

Hello!

**ANGRY
CREATIVE**



ANGRY
CREATIVE



**ANGRY
CREATIVE**

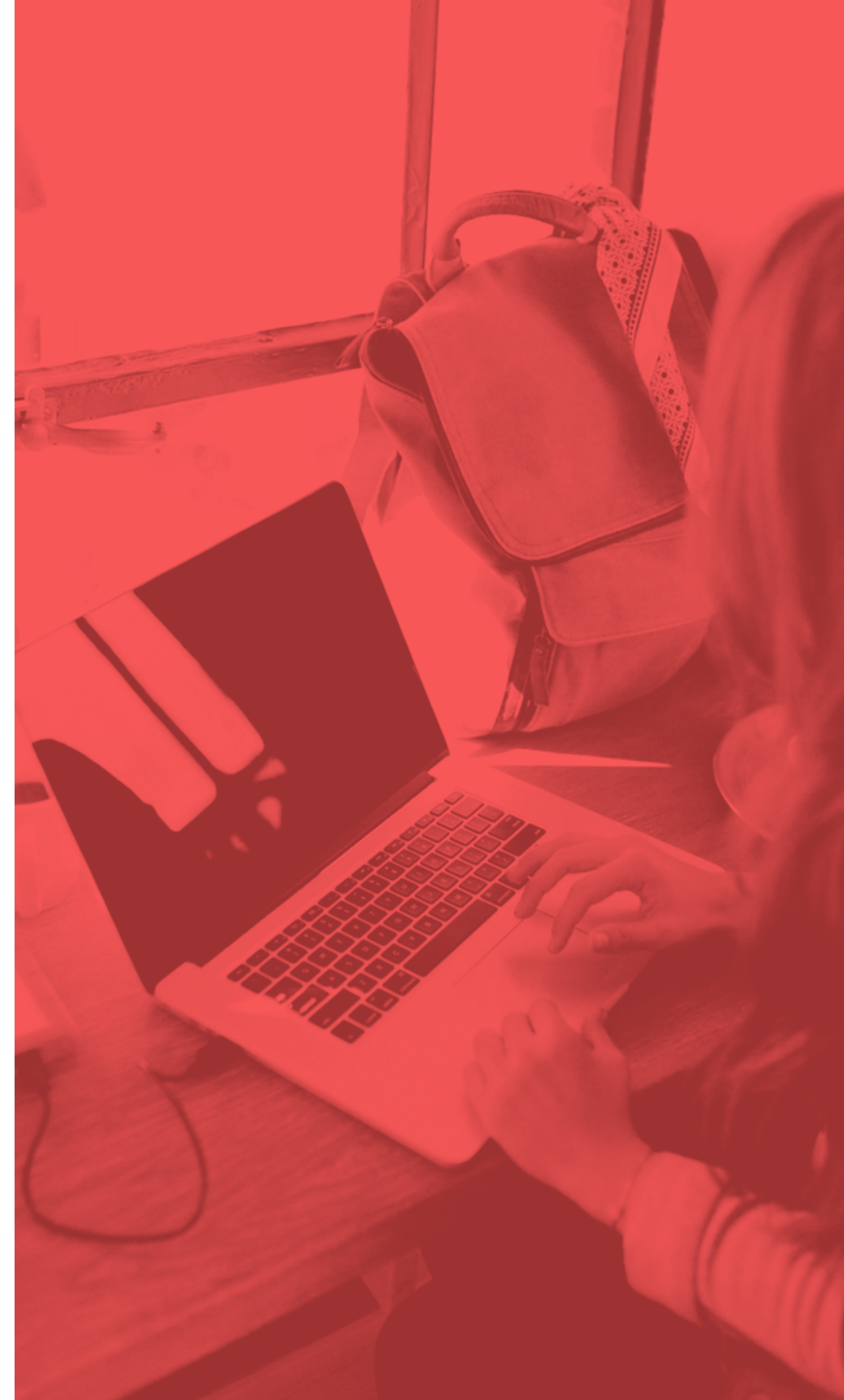
Scaling an E-commerce business

- Small, Medium, Enterprise



Growing with WooCommerce

- WPML
- Polylang
- MultilingualPress



A close-up photograph of a person's hands typing on a laptop keyboard. The image is heavily overlaid with a semi-transparent red color, creating a monochromatic effect. The text is centered in the middle of the frame.

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



A close-up photograph of a person's hands typing on a laptop keyboard. The image is heavily overlaid with a semi-transparent red filter. The text is centered in the middle of the image in a white, bold, sans-serif font.

“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**



A close-up photograph of a person's hands typing on a laptop keyboard. The image is heavily overlaid with a semi-transparent red color, creating a monochromatic effect. The focus is on the hands and the keyboard, with the laptop screen visible in the background but out of focus.

TAKEAWAY #1

Dont take on gigs with shitty code

A close-up photograph of a person's hands typing on a laptop keyboard. The image is heavily overlaid with a semi-transparent red color, creating a monochromatic effect. The focus is on the keyboard and the hands, with the background being blurred. The text is centered over the image.

TAKEAWAY #2

Get contracts signed, no matter what

A close-up photograph of a person's hands typing on a laptop keyboard. The image is heavily overlaid with a semi-transparent red color, creating a monochromatic effect. The focus is on the keyboard and the hands, with the background being blurred.

TAKEAWAY #3

Use MultilingualPress when dealing with WooCommerce

Thank you.

**ANGRY
CREATIVE**