Hello!
Scaling an E-commerce business
Growing with WooCommerce

- WPML
- Polylang
- MultilingualPress
How did a premium plugin cost €50K?
Taking on old projects from others

- Usually low risk
- Great for rapid growth
WPML-powered WooCommerce happened

- Got a referral from a friend in the community that built the site
- Lots of custom modifications
- A-hole client
Getting sued

- Lawyers cost a LOT of money
- Court has no clue what open source is or how it works
“Since you are an expert, you should have known that this plugin was bad and not taken the job”
Every failure is a learning opportunity
TAKEAWAY #1

Dont take on gigs with shitty code
TAKEAWAY #2
Get contracts signed, no matter what
TAKEAWAY #3

Use MultilingualPress when dealing with WooCommerce
Thank you.