

Robodev

How to build backend infrastructure in weeks so you can take on 20 more projects this year without hiring additional developers.



AGENDA



- 1 How to systematize your backend building process
- 2 The 3 step system on how to add an extra \$50k-\$100k /mo without hiring developers
- 3 Problems that may be preventing you from predictably signing clients and charging 50% more.
- 4 Our exact system outlined, so you can do this with or without us.
- 5 The unique tool and knowledge found through 1000s of completed software development projects that you can't find online.
- 6 How software agencies exactly like yours easily add \$50k-\$100k/mo in 6-9 months.
- 7 What to do first and why.
- 8 A bonus at the end, so stick around.

WHO IS THIS FOR?

- Established software development agencies with existing results and happy clients.
- Agencies who don't have a systematic, predictable method of hiring developers and signing clients.
- Founders/Owners who have tried automation by themselves, by hiring someone else or by working with a "recruiting agency"... but still aren't getting the results they need
- Agencies who have a great service, the systems to take on clients and the ability to sell... but no predictable way of fulfilling 20 new projects per year.
- Founders/Owners who are willing and able to add an extra \$50k-\$100k/mo in revenue, while transitioning from working IN the business to working ON the business

WHAT'S STOPPING YOUR GROWTH.

You can simply add \$50k-\$100k/mo by signing more clients.

So what stops most agencies? They're not able to fulfill enough projects.

But there's a problem because you won't have enough time, and the only other options are:

