



# Doubling

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## Overview

- Doubling fundamentally improves the trajectory of a business with processes, frameworks and technology.
- Doubling historical outcomes yield 10X gains in velocity in 90 days or less.
- An initial assessment along with a dashboard showing operational health is configured for continuous insights. Key areas of strength and opportunity are identified.
- Any changes made are set up as repeatable motions with runbooks, checklists, and automation, thus ensuring gains compound in value over time.
- Doubling helps companies facing challenges get back on track, and successful companies transition to highly optimized workflow.

# Approach

Our approach is oriented around one or more of the following areas of focus: continuous insights with operational analytics and best practices for software development, product discovery and team performance acceleration. Our artifacts include:

**Assessment:** We set up a dashboard to provide continuous insights to you about the state of your software development systems: low, medium, or high. If this is an existing team, we interview team members and create an initial observations document describing with quantitative and qualitative data what is going well, and if there may be opportunities for outsized gains by identifying key areas for growth. Following are key signals to understand the software development lifecycle performance at your business:

|                   | High     | Medium    | Low               |
|-------------------|----------|-----------|-------------------|
| Deployment Rate   | Hourly   | Weekly    | Monthly or Longer |
| Cycle Time in Git | <= Hour  | <= 1 Week | >= Month          |
| MTTR              | < 1 Hour | < 1 Day   | 1 Day <= Week     |
| Change Fail       | 0 - 10%  | 11 - 30%  | > 30%             |

## Core Product & Engineering

**Target Outcomes:** We work with you to prioritize and agree on the most important outcomes. Then we get to work.

**Business Goals and Measures:** We ensure clarity of the top goals and measures for the business.

**Business Vision, Values and Mission:** We ensure the head (vision), heart (values) and hands (mission) of the business are clear.

**Research:** We help to identify key personas, use cases, and ideas and prioritize these into key features.

**Design:** We drive the design thinking process, refining key features.

**Roadmap:** We help you define a clear roadmap with direct alignment to the business goals and measures specifying Now, Next and Later.

**Release Plan:** We capture decomposed work in an executable release plan with the development team, specifying actual timeframes for delivery.

**Architecture:** We ensure the best technical design with simple, standard architecture, ubiquitous language and frameworks, open source, cloud services and a clean business domain data model based on industry standards.

**Build:** We support the team to ensure the release plan is built and shipped on time with high quality, in a repeatable motion, release after release.

**Process:** We build and optimize processes which are easy to adopt, asserting first principles and best practices in a way that is customized for your team and company, through a process of co-creation.

**Practices:** We support industry wide best-practices, ensuring you are using the best from cutting edge research on software development theory and implementation.

**Continuous Delivery:** We guide the team toward automation of the software development lifecycle to realize real continuous delivery with automated build, test, deploy, feature flags, monitoring and roll back.

**Team:** If you have an existing team, we'll help to accelerate team success. If you don't, we'll help you build or select a team that is optimal for your business.

**Sentiment:** We set up continuous monitoring and alerting for team sentiment, understanding how foundational components of team performance such as trust and engagement are unfolding over time.

**Hiring:** We help develop a hiring strategy with a focus on time to hire, and quality of hire, offered exclusively to clients on our Advisory (Daily) tier and above. In addition to strategic and technical advisory, we include full-time placement support for candidate sourcing, screening, and onboarding.

**Retention:** We will diagnose and support with strategic approaches to address potential issues with attrition.

**Career Ladder:** We help define and customize career ladders for clarity on roles and responsibilities across the team.

**Conflict Resolution:** Define the shared goal, conflicting perspectives, and underlying assumptions that are either incorrect or can be creatively addressed, thus dissolving the conflict. Refuse to accept a win/lose or lose/lose outcome, insist on a win/win.

**Funding:** Help customers prepare for funding milestones. We provide a “product and engineering roadmap forecast” to help you understand the likelihood of upcoming release milestones landing on time, overlaid with their financial forecast. If the risk of delay is high, we help customers mitigate this risk with our technical acceleration and turn around outcomes.

**Due Diligence:** We perform continuous monitoring and assessment for buy and sell-side due diligence and audits for Venture Capital, Private Equity, and more.

