

HELLO.

I'm Ben (@bnmrrs).



boltmade



We design and build software.





THE TRADITIONAL AGENCY MODEL IS BROKEN

AGENCY MODEL IS BROKEN

Incentives are aren't aligned.





HOWWEFIXIT.

LEAN MANGA LE

THE LEAN STARTUP ERIC RIES

A black and white photograph showing a close-up of a person's lower legs and feet. They are wearing dark trousers and light-colored boots. The ground appears to be a mix of dirt and small rocks, suggesting an outdoor, natural setting.

ALIGN INCENTIVES

ALIGN INCENTIVES

Work with, not for.

ALIGN INCENTIVES

Plan. Work. Demo. Repeat. - One Week



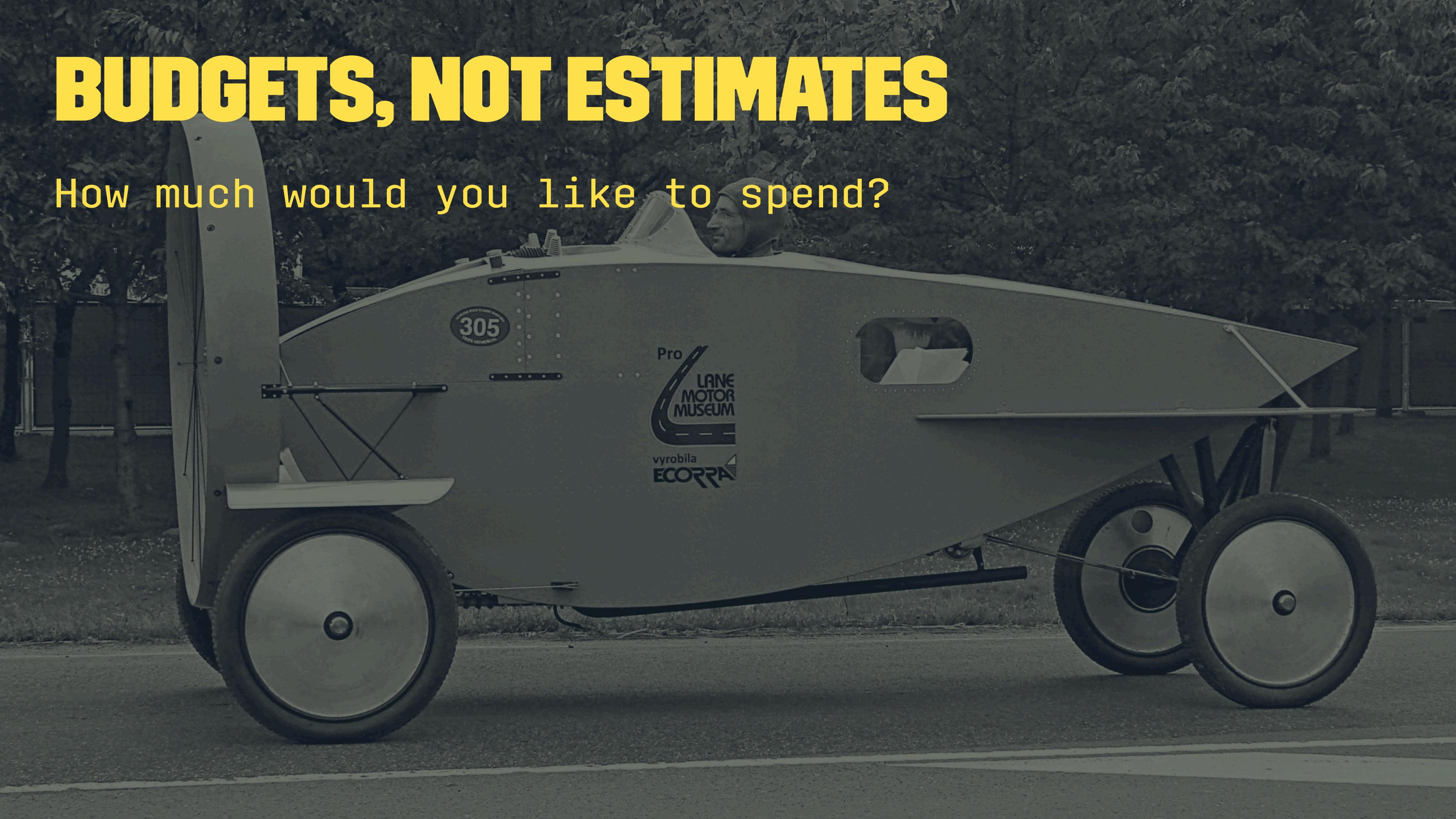
DRIVE PROJECTS WITH BUDGETS, NOT ESTIMATES

305

Pro
LONG
M
vyrobila
ECORRA

BUDGETS, NOT ESTIMATES

How much would you like to spend?



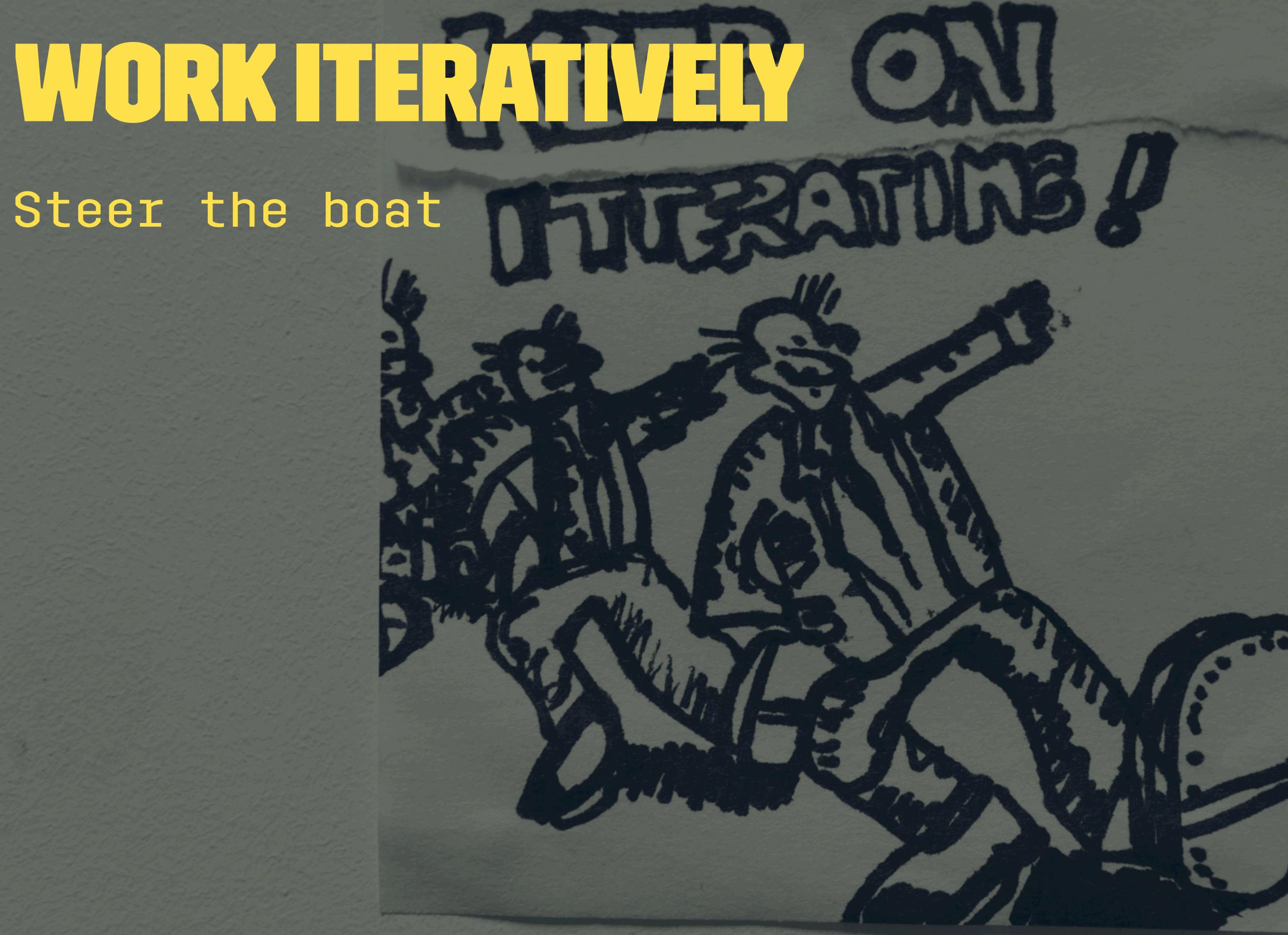
BUDGETS, NOT ESTIMATES

Width vs Depth vs Time.



