



VeryCreatives

THE NO-BS GUIDE TO HIRING DEVTEAMS

(For Non-Technical Founders)

*A Step-By-Step System For Finding, Vetting and Hiring The Right
Technical Partner For Your SaaS Product*

Introduction

The Wrong Dev Team Will Kill Your Startup

You have a brilliant idea for a software product. You've thought about the market, lined up some funding, and now you're ready to build. But here's the truth: Picking the wrong development team will sink your startup faster than any competitor.

I know because I've watched it happen. After analyzing over \$10M worth of failed software projects, I spotted a clear pattern. Most founders crash and burn before a single line of code is written. Why? They rush into hiring developers without knowing what to look for.

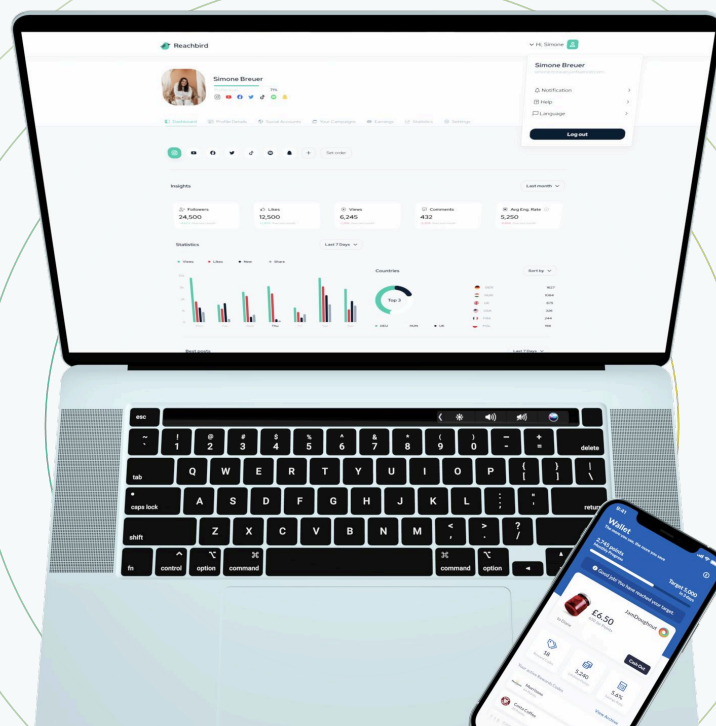
This guide won't teach you to code. You don't need to. What you need is a bulletproof system for finding, vetting, and hiring the right development partner.

Keep reading to discover:

- A step-by-step framework for hiring developers (even if you've never worked with tech teams before).
- Interview questions that cut through the technical jargon and reveal if a team can actually deliver.
- Real warning signs that saved our clients millions in failed projects.
- Success stories from founders who got it right.

Ready?

Let's dive into our Step-by-Step Hiring Framework.



The Step-by-Step Hiring Framework



Phase 1: Get Your House in Order

Before you contact a single development team, you need clarity on three things:

1. Your Project Scope:

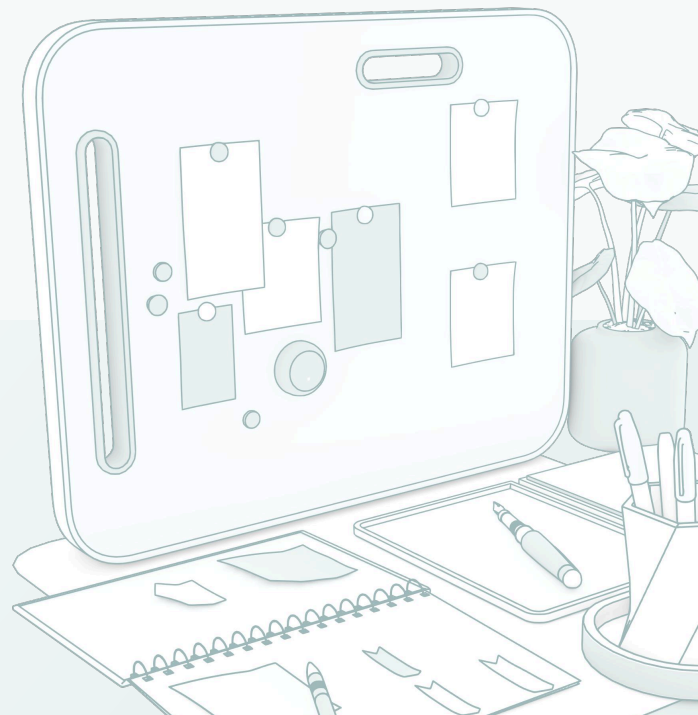
Write down exactly what you want to build. Not the technical details — focus on the business outcomes. What problems will your software solve? Who will use it? What features do you absolutely need for launch? This clarity will help you spot teams that think about business outcomes, not just technology.