## Full-Time Placement

We provide end-to-end retained search services for high-impact leadership roles and specialized technical positions, including senior AI/ML engineers. Acting as an extension of your team, we manage the entire hiring process to ensure you secure the right candidate with speed, precision, and discretion.

### Our Process

- **Role Definition:** Partner with you to clarify the role requirements, success criteria, and cultural fit profile.
- **Sourcing & Outreach:** Leverage our network and targeted research to identify and engage top-tier candidates who meet your criteria.
- **Assessment:** Conduct in-depth screening, including technical and behavioral evaluation, to present only the most qualified candidates.
- **Candidate Presentation:** Deliver a curated shortlist with detailed profiles, interview notes, and compensation expectations.
- **Offer & Negotiation:** Support the offer process to ensure smooth acceptance and onboarding.

## AI & ML Development

**AI Strategy & Roadmapping:** Define AI/ML strategies aligned with business goals, and design scalable architectures that integrate with existing systems.

**Model Development & Deployment:** Build, fine-tune, and deploy machine learning models using modern MLOps practices for automation, monitoring, and scalability.

**Generative AI & LLMs:** Fine-tune large language models for specific use cases like content generation, code assistance, and conversational AI.

**Data Engineering & Infrastructure:** Create robust data pipelines and infrastructure to support training, inference, and continuous model improvement.

**Responsible AI & Compliance:** Ensure fairness, transparency, and compliance with regulations like GDPR and CCPA through audits and ethical development practices.

**AI Team Leadership & Mentorship:** Lead high-impact AI initiatives while mentoring teams and establishing best practices in model development and delivery.

**AI Product Integration:** Embed AI into products to power features such as personalization, anomaly detection, and intelligent automation.

**Customer-Facing AI Support:** Provide technical support for sales, including demos, proposals, training, and onboarding for AI-powered solutions.

## Philosophy

We aim to make work clear, simple and fun. We follow best practices from Agile, Kanban, Theory of Constraints, Developer Experience, DevOps, CI/CD, the Growth Mindset, principles from Bridgewater Associates, the Socratic Method and the Scientific Method and first start with clarity across the organization about the situation we are trying to address, the desired outcome we'd like to achieve, and how we will measure success. Then we create a scientific experiment which is expressly set up for team safety, trust and a data-driven, quantifiable approach. If the experiment succeeds, we win. If the experiment fails, we also win because we will have learned. We cultivate the growth mindset and transform company culture and performance into a position of strength. We optionally provide runbooks, checklists, and strategies that have been known to be effective and backed by academic research. In this way, we customize a winning strategy and implementation in a way that is genuinely and uniquely suitable for your company, your culture and your team. Everything we do is data-driven, measurable, clear, and outcomes driven.

# Outcomes

## Predictability

| Challenge        | Outcome                 | New Organizational Capability                                                                     |
|------------------|-------------------------|---------------------------------------------------------------------------------------------------|
| Missed Deadlines | Delivery Predictability | Commit to a release plan and deliver against it on time with high quality in a repeatable motion. |

| Metric                   | Target                              | Definition                                                                                                     | What Does it Mean                                                                                  |
|--------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Sprint Burn Down         | Sprint Burn Down $\geq$ 80%         | Percentage of tickets committed at the beginning of the sprint which are completed at the end of the sprint    | Does the team understand the work enough to be able to accurately forecast a week into the future? |
| On Time Feature Delivery | On Time Feature Delivery $\geq$ 80% | Percentage of features committed at the beginning of the quarter which are completed at the end of the quarter | Are we delivering on our commitments to the business as an engineering organization?               |

## Velocity

| Challenge        | Outcome           | New Organizational Capability                                               |
|------------------|-------------------|-----------------------------------------------------------------------------|
| Slowing Velocity | Delivery Velocity | Continuously increase the speed with which value is delivered to customers. |

| Metric            | Target                  | Definition                                                      | What Does it Mean                             |
|-------------------|-------------------------|-----------------------------------------------------------------|-----------------------------------------------|
| Cycle Time in Git | Cycle Time $\leq$ 1 day | Average time in days from first commit to successful production | Is the rate of customer value delivery in Git |

|                 |                               |                                         |                                                                                          |
|-----------------|-------------------------------|-----------------------------------------|------------------------------------------------------------------------------------------|
|                 |                               | deployment of a pull request by week    | increasing or at target over time?                                                       |
| Deployment Rate | Deployