi Ladega's take on AI delivering 10:1 ROI in critical industries like healthcare, and why traditional businesses need to stop hesitating and just *start*.

Key takeaways:

- Every organization needs someone in C-suite that's unashamed to try things and jump in the deep end, TODAY.
- You don't know what's possible until you get your hands dirty, esp with AI and the shift it brings.

Here's a short clip from the event:



PS. What events do you have scheduled for the rest of the year?
Maybe I'll see you there :)

#2 — How to leverage global talent to supercharge your biz growth

On this week's episode of *Everything Outside Code*, [William](#) sat down with Ivan, CTO and co-founder at Coax, to talk about **one of the most overlooked growth levers in SaaS**: global technical teams.

Ivan shared what he's learned building custom software for clients across logistics, travel, and eCommerce — and why founders often get offshoring wrong.

A few highlights:

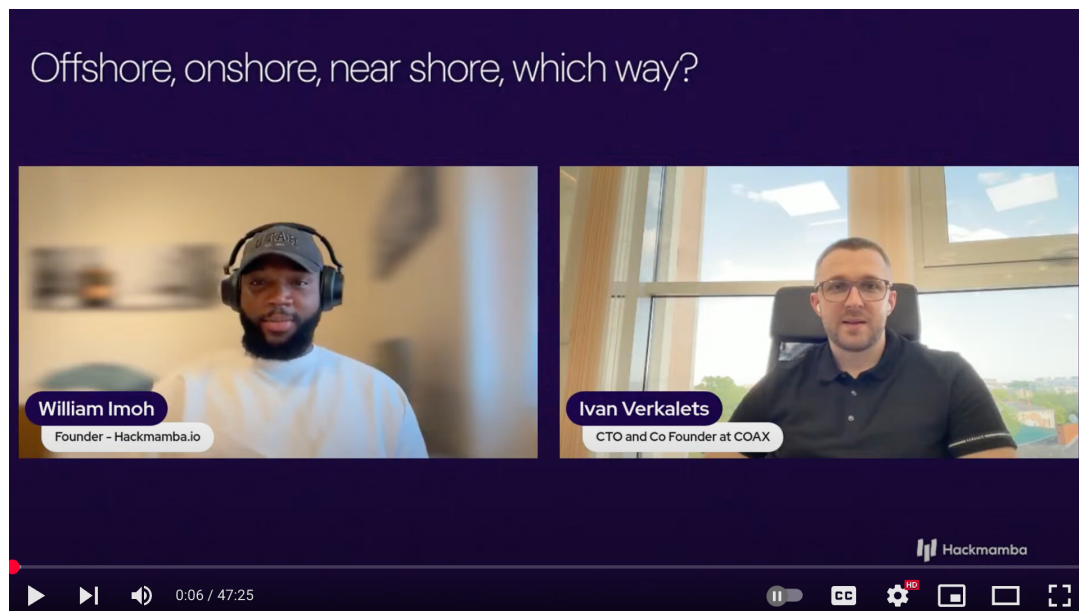
- **Remote ≠ risky**: The quality of a remote team has more to do with how *you* scope, manage, and communicate than where

people sit.

- **Price isn't everything:** The cheapest quote might look good on paper, but without clarity on what's included, you're usually overspending in the long run.
- **AI is making prototyping faster:** With the right prompts, teams can build a functional product concept in days, not weeks. But execution still depends on real engineering brains.
- **Founders need to share the big picture:** When teams understand your roadmap, they make smarter architecture decisions that save money and headaches later on.

Whether you're considering your first offshore hire or managing a remote team already, this one's worth a watch.

👉 [Watch the podcast episode here](#)



#3 — AI can write your docs — but should it?

With tools like ChatGPT and Claude becoming embedded in writing workflows, we're all wondering the same thing: **can AI *actually* write technical documentation?**

Our partners at Mintlify explored this in their latest blog, and the answer is... kind of. It depends what type of doc you're writing.

Mintlify suggests using AI for the 80% that's repetitive (like formatting, boilerplate, and tone matching), and relying on humans for editing, clarity, and strategic thinking.

Bottom line: AI is a brilliant assistant, but you still need a human in the loop.

👉 [Read the blog here](#)

That's all for now :)

See you next week for more marketing insights, resources, and product updates from Hackmamba.

PS: If you enjoyed this newsletter and want to chat about all things marketing & tech, I'd love to [connect on LinkedIn](#)

Speak soon,

Hannah

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