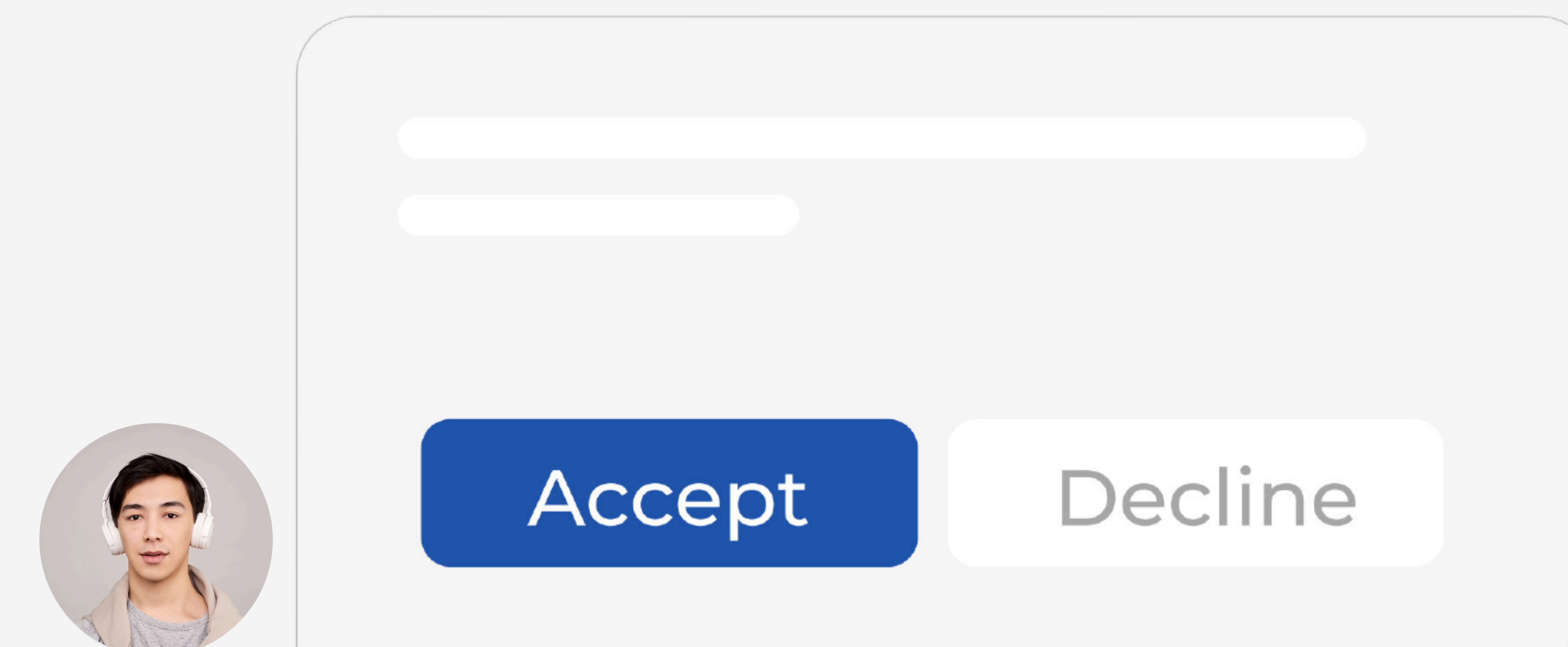
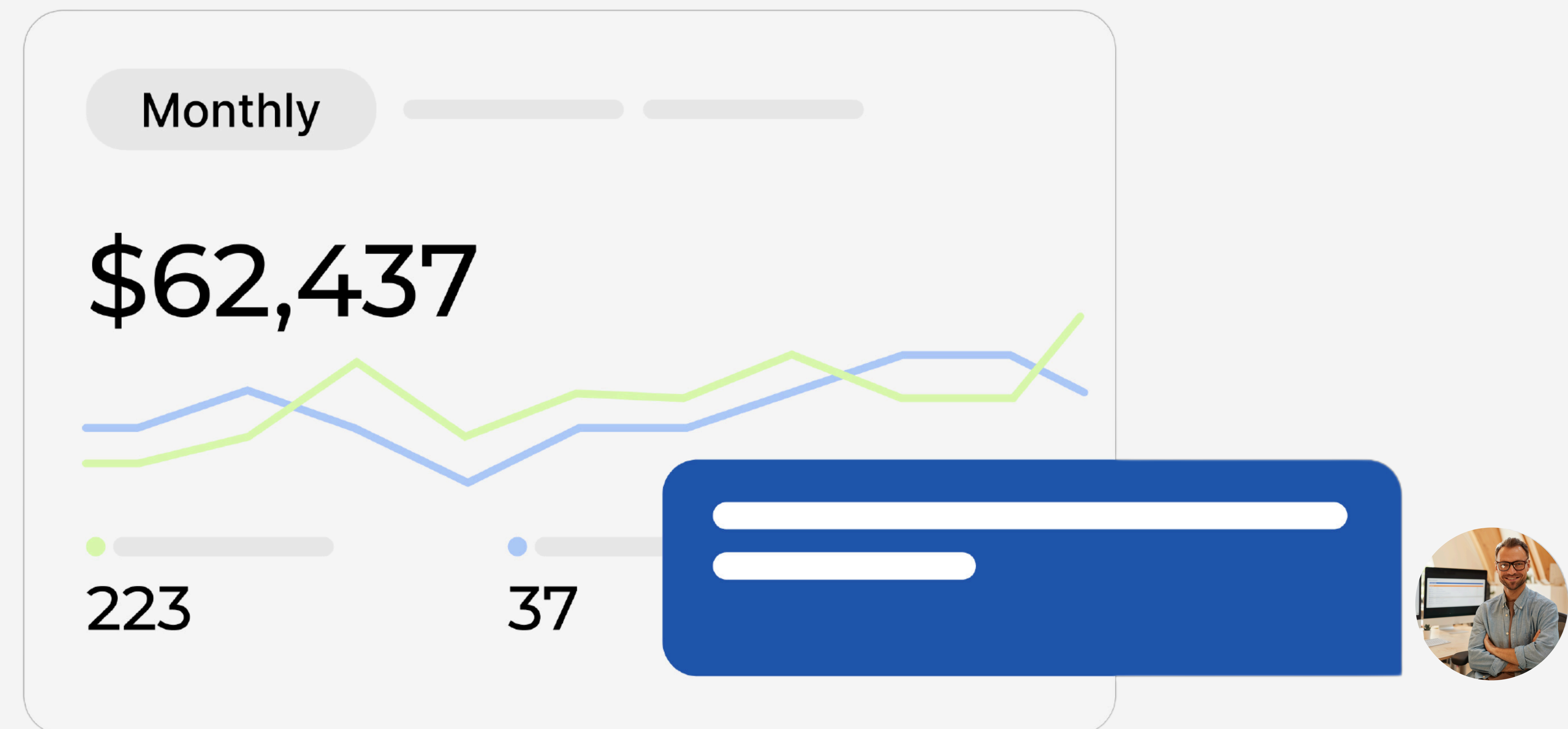
Hiring an employee/engineer that knows high-level backend infrastructure (\$\$\$\$\$)

Hiring a "recruiting agency" that don't have your best interests at heart (talent vs \$) or doesn't deliver

This is why Developer Partnering is the only viable option for software agencies to scale.

