



# Cool stuff about working at Standard Code

2015



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)



# IF YOU HAVE QUESTIONS ABOUT...



TJ – project management,  
priorities, biz dev (some  
technical too)



Jonathan – tech lead



Jared – design chief,  
product, We&Co



Jenn – biz manager, THE MOST  
IMPORTANT PERSON EVER



# 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
- Minimum vacation
  - This means you have to take at least 2 weeks a year.
  - Otherwise, take whatever time you need
- Flexible hours
  - Coming in after 10am, just let us know
- Training / books / etc allowance



# 2015 HOLIDAYS

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



# DRESS CODE

This...



Or this...



WE don't really care



IN CONCLUSION...

Build cool things

Have fun

Let us know if you need anything!