KEEP ON
ITERATING

WORK ITERATIVELY

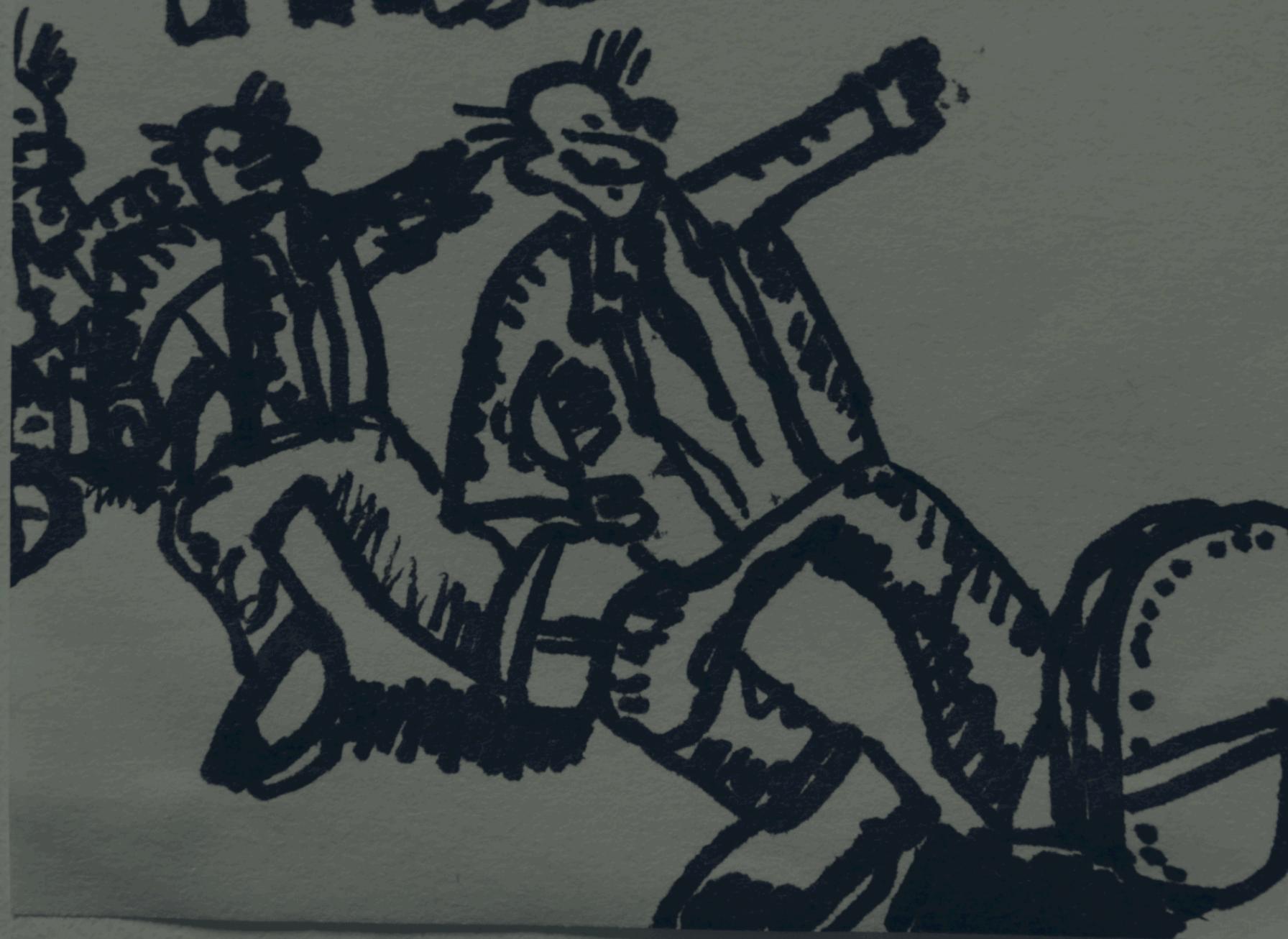


**WORK ITERATIVELY ON
ITERATIONS**

Steer the boat

**WORK ITERATIVELY ON
YOUR DESIGN**

Call "good enough" at any time.