Developer Partnering = Combining high-level backend infrastructure + Aligned incentives (\$).

Plus, without costing \$millions /year in salaries and with guaranteed results.



PROCESS

3 STEPS TO INCREASE REVENUE BY \$50K-\$100K /MO WITHIN 6-9 MONTHS.

- ✓ **Step 1:**
Prepare the Vessel - Setting the foundations for Hyper-Growth
- ✓ **Step 2:**
Launch the Machine - The Backend System
- ✓ **Step 3:**
Alchemy of Fulfillment - Turning systems into revenue.



Step 1

PREPARE THE VESSEL.



Old Way.

Collect case studies through text

Use a “commodity offer”

No profile social proof

Old Outcome.

Prospects can’t relate, easily faked

No interest from prospects (looks like everyone else)

No profile social proof

New Way.

Case study video interviews

Create an automated backend build

Position profiles as industry experts and run “Mini-PR Campaign”

New Outcome.

Highly engaging and incredibly relatable

Be seen as unique, stand out, quicker turnaround, higher prices

Inbound leads, higher interest and pre-selling

Step 2

LAUNCH THE MACHINE



Old Way.

Rely on developers and engineers for backend

Old Outcome.

Unpredictable and sporadic. Gives owners anxiety to when they'll get new cashflow

Stagnating/Shrinking business

Having to work with sub-par clients for cashflow

New Way.

Multi-Account developers with a dedicated team converting project specs into backends

No additional overhead, sacrificing quality, security and scalability

New Outcome.

Systematic and predictable growth

Choose exactly who you want to work with - you set the qualification criteria

Scalable

Step 3

ALCHEMY OF CONVERSION



Old Way.

Capped projects

Hiring new engineers

No hiring process

Old Outcome.

Lack of trust, difficult sales

Waste hours hiring
developers who aren't even
interested in interviewing

Feel like you're constantly
guessing how to hire

New Way.

Leverage 24/7 developers

No overhead

Optimised fulfillment process with
consistent iteration and optimization

New Outcome.

Build trust and sell on
autopilot

Enhanced turnaround to increase
pricing

Systematically convert interested
prospects into high-paying clients

**IN SUMMARY, YOU CAN
NOW USE THE 3 STEP
SYSTEM TO SCALE YOUR
REVENUE BY \$50K-\$100K
/MO WITHIN 6-9 MONTHS.**

Step 1

Prepare the Vessel

Step 2

Launch the Machine

Step 3

Alchemy of Conversion

OPTIONS

1

Option One

Continue as are, not being able to predictably sign clients due to not having a proven system in place (leaving \$50k-\$100k /mo on the table.

2

Option Two

Work with “recruitment agency” that doesn’t have your best interests (\$) at heart and who, most likely, won’t deliver.



Option Three

Partner with us because we’ve done this many times before, have the high-level skills of a \$500k+ employee and genuinely have your best interests at heart.

