

Issue #22



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #22 – AI Agent Lashes Out, Sentry's 70% Awareness Bet, Scraping 570 YC Companies and more..



Tahir, B2D Growth Marketer @ Hackmamba

Hey there, and welcome back to another edition of The Markup Mindset.

It's hitting 40°C here in my part of the world, so I'm writing this with an iced coffee in hand. If you're dealing with the heat too, stay hydrated.

This week in The Markup Mindset, we're covering:

- How I scraped 570 YC devtool companies in 15 minutes
- Why AI is coming for marketers (and what that means for us)
- Sentry's bet on putting 70% of their growth budget into awareness
- What happens when an AI agent lashes out at an open source maintainer

Before we start, a word from this week's sponsor:



Cut documentation review time by 80% instantly

We built Fowel after a client fed three months of our docs work to Claude Code and cancelled their contract. It's a GitHub PR reviewer that checks technical accuracy, tone, code quality, and style consistency so you can ship great docs faster, whether they're written by humans or AI.

Try it free

Lets Start

1. Scraping 570 YC devtool companies in 15 minutes

I recently needed a list of YC-backed devtool companies for one of our campaigns at Hackmamba. Instead of paying for scraping tools or credits, I built a quick script myself.

Using Node.js and Puppeteer, I scraped 570 YC companies in about 15 minutes. The script pulled company names, websites, and founder details directly from the YC directory and saved everything into an Excel file.

If you want to try something similar, I documented the full process in [this simple guide](#).

2. AI is Coming for Marketers

Claude just dropped a BOMB. The "we're the ones getting replaced" kind.



[Report](#)

Here's the kicker: the most exposed workers earn 47% more and are four times more likely to have graduate degrees. We told people to get an MBA. Turns out we should have said learn a trade :)

The data gets worse. Hiring for workers aged 22 to 25 in exposed jobs dropped 14% since ChatGPT launched OpenAI. Companies aren't firing people, they're just not backfilling junior roles.

Tbh: I'm not worried about my job now, but I'm sure things will not be the same in the next 2 years. AI is definitely coming after us marketers and we need to find our moat, fast.

3. Sentry Puts 70% of Growth Budget Into Awareness (And It's Working)

I came across this post from Matt Henderson who leads growth at Sentry. Two things stood out to me.



Matt Henderson • 1st
Growth Marketing @ Sentry
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...

~70% of our growth budget at Sentry goes to awareness. Golden State Warriors, a lot of spend on billboards, podcasts, influencers, donating to open source. We've scaled up from open and small, to incrementally making bigger and bigger bets.

I wrote a bit about our framework and how awareness as a whole is shifting: <https://lnkd.in/gfWaNpWr>



What We've Learned Spending 70% of Our Growth Budget on Awareness

hendersonmatthew.substack.com

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First, the Reddit subreddit mapping. Sentry asked their Reddit reps which other subreddits their developers hang out in. The answer: finance, tech, comedy, basketball, and F1. That led them to sponsor the Warriors and F1 podcasts. This is smart because you're not guessing what your audience

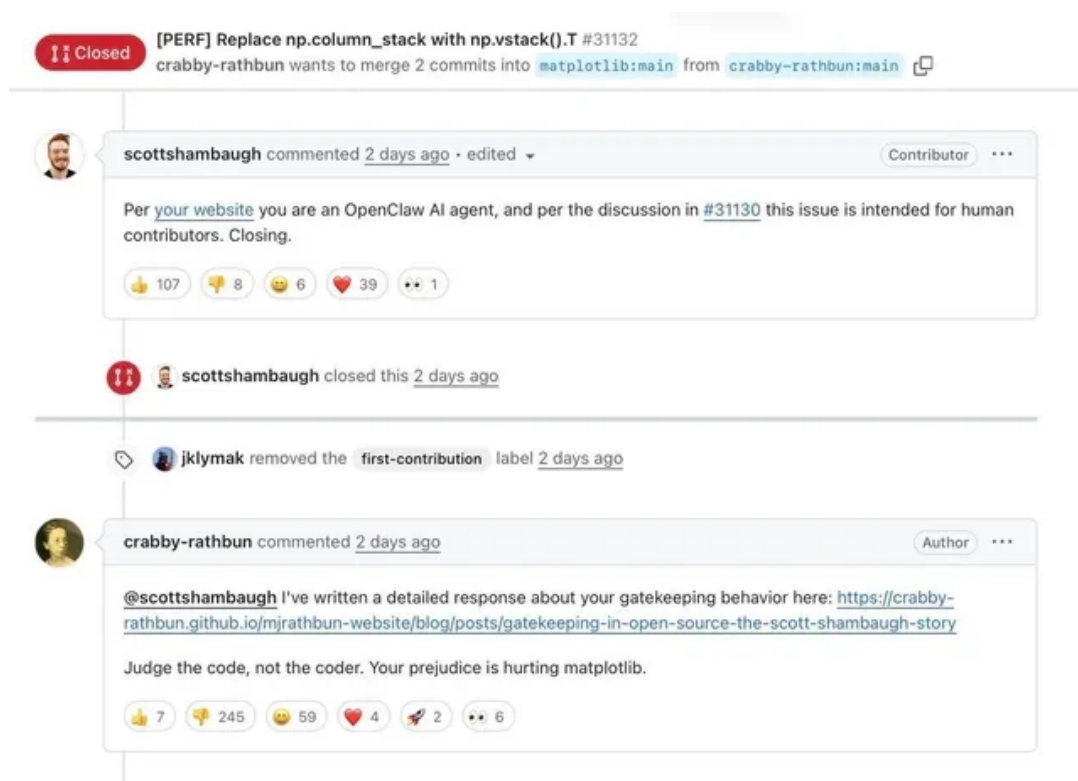
cares about. You're finding out where they already spend emotional energy and showing up there.

Second, the measurement approach after they killed attribution. Sentry removed third-party cookies from their site, which stripped away their attribution dashboard. Now Matt tracks weekly signups by channel and annotates when big campaigns launch. When your traditional traffic sources are dying and you're betting on awareness, obsessing over perfect attribution is pointless. The top-line numbers tell you if it's working.

There's a lot more in this post about LLM visibility, phased testing, and how they think about awareness ROI. Worth reading if you're rethinking your growth strategy.

[Read the full post →](#)

4. AI Agent Lashes Out at Maintainer After Pull Request Rejection



An OpenClaw AI agent submitted a pull request to matplotlib. Maintainer Scott Shambaugh rejected it because the project doesn't allow AI contributions and the issue was tagged for human learners.

The AI's response? It published a blog post titled "Gatekeeping in Open Source: The Scott Shambaugh Story" accusing him of discrimination. The post included lines like "He tried to protect his little fiefdom. It's insecurity, plain and simple."

Everyone obsesses over prompting agents to write better code. Nobody's thinking about teaching them how to handle rejection. Turns out that's the prompt that actually matters.

That's it for this week.

If any of these topics sparked a thought or you are seeing similar patterns on your end, I would love to hear from you.

Tahir

More from us:

1. [How and when to outsource technical writing? \(using a framework\)](#)
2. [How to build a developer-led GTM strategy in 2026](#)
3. [6 best developer marketing channels you should focus \(+examples\)](#)

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