CHALLENGES

CHALLENGES

We can't answer "How long and how much?"

CHALLENGES

We can't answer "How long and how much?"
We'd be lying if we did.

CHALLENGES

Trust.

REVIEW

1. Align incentives
2. Drive projects with budgets, not estimates
3. Work iteratively

QUESTIONS?

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**WE'RE HIRING
COME TALK TO ME**

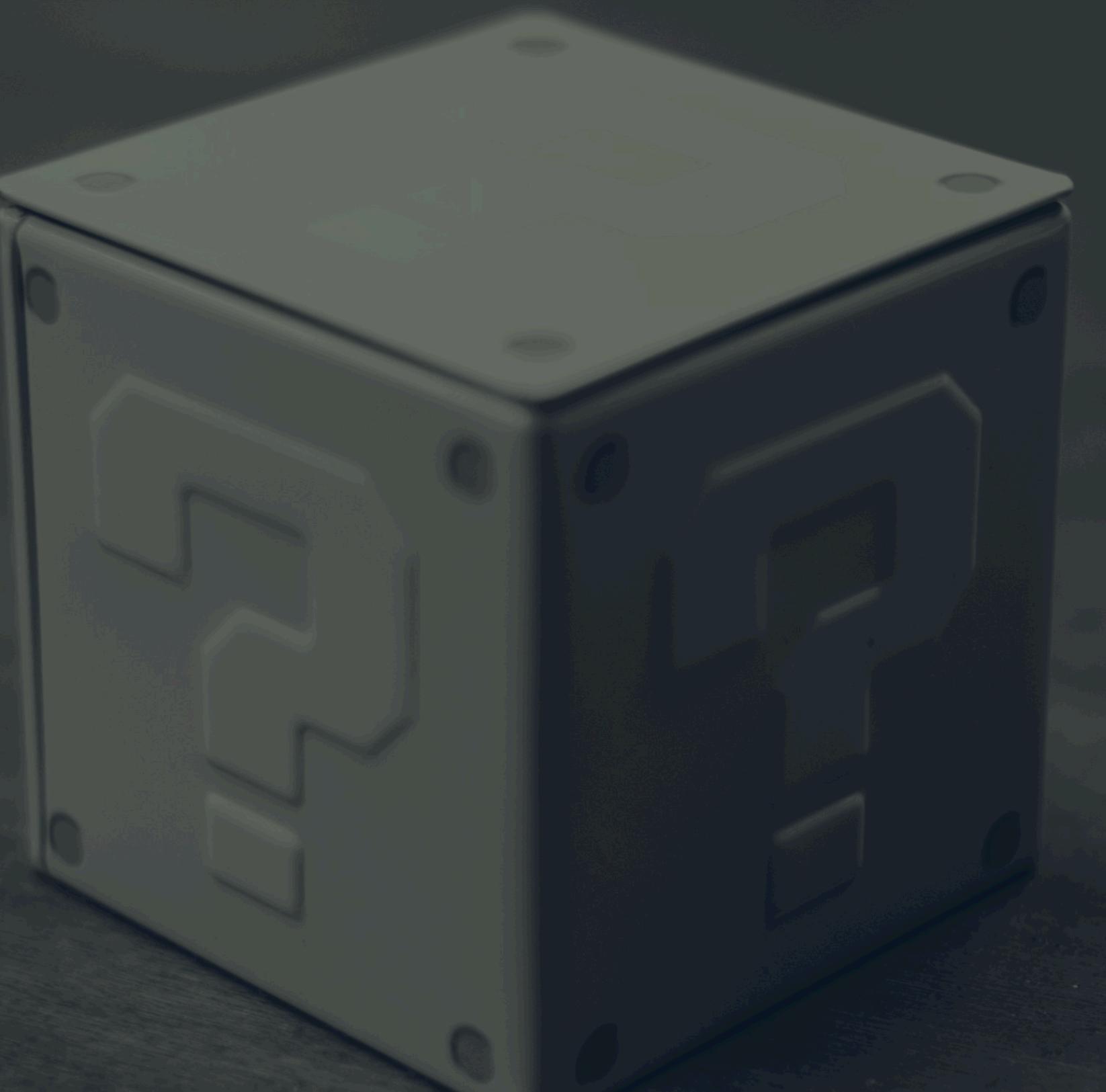


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