ZEBRA LABS

Software delivery services

SERVICES BROCHURE

Software development services brochure

A compact commercial overview of the four Zebra Labs delivery-lane services and the route from enquiry to kickoff.

Zebra Labs works best when the delivery problem is real, the team wants senior hands-on support, and the engagement needs to become operational quickly without turning into vague advisory drift.

A leave-behind brochure for founders and teams that need to choose the right software delivery engagement quickly and with commercial clarity.

- Senior hands-on delivery
- Time-based commercial model
- Clear route from enquiry to kickoff

WHY THIS EXISTS

Why teams bring Zebra Labs in

Most buyers do not need a generic agency pitch. They need to know which delivery path fits their current bottleneck, how the work starts, and whether the engagement model is commercially and operationally sensible.

- The product or team needs experienced delivery help, but the right shape of engagement is still unclear.
- The work needs senior technical judgment, not just extra hands.
- The buyer wants a path from enquiry to working rhythm that is commercially clear from the start.

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FOUR ENTRY POINTS, ONE DELIVERY MINDSET

Choose the engagement that matches the bottleneck you can already describe

These services are different entry points into the same delivery approach: reserved senior capacity, visible progress, direct communication, and hands-on execution rather than vague transformation theatre.

Embedded delivery

USE WHEN

The product is active and the main need is experienced execution inside the existing team and tooling.

IDEAL INPUTS

A current backlog, an active codebase, product priorities, and a team rhythm that already exists.

OUTCOME

Faster progress on real work with senior technical delivery embedded into the current environment.

Rebuild or rescue

USE WHEN

The current system is creating drag, risk, and unnecessary complexity that now blocks delivery confidence.

IDEAL INPUTS

An existing product, inherited codebase, known pain points, and enough business context to judge the rebuild path.

OUTCOME

A clearer, safer technical foundation that reduces delivery friction and protects continuity.

New build

USE WHEN

A new product or internal system needs to move from idea to meaningful delivery with sensible technical structure.

IDEAL INPUTS

Business goals, target users, key workflows, and enough clarity to define the first valuable release.

OUTCOME

A grounded build path and a new system designed for real use, not just demo value.

AI workflow improvement

USE WHEN

The team wants to introduce AI into delivery properly, or already uses AI but the workflow is inconsistent, hard to review, or too person-dependent.

IDEAL INPUTS

Current delivery habits, review expectations, any existing specs or standards, and examples of where the team wants AI introduced or improved.

OUTCOME

A more team-friendly AI engineering workflow with clearer adoption paths, rules, review loops, and onboarding.

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SERVICE ENTRY POINTS

Choose the service that matches the delivery problem you can already describe

Embedded Software Development

Senior engineering capacity embedded into an existing team, product, and delivery rhythm where forward progress matters more than ceremony.

WHAT THIS SOLVES

You have an active product and a real team, but you need additional senior delivery power inside the current operating environment.

CHOOSE THIS IF

Choose this when the product is live or active, priorities already exist, and the biggest gap is experienced execution inside the current work.

BEST FOR

Existing teams that need meaningful delivery movement without changing the whole organisational setup first.

WHAT GETS DELIVERED

- Senior delivery capacity inside the existing team workflow
- Daily communication and weekly momentum inside an agreed service rhythm
- Practical progress on current priorities without heavy reset work
- A working rhythm that fits how the team already operates

System Rebuilds

A focused rebuild path for products and inherited systems that need a stronger technical foundation without losing business continuity.

WHAT THIS SOLVES

The current system is slowing delivery, increasing risk, or making even small changes harder than they should be.

CHOOSE THIS IF

Choose this when the main need is reducing technical drag and rebuilding confidence in the delivery foundation.

BEST FOR

Traction-stage products, inherited systems, and unstable MVPs that need to become more durable while still moving.

WHAT GETS DELIVERED

- A clearer technical direction for the rebuild path
- Reduced delivery friction in high-risk parts of the system
- A stronger engineering foundation for ongoing work

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ADDITIONAL ENTRY POINTS

Two more routes into the same delivery mindset

New System Builds

A sensible route for founders and operators who need a new system built with clear priorities, grounded scope, and a practical release path.

WHAT THIS SOLVES

A new product, portal, or internal system needs building, but the delivery foundation also needs to be sensible from the start.

CHOOSE THIS IF

Choose this when the system is new, the outcome matters commercially, and the build needs experienced structure early.

BEST FOR

Founders and operators who need meaningful software delivery, not just a prototype handoff.

WHAT GETS DELIVERED

- A structured build path from early scope to meaningful release
- Delivery decisions made early enough to avoid unnecessary churn
- A system foundation that supports continued product evolution

AI Engineering Enablement

Hands-on enablement for teams introducing AI or improving existing AI-assisted delivery so software work becomes more reviewable, spec-driven, and team-friendly.

WHAT THIS SOLVES

The team either has not adopted AI yet or is already using it in delivery, but the working model is not yet reliable, reviewable, or easy to operate across people.

CHOOSE THIS IF

Choose this when the team needs a sensible starting point for AI in engineering, or clearer guardrails and review loops around existing AI use.

BEST FOR

Software teams that want a practical route into AI-assisted delivery or a stronger operating model for the AI use already happening.

WHAT GETS DELIVERED

- A practical route into AI-assisted delivery or a more reviewable existing workflow
- Guardrails and practices that support team-wide consistency
- A more operational approach to AI engineering, not just tool enthusiasm

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DELIVERY MODEL

What working together looks like

1. Choose the service that best matches your situation and submit the detailed intake.
2. I review fit, commercial minimums, tooling alignment, and current availability before time is booked.
3. If the work is a fit, rates are confirmed and an intro call is arranged around real capacity.
4. Contracts, retainer payment, and kickoff preparation happen before work begins.
5. Once the prerequisites are complete, the engagement moves into an active delivery rhythm with visible priorities, daily communication, and weekly progress.

COMMERCIAL MODEL

Commercially clear, operationally grounded

- All four services are currently sold as reserved delivery lanes rather than ad hoc task execution.
- Minimum engagement is one month, with a minimum expected commitment roughly equivalent to one-third of a standard work week.
- Clients are buying protected senior capacity, communication rhythm, and weekly momentum rather than a simple block of isolated hours.
- Rates are confirmed after intake review rather than published on the site.
- Equity does not reduce or replace cash payment expectations.
- An upfront retainer contributes toward working time, with standing recurring payment preferred where practical.

FAQ

Questions we can answer early

What happens after I submit the intake?

I review the context, current fit, and availability. If the work looks viable, the next step is rate confirmation and an intro call. If not, I will either request clarification or explain that the work is not a fit right now.

Can the service change after we start talking?

Yes. A lead may begin by enquiring about embedded support and then discover a rebuild or new-system-build engagement is the better route. The intake is there to make that clearer early.

Do I need a company email address straight away?

Not to submit an enquiry or hold an intro call. But a company email or explicitly approved working equivalent is expected before kickoff so access, handover, and communication are cleaner.

Is fixed-price work available?

Potentially later, but the site is currently focused on time-based delivery because that is the clearest and most operationally reliable model at this stage.

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Start with the real delivery problem

Pick the service that best matches your situation, complete the intake, and I will review fit, confirm availability, and share the next step.

Next step: choose the service that fits, submit the intake, then align on fit, rates, and kickoff shape.