2. Your Budget Reality:

The best development teams will ask about your budget straight away. They're not trying to squeeze you. They're checking if your expectations match reality. A solid MVP usually costs between \$50,000 and \$100,000. If a team promises the world for \$10,000, they're either inexperienced or hiding something.

3. Your Timeline Expectations:

Great software takes time. Your MVP should take 3-4 months minimum. Anyone promising faster is likely cutting corners, which will cost you later.



Phase 2: Find Potential Partners

Now, you're ready to build your shortlist. Here's where to look:

1. Referrals:

Start with your network. Ask other founders who they've worked with. The best teams often don't need to advertise — they get work through word of mouth.

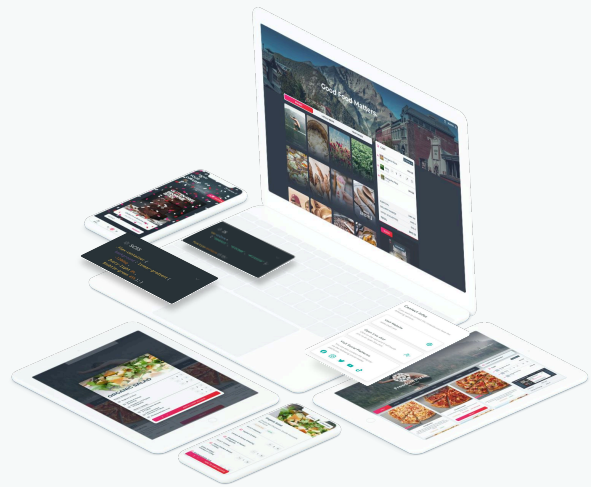
2. Portfolio Deep Dives:

Look for teams that have built products similar to yours. But don't just look at their portfolio — reach out to their past clients. Ask about communication, deadlines, and how they handled problems.

3. First Contact Assessment:

In your first interaction, watch for:

- Do they ask about your business goals or jump straight to technical solutions?
- How quickly do they respond?
- Do they challenge your assumptions or just say yes to everything?



Phase 3: The Vetting Process

This is where most founders rush. Don't. Follow these steps:

1. The Initial Meeting:

Focus on their process, not their tech stack. A great team will:

- Explain complex concepts in simple terms.
- Show interest in your business model.
- Be honest about what won't work.

2. The Deep Dive:

Ask for a paid workshop or discovery session. Yes, this costs money. But it's the best way to test how they think and work before committing to a full project.

3. The Final Check:

Before signing anything:

- Get everything in writing.
- Check their references personally.
- Understand their support plans after launch.
- Review their project management style.



That's your roadmap for finding potential development partners.

But having a process isn't enough. You need to **ask the right questions** at the right time.

Let's dig into the exact questions that separate great development teams from smooth-talking pretenders.



The Interview Questions That Matter

Most interview questions you'll find online are useless. They focus on technical details that won't tell you whether a team can deliver. Here are the questions that reveal what you really need to know.

Project Experience Questions:

"Tell me about a project that went wrong. How did you fix it?"

Great teams are honest about failures. Listen for how they handled problems, not if they had them.

Red flag: Teams that claim every project was perfect.

"Can you walk me through how you turned your last idea into a finished product?"

Pay attention to their process. Do they talk about understanding the business problem? Or do they jump straight to coding? The best teams start with strategy, not technology.