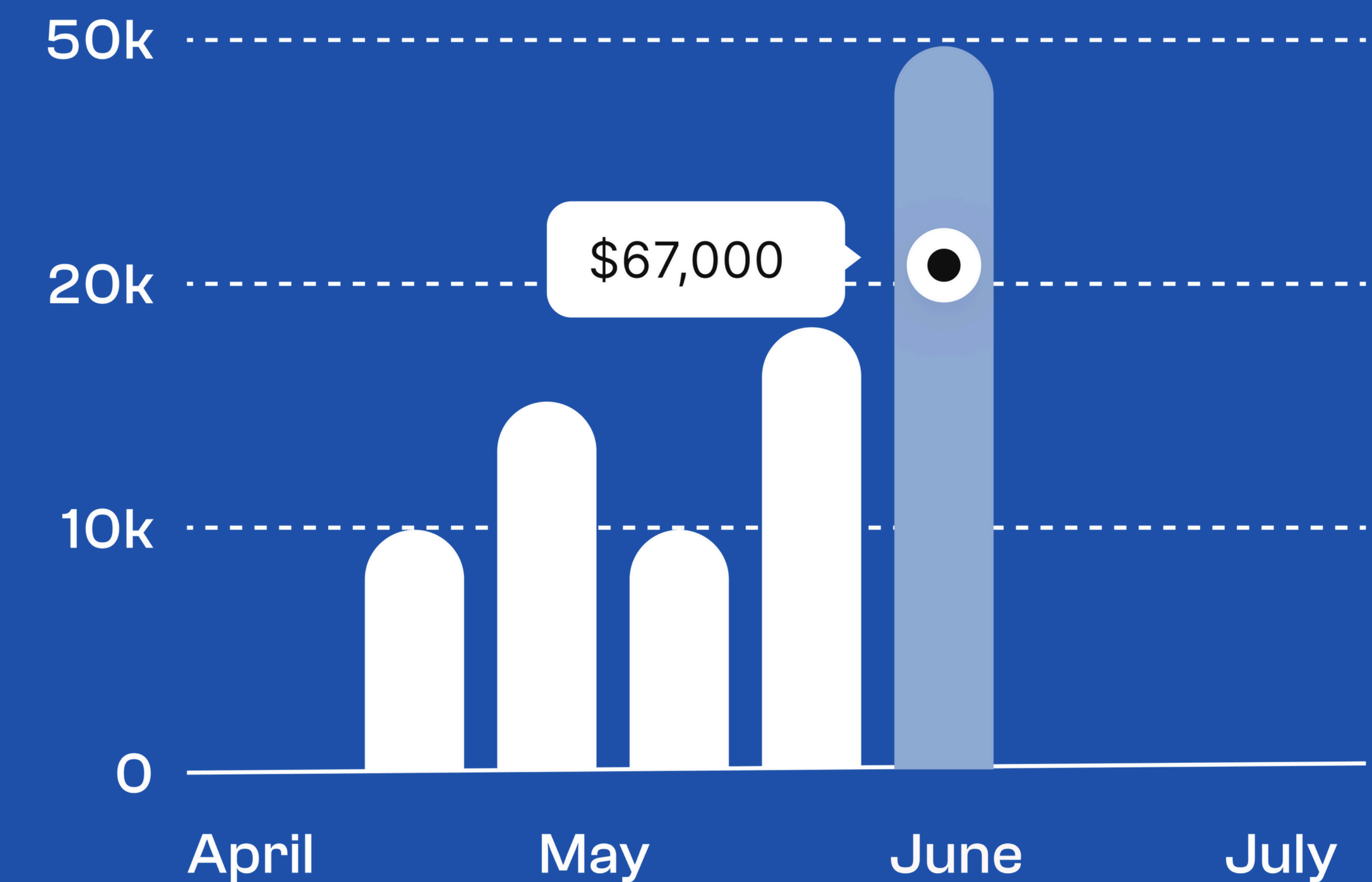
OPTIONS

- You will be able to predictably sign clients using a proven, scalable fulfillment system
- You can add an additional \$50k-\$100k /mo to your agency within 6-9 months
- You can finally stop worrying about when you'll sign your next client and bring in cash flow
- You can forget about working with "nightmare clients" and have complete choice over who you work with
- You will feel calm and confident knowing that hiring side of your business will always be taken care of. No guesswork.

EnterpriseGrowth Month

\$91,000

Performance-Based Growth Chart:

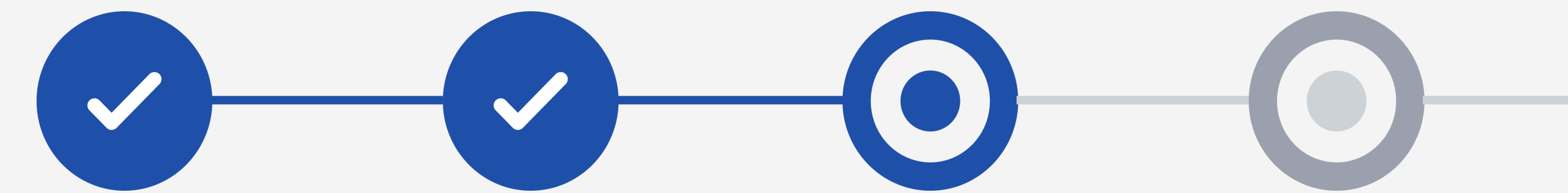


Phase 1

PREPARE THE VESSEL

Typical Timeframe: **2 - 3 weeks**

- Collect information
- Build out a new, scalable fulfillment system
- Optimise positioning, and your agency, as a leader in your niche
- No more recruitment campaigns
- Prepare for launch



