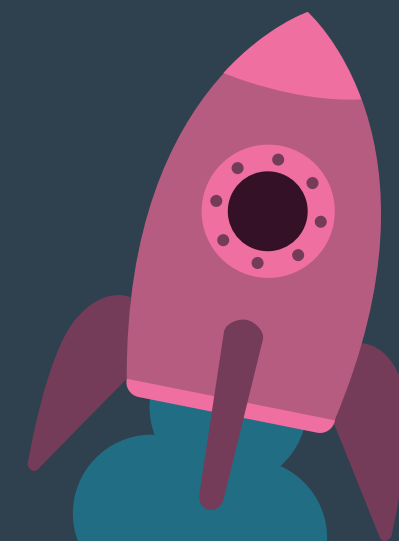


Offshore Development: How Not to Screw It Up

Alan Winters
Head of US Business Development

The logo for mobidev, featuring the word "mobidev" in a bold, sans-serif font. The "mobi" part is blue and the "dev" part is green. Above the "i" in "mobi" are three curved lines representing a signal or Wi-Fi icon.



My Experience



iOS/Android
app

Brooklyn
developer

\$150/hour

12
months

3500
downloads



Desktop and
mobile site

India
developer

\$15/hour

24
months

600
members



iOS/Android
app

Ukraine
developer

\$39/hour

10
months

60,000
downloads

2

Goals of This Presentation

- Strategy for selecting the right offshore company for your business.
- Things to look for – positive and negative – in evaluating your options.
- Concerns you might have in using a remote software development team.
- Maximizing productivity with your offshore developers.

3 Before You Start Your Search

Clearly understand your business needs and how that impacts software choices:

- Flexibility
- Level of Expertise
- Idea generation vs straightforward execution
- Critical functions and features

4 Narrowing Your Options in a Sea of Choices

Thousands of companies worldwide available to do your development work.

Filtering them wisely is critical. Do your research:

- Google search
- Upwork (including rankings/ratings)
- Conventions/events
- Geographic location
- LinkedIn – company + linked employees

5 Selecting a Company – History, Structure & Projects

In conducting your “interviews”, there are tangible things to look for and ask for:

- Portfolio
- Website
- Time in business
- # of clients – current, historic
- Size of company – “insurance” against staff turnover/instability
- Verifiable satisfaction ratings
- Growth indicators – relationships with universities, professional events
- References

Selecting a Company – People & Processes

- Experience level of the employees
- Team structure
- The “lost in translation” factor
- The “sleep deficit” alert
- Demonstrated clarity of written & verbal communications
- Written roadmap for how you will work together
- On time/on budget guarantee?

Selecting a Company – Added Value or Not?

Does the development company:

- Demonstrate having researched your industry and your business needs?
- Elevate your ideas in terms of product vision and implementation?
- Give you options that provide alternative approaches to software development?
- Behave like a partner or a vendor?

8 You've Made Your Choice – Maximizing Productivity as You Move Forward

- Set reasonable deliverables targets - whether you're a start-up with an MVP or an enterprise with larger software products.
- Lock in your budget with clearly defined functions and features.
- As your project evolves, update budgets and deliverables in writing.
- Lock in your communications schedule – daily, weekly, monthly.
- Stop the action if your gut says something is off track. Tackle concerns immediately.

Thanks

Alan Winters

US Head of Business Development

The logo for mobidev features the word "mobidev" in a bold, lowercase, sans-serif font. The "mob" part is blue, and the "idev" part is green. Above the "i" in "idev" are three curved lines of increasing size, resembling a Wi-Fi signal icon.

alan@mobidev.biz

213-598-9030