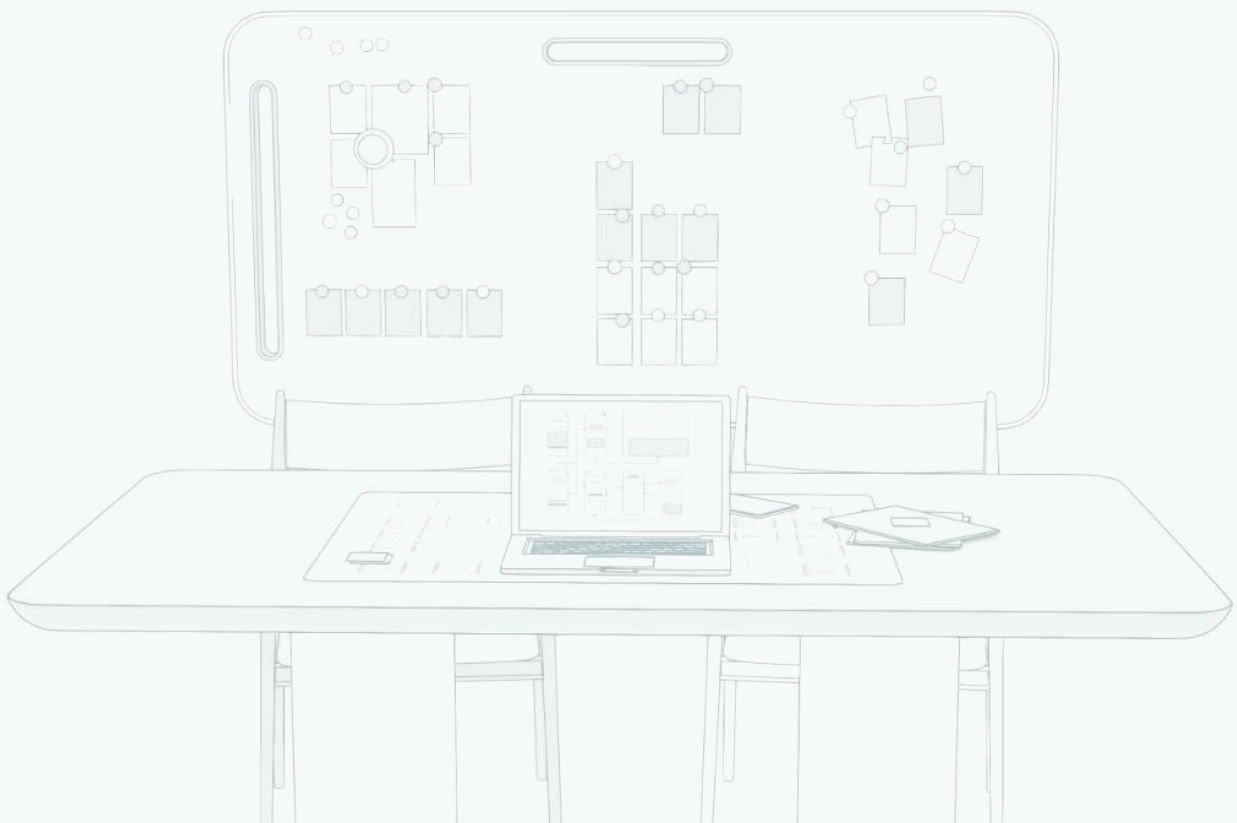
Communication Style Questions:

"How will you explain technical concepts to me?"

Watch how they answer this question — it's a live demo of their communication skills. If you're confused by their explanation, that's a warning sign.

"What happens when we disagree about a feature?"

Look for teams that can push back professionally. Yes-men will build what you ask for, even if it's wrong for your business.



Money and Time Questions:

"What could cause this project to go over budget?"

Honest teams will list specific risks. Be worried if they guarantee everything will stay within budget no matter what.

"How do you handle changes once development starts?"

There will be changes. Great teams have a clear process for handling them without derailing the project.

The Process Deep-Dive:

"What do the first 30 days of working together look like?"

Listen for specific milestones and deliverables. Vague answers mean a vague process.

"What access will I have to the development team?"

Some teams hide their developers behind account managers. The best ones give you direct access to the people building your product.

Support and Maintenance:

"What happens after we launch?"

Your relationship doesn't end at launch. Get clear answers about bug fixes, updates, and ongoing support.

"Who owns the code when the project is done?"

The answer must be you. Run away from teams that try to keep control of your intellectual property.

Now you know what to ask, but knowing the right answers is just as important.

Let's look at the red flags that spell disaster.



The Red Flags Checklist

By spotting these warning signs early, you can save yourself millions in failed projects. Here are the deal-breakers we've learned the hard way.

Communication Red Flags:

They're mysteriously cheap. If a team's rates are way below market average, they're either inexperienced or outsourcing to people you'll never meet. Quality software development costs money.

They say yes to everything. The best teams will challenge your assumptions and say no to bad ideas. If they agree with every feature request, they're telling you what you want to hear.

