

Startup Software Company Manpower Plan

1. Core Structure of a Startup Software Company

A typical startup software company has the following key functions:

1. Leadership & Management
 2. Product & Design
 3. Development & Engineering
 4. Quality & Testing
 5. Operations & Marketing
 6. Support & Admin
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2. Detailed Manpower Plan

A. Leadership & Management

Position	Role & Responsibilities	Ideal No.	Notes for Startup / Cost Saving
CEO / Founder	Vision, fundraising, business strategy, client acquisition, team building	1	Usually the founder(s) take this role; can combine with Product Manager initially
CTO (Chief Technology Officer)	Oversees tech strategy, architecture, technical decisions, tech hiring	1	Can double as Lead Developer in early stages
Product Manager	Defines product roadmap, features, manages backlog, interacts with clients	1	If budget is tight, CTO or CEO can take this role initially

B. Product & Design

Position	Role & Responsibilities	Ideal No.	Notes
UX/UI Designer	Interface design, prototyping, user experience	1	Can be part-time freelance initially
Graphic Designer	Branding, marketing visuals, assets	1	Optional at start; combine with UX/UI

C. Development & Engineering

Position	Role & Responsibilities	Ideal No.	Notes
Frontend Developer	Web or mobile frontend development (React, Next.js, etc.)	1–2	Depends on tech stack
Backend Developer	API, database, server logic, integrations (Node.js, Laravel, Python, etc.)	1–2	Backend-heavy projects need 2
Full Stack Developer	Handles both frontend & backend	1	Can replace Frontend + Backend to save cost
Mobile App Developer	iOS/Android apps (React Native / Flutter / Swift / Kotlin)	1	Optional initially if product is web-only
DevOps / Cloud Engineer	Deployment, CI/CD, server maintenance, monitoring	1	Can outsource / use cloud-managed services to save costs

D. Quality Assurance (QA)

Position	Role & Responsibilities	Ideal No.	Notes
QA Engineer / Tester	Manual & automated testing, bug reporting	1	Initially, developers can self-test or hire freelance QA

E. Operations, Marketing & Sales

Position	Role & Responsibilities	Ideal No.	Notes
Operations Manager	HR, finance, office management	1	Can be combined with Admin initially
Marketing Executive	Digital marketing, SEO, social media, email campaigns	1	Can start part-time / freelance
Sales Executive / Business Dev	Client acquisition, partnerships, contracts	1	Can start with CEO / founder handling sales

F. Support & Admin

Position	Role & Responsibilities	Ideal No.	Notes
Customer Support / Helpdesk	Handle client queries, tickets, live chat	1–2	Can outsource initially
Accountant / Finance	Manage accounts, payroll, budgeting	1	Can outsource to part-time or agency

3. Lean Startup Team Example (Cost-Conscious)

Role	No.	Notes
CEO / Founder	1	Combines PM & Sales initially
CTO / Lead Developer	1	Combines architecture & backend
Full Stack Developer	2	Covers frontend + backend
UX/UI Designer	1	Can freelance
QA Engineer	1	Optional, freelance at start
Operations / Admin	1	Handles HR & finance
Marketing / Sales	1	Freelance initially or part-time

Total: 8–9 core people (lean setup)

4. Estimated Monthly Cost (Example for Bangladesh / Outsourcing Model)

Role	Monthly Salary USD	Notes
CEO / Founder	0 (owner)	Salary may start later
CTO / Lead Dev	1,500–2,000	Depends on experience
Full Stack Dev	800–1,200	Each
UX/UI Designer	500–800	Freelance can reduce
QA	400–600	Freelance if needed

Ops/Admin	400–600	Outsource possible
Marketing / Sales	400–700	Freelance initially

Estimated Total Monthly Cost: \$5,500–\$7,500 (lean setup)

Notes:

- Outsourcing marketing, QA, and design can reduce cost to <\$4,000/month.
- As revenue grows, hire dedicated people for each role.

5. Additional Recommendations for Startups

1. Flexible roles: At early stages, team members should be able to wear multiple hats.
2. Use freelancers/part-time for non-core tasks (marketing, design, QA).
3. Focus on revenue-generating roles first: developers + sales.
4. Cloud services & SaaS tools can reduce DevOps and admin costs.
5. Scalable hiring: Start with 8–10 people; expand based on client/projects.