Hi,

I wish I was better on marketing -- for a number of reasons. Maybe a short survey of what made us (tens of happy U++ users) make the switch to U++ could highlight the key selling points of U++, and then emphasize those points in marketing efforts.

Here's my story: I had worked years with Borland, then Watcom and finally Microsoft C++ tools. I was continuously looking (some heavy googling) for a solution to get rid of my dependence on Microsoft and their policies, (which by the way have not improved over the years, IMO). I wanted to find a suitably licensed (BSD) cross platform development solution that covered Windows, Linux and maybe *BSD. Finally 2006 I found U++ and slowly started to learn and rewrite my first application on U++. Step by step I became convinced of the superiority of U++ and started to realize how much more it was than what I had even dreamed of.

So, the initial key selling points for me were the BSD license and the cross platform development capability.

Another thing that comes to mind are the programming courses in universities, which could be a great advertising platform. A small project on U++ might give the spark. This would obviously require support from the professors.

Best regards,

Tom