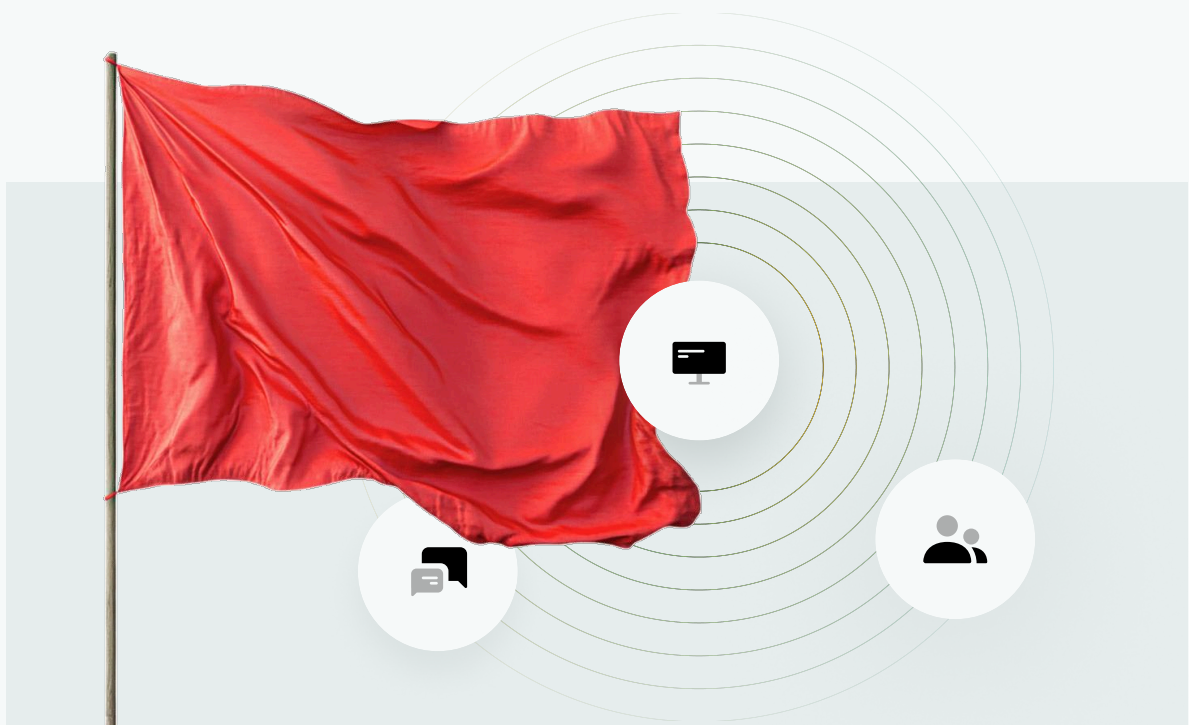
Multiple account managers. If you're bounced between different contacts during the sales process, imagine how messy communication will be during development.

Technical Red Flags:

They won't share their work process. A solid development team has a clear, documented approach to building software. If they call their process "flexible" or "unique," they probably don't have one.

No technical questions for you. Good teams need to understand your business before they can build your solution. If they don't ask detailed questions about your requirements, they're not thinking deeply about your project.

Pushing technology, not solutions. Watch out for teams that brag about using the latest trendy technology. The best partners focus on solving your business problems, not showing off their technical skills.



Business Red Flags:

No client references.

Every experienced team has happy clients willing to talk about their work. If they can't provide references, that's a huge warning sign.

Unclear pricing structure.

