

Bridging the Gap: Collaborating Effectively with Business Development Teams



Staff Engineer at Detroit Labs

Backend, Web, Mobile App

GCP, IaaS





Background

Biz Dev Tasks for Engineers

Identifying new business
opportunities

- What are some problems faced by the software application right now?
 - Security issues, KPI metrics trend
- What are customers saying about this mobile application?
 - App Store reviews, End user pain points
- Is the client's tech up to date?
 - Bio-metrics login, AI integration

Sizing and Scheduling

Considerations

Questions to Ask

- The problem
- Success metrics measure
- Current system
- Vendors
- Timeline
- Budget
- Roadmap

Standardization Metrics

Standardization Cheatsheet

- Time (weeks/sprints)
- Number of devs (velocity)
- Dependencies (parallel work streams)
- Skills (staffing decisions)
- Assumptions

Sample

Feature	Time in weeks (for 1 Dev)	Notes
<div><div>Login</div><div><div>- Simple Login (username/password)</div><div>- Biometric login (fingerprint only)</div></div></div>	4	<div><div>- Will include 3 login attempts retries</div><div>- Will use fingerprint in addition to username and password login</div></div>

Tools & Technology Recommendations

- Tools
 - Development, documentation etc
- Identifying components needed
 - Identifying which parts we will build
 - Recommend vendors/3rd party tools
- Identifying opportunities for reuse
- Compliance (PCI etc)

Staffing Recommendations

- Tech stack
- Expertise
- Identify areas that AI can help with
- Hiring recommendations

Cheatsheet

Questions for thought

- What does the end goal look like?
- Why are you here?
- What is MVP?
- What exists today?
- Who are our everyday partners?
- What apps do you like?



Why should I be doing this?

- How potential opportunities turn into project?
- Insight into client needs and pain points
- Understanding overall company direction and vision
- Exposure to new tools and technologies
- Technical leadership

Being an Ally to your Biz Dev Team

Biz Dev Timelines ARE NOT
Dev timelines

Research Effort

Delivering “useful” information

Solution vs Implementation

Software Delivery Team Onboarding

How can AI help?

In Summary

Being an Ally to the Biz Dev Team

- Timeline Differences
- Research Effort
- Information for non-technical audience
- Picking the right tool
- AI

Thank You!