



Who are we?

November 5th, 2014



**STANDARD CODE STARTED IN 2014 AS AN
EXPERIMENT.**

**IN 2015 WE'RE GOING TO MAKE IT A PRODUCTIVE
AND AWESOME PLACE.**

HERE'S HOW WE WILL DO IT



People



We are digital tradespeople who build digital products

(we also love helping people learn our trade)



OUR CORE PHILOSOPHY

We want to be the coolest place to work in Atlanta

We love our people and want to encourage and stimulate creativity

We will build amazing things



20% OF YOUR WORK WEEK TO DO WHATEVER YOU WANT

We will only allocate 80% of our teams in 2015 to client work

The other 20% will be allocated to internal projects

Want to learn a new programming language? Do it

Feel like dabbling in hardware? COOL!



HOW DO WE AID CREATIVITY?

Each employee has a yearly stipend of \$250 to buy whatever technical gadgets they want

The company has a yearly budget of \$1,200 for training, classes, seminars, etc

We encourage attendance at hackathons – if you want to go, let us know, we'll pay for it



APPRENTICE PROGRAM

- The apprentice program is a major part of our identity
- We want to be known as the a shop that produces quality products and quality people
- It's also important to us to give back to the community



**IN 2015, STANDARD CODE WILL SUPPORT COMMUNITY
EVENTS THAT ARE IMPORTANT TO US. SOME
TECHNICAL EVENTS (HACKATHONS) AND SOME NOT
(WHATEVER THAT MAY BE)**



Product



Standard Code is a product company!

(that also happens to do services work in between product roll outs)





ideashaper



Tippool



PRODUCT....AND SERVICES?

Products

Our goal is to “launch” 2 products per year

With the hope that at least 1 of those products starts driving revenue w/in that year (min \$1,000 in year one?)

Services

We will continue to do services work until we have a suite of badass products making enough MRR to eliminate the need for services



AREAS OF CONCENTRATION

- Healthcare
 - Huge market potential
 - Everything out there is clunky as hell (bring consumer design to enterprise software – that is, simplify enterprise)
- Startups
 - They're fun to work with
 - Equity?
 - We give a discount
- Others
 - Manufacturing



HOW WE DEVELOP PRODUCTS

- Each product has a product “owner” responsible for:
 - Requirements
 - Wireframes
 - Trello tasks
- A sr. designer / developer will help make architecture decisions
- A designer / developer will be assigned to work on the project
- For our internal products / services, we will follow a very agile approach towards development (sprints, scrums, etc)



Benefits, holidays, etc



BENEFITS

- Health insurance coming in Q2
- Unlimited vacation
 - Keep it reasonable 😊
- Flexible hours
- Training / books / etc allowance



2015 HOLIDAYS

- New Years -- January 1st
- MLK – January 19th
- Memorial Day – May 25
- Independence Day – July 4th
- Labor Day – September 7th
- Thanksgiving – November 26th, 27th
- Christmas – New Years – December 24th – January 4th