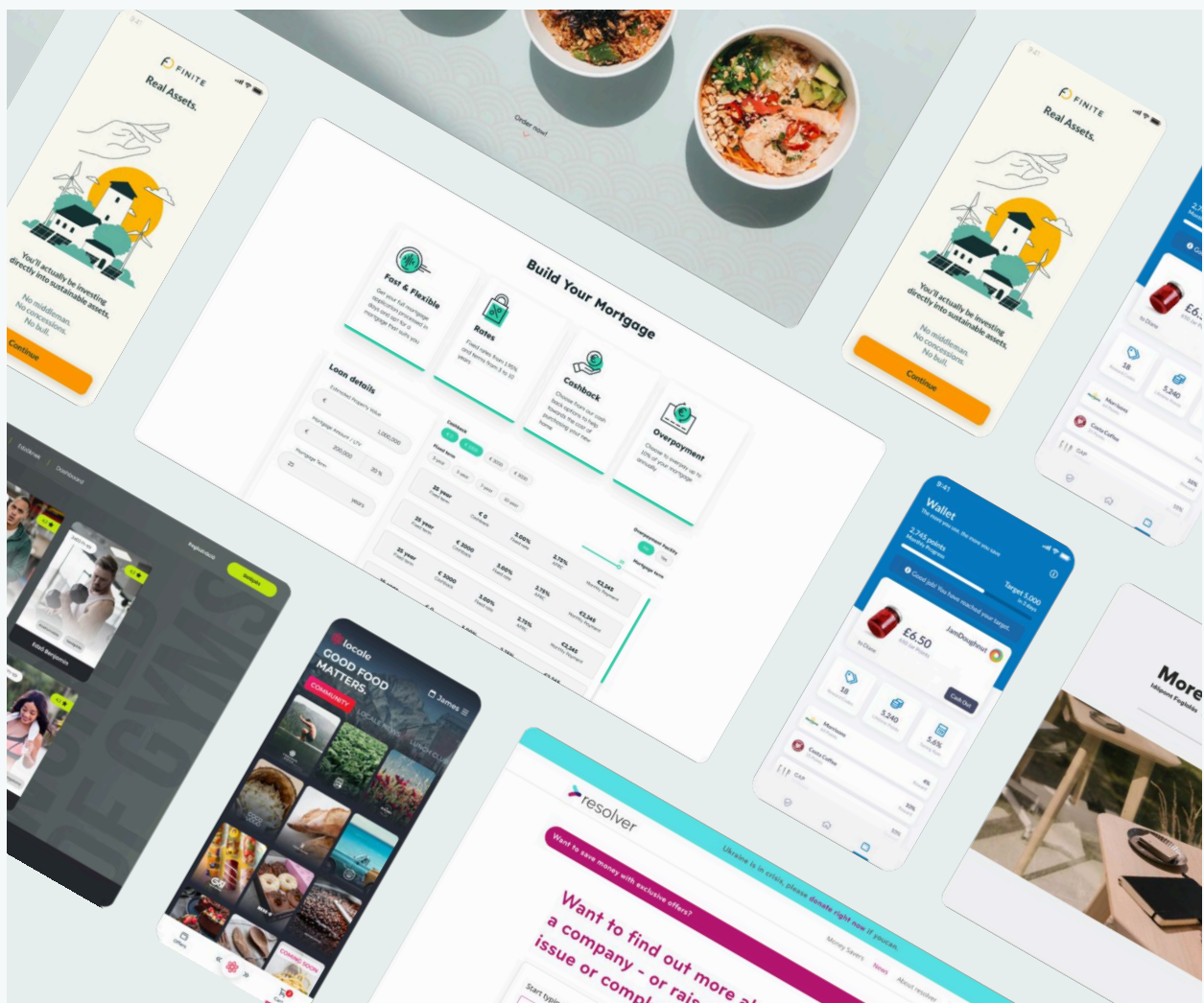
Professional teams are upfront about their costs and what might cause them to change. Run from vague estimates or teams that won't put prices in writing.

No support plan.

Your software will need updates and maintenance after launch. If they don't have a clear support plan, you'll be stuck with a product you can't maintain.

These red flags have saved our clients millions in failed projects.

But what does success look like? Let's look at the founders who got it right.



Real Stories, Real Results

Theory is great, but nothing beats learning from founders who've been where you are. Here are two stories that show what's possible when you hire the right development team.

REACHBIRD

VeryCreatives is not only a reliable partner for IT-development, but also understands our whole business model completely. Therefore, the VC-team helped us actively to define the right product strategy. Thank you, VeryCreatives!



PHILIPP MARTIN
CEO & Co-Founder, Reachbird



VeryCreatives went into a really granular level of detail in terms of features and functionality. Their team implemented an effective, transparent project management style. They were well-organized and met all their deadlines, mitigating and resolving issues as needed.



GARY SHEYNKMAN
General Partner, Leyden Ventures



VeryCreatives has implemented their creative skills to ideate effective concepts and think through possible problems. Their approach is mature and engaging. Proactiveness is a hallmark of their work. We're very happy and satisfied with the quality and service we've been given.



