## Bridging the Gap: Collaborating Effectively with Business Development Teams

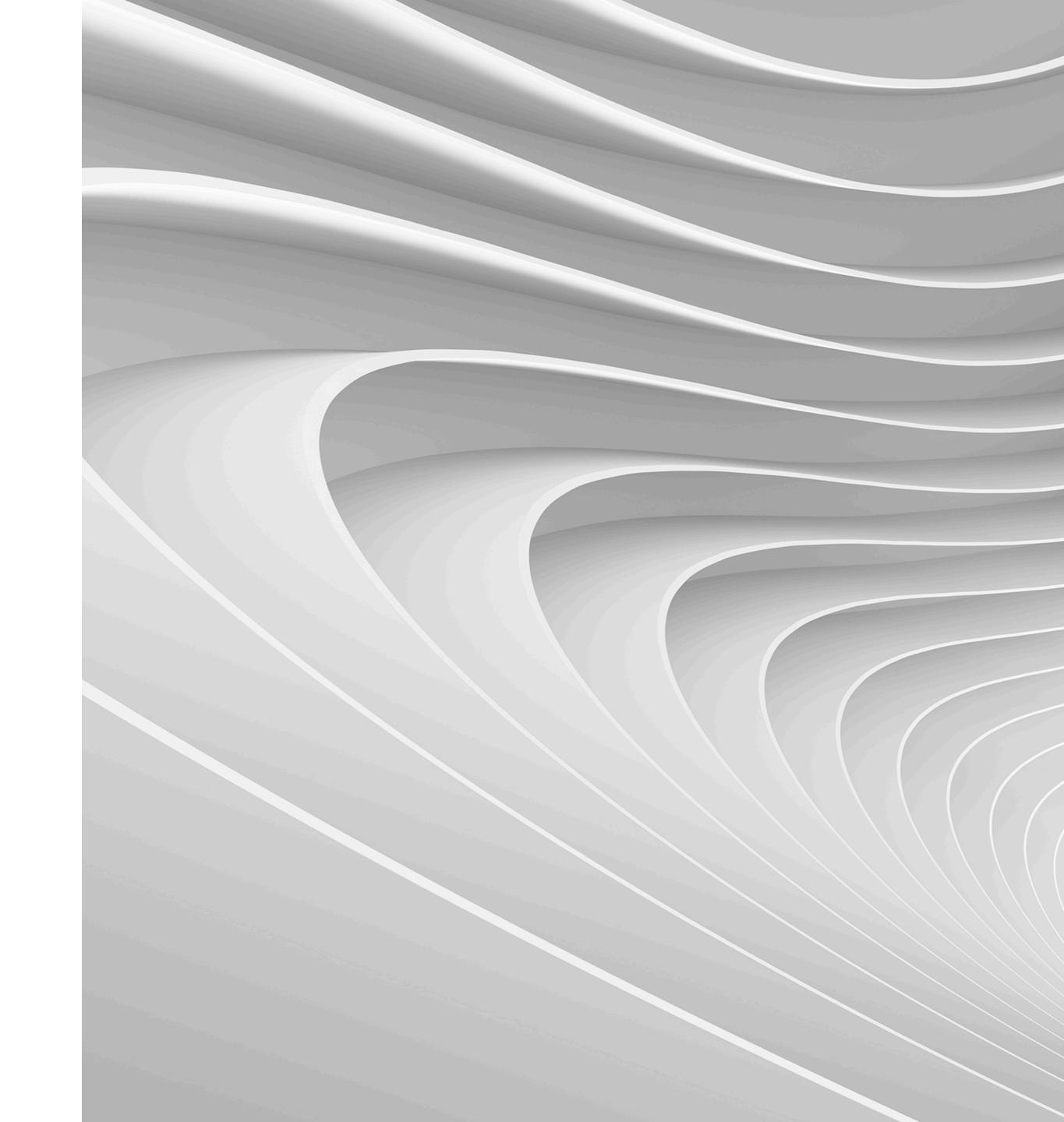


Staff Engineer at Detroit Labs

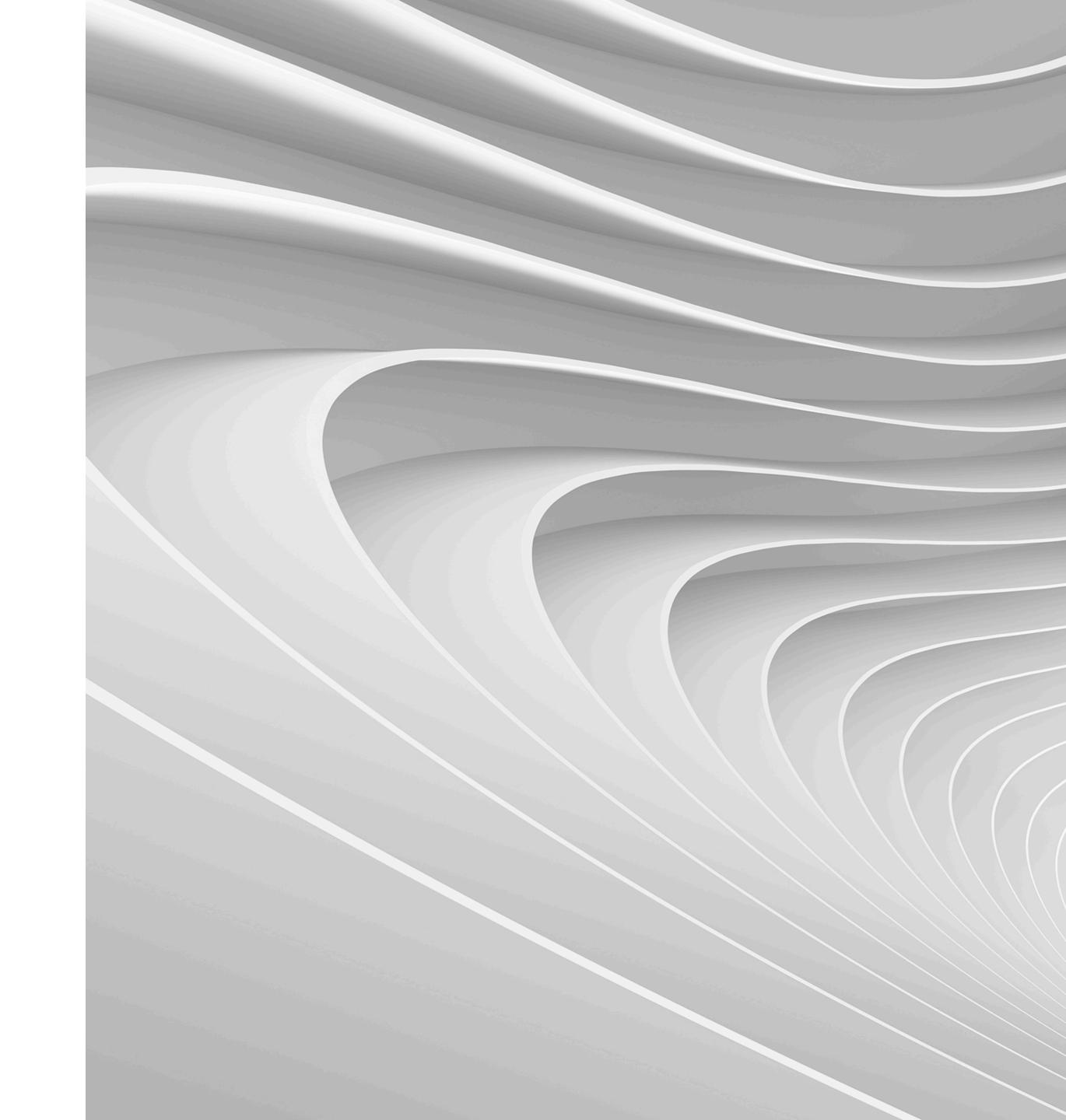
Backend, Web, Mobile App

GCP, IaaC





## 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, Al 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
<b>Login</b> - Simple Login (username/password) - Biometric login (fingerprint only)	4	<ul> <li>Will include 3 login attempts retries</li> <li>Will use fingerprint in addition to username and password login</li> </ul>

## 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
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Thank You!