

Finish Line Product Development Services

A Better Way for Small Companies to Develop Products

Staffing in a Startup



Product Development Strategies

- Hire Your Own Employees
- Freelancers, Consultants or Temp Workers
- Product Development Company

Hire Your Employees

- Only Way to Go with Core Activities
- Hard to Get World Class if Not Core
- Pay For Whether Needed or Not
- Hard to Manage

Freelancers / Consultants

- Great for Short Term and Specialized Projects
- If You're a Hammer, Everything looks like a Nail
- Not a Team
- No Processes / Reference Designs

Product Development Company

- What Most Big Companies Are Doing These Days
- Have Management and Leadership in place
- Usually lowest cost option
- Always the quickest to market
- No Worries if you pivot

What is Core?

- The one thing you do better than anyone else in the World
- Will you Pivot?
- Hero to Zero
- The most expensive option is employees

Freelancer?

- Make sure they are not “learning on your dime”
- Check References
- Get a written estimate
- Managed by someone who knows

Product Development Company?

- Find ones that know small companies and startups
- Leverage reference designs/team/processes
- Don't do fixed cost
- IP Assignment
- Hire the best, not the cheapest

Startup Staffing

- Don't hire anyone until you're ready to scale
- Don't hire until you have a proven documented process
- Be certain the person has bought into your Mission
- Don't expect equity to makeup for anything
- Hire the best, not the cheapest
- Everyone has a number (KPI)

Our Whitepapers

[How to Hire a Product Development Team](#)

[How to Design a Go To Market Strategy for Your Startup](#)

[Four Golden Rules of Startup Success](#)

[How to Raise Money for Your Startup](#)

[Why Product Development is Different in a Lean Startup](#)

[Keys to Successful Product Development](#)

[Product Development in a Small Business](#)

[What Every Venture Capitalist Needs to Know About Product Development](#)

[Top 10 Reasons Why Product Development Projects Fail](#)

[Invention versus Engineering](#)

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Thank you!