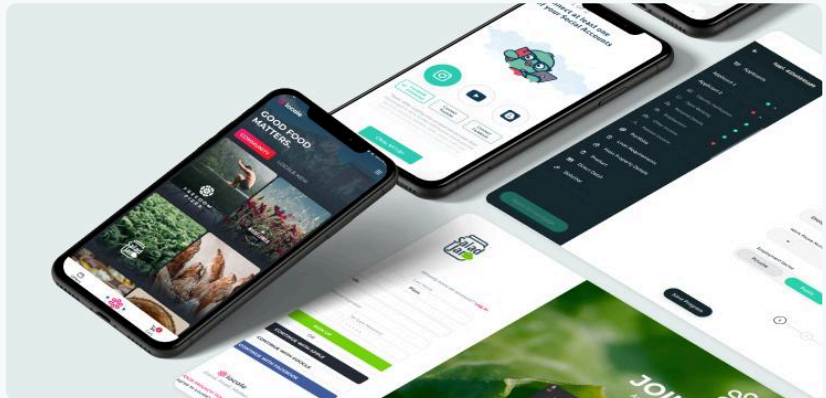
JAMES WALKER
Founder of JamDoughnut, Resolver



The team was very responsive and not afraid to challenge and provide expert input.



GREG BILLINGE
COO of pinqDR



We worked with Great Brands like:



The Pattern of Success

These stories share common elements:

- The teams asked tough questions about business goals.
- They pushed back on unrealistic expectations.
- They focused on building the right product, not just any product.
- They became long-term partners, not just contractors.

You've seen the framework, the questions, the red flags, and the success stories. Now, it's time to put this knowledge into action. Let's look at the practical tools that will help you implement everything you've learned.

Making It Real: Your Action Plan

Knowledge is only valuable when you put it into practice. Here's how to turn everything you've learned into concrete steps for hiring your development team.

Start With a Realistic Budget

Most MVPs cost between \$50,000 and \$100,000 to build.

Break this down into phases: discovery and planning (15%), design and prototyping (25%), development (50%), and testing (10%).

Having these numbers ready shows development teams you're serious.

Map Out Your Timeline Expectations

A solid MVP typically takes 3-4 months to build. Plan for 2-3 weeks of discovery, a month of design, and 12-16 weeks of development.

Being realistic about time frames helps you spot teams that make unrealistic promises.

Create Your Evaluation System

Score each potential partner on four key areas:

- Communication clarity
- Business understanding
- Technical capability
- Support offerings

This objective approach prevents decisions based on gut feeling or smooth sales talk.

Now, you've got a practical framework for moving forward. But success isn't just about hiring the right team. It's about working with them effectively.

Let's look at how to manage this relationship once you've made your choice.

After You Hire: Making It Work

Finding the right development team is just the beginning. Here's how to make sure your partnership stays successful after the contracts are signed.

Set Clear Expectations Early

It's vital that you lock in the basics in writing:

- Weekly meeting schedules with fixed agendas — to prevent scope creep and keep everyone aligned on priorities.
- 24-hour maximum response times for critical issues — because delays can derail your entire project timeline.
- Bi-weekly detailed progress reports with metrics — so you can spot problems before they become disasters.
- A formal change request system with impact assessments — to protect your budget from expensive last-minute changes.

Trust But Verify

Good partnerships balance trust with oversight:

- Read the weekly progress reports before meetings — this helps you ask the right questions and spot potential issues.
- Test new features within 48 hours of delivery — early feedback prevents expensive rework later.
- Compare actual hours against estimates monthly — catching budget overruns early gives you time to adjust.
- Check budget milestones against deliverables — this ensures you're getting value for your investment.

Stay Involved (The Right Way)

You don't need to understand every technical detail, but you do need to:

- Join the Monday planning meetings — your product vision keeps the team focused on building the right features.
- Review designs within 24 hours — slow feedback can double your development costs.
- Document and share your product decisions — keeping everyone aligned saves countless development hours.
- Be available for quick business decisions — because waiting for your input can stall the entire development team.

Remember, your role is to lead the product vision, not manage technical details.
Trust your team to handle the how while you focus on the why.

THAT'S IT. CONGRATULATIONS!

You're now equipped to find, hire, and work with a development team that can turn your vision into reality.

About VeryCreatives

For over a decade, we've helped non-technical founders turn their SaaS ideas into profitable products. Our clients include **Red Bull, Philips, and Nestle**, but **we specialize in working with early-stage startups and founders who need a technical partner** rather than just a development team.

What makes us different?

We don't just write code. We help shape your product strategy, design user experiences that customers love, and build MVPs that get to market fast. Our fixed-price guarantee means no budget surprises, and our proven process ensures your product gets built right the first time.

Want to see if we're the right fit for your project?

Book a free 30-minute call with our founders, Máté and Feri. They'll review your idea and share their expert insights on bringing it to life.

Click the link below to book your free product strategy call: verycreatives.com/book-a-call



Máté and Feri
VeryCreatives.com

Book a call

Speak soon.



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