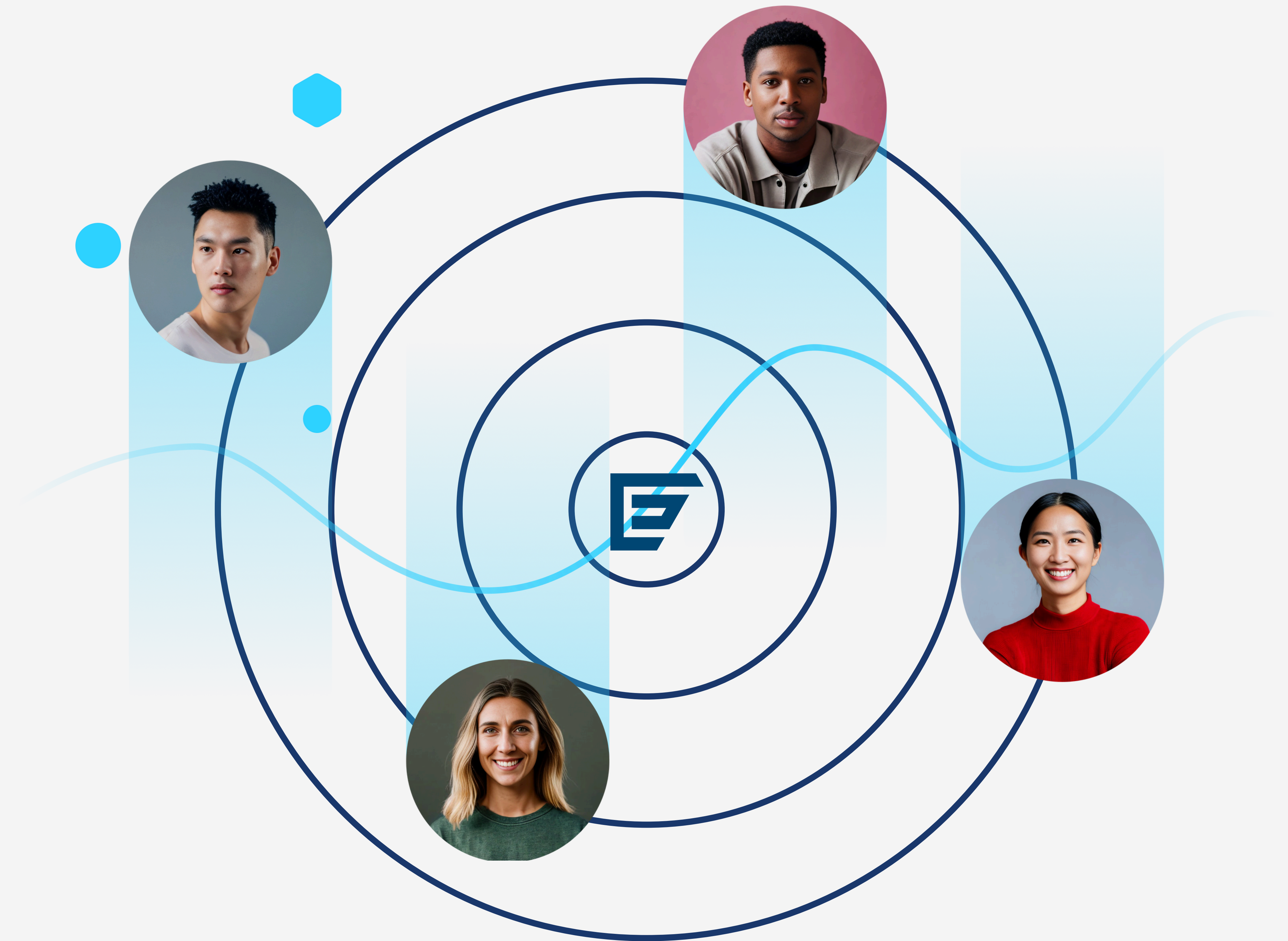
Phase 2

LAUNCH THE MACHINE.

Typical Timeframe: **Immediately**

- Launching and running backend infrastructure build
- Set intentions and testing outputs
- Dedicated team managing projects
- Continuous testing and optimization
- Continuous building with your ideal clients

- Prepare for launch
- Warming up engineer
- Dedicated team managing projects
- Continuous testing and optimization
- Continuous projects with your ideal prospects



Phase 3

CONVERSION ALCHEMY

Typical Timeframe: **Immediately**

- Creating and testing backend framework
- Adding fulfillment systems to projects
- Optimising turnaround time and continuous testing
- Weekly evaluation
- Dedicated team converting projects into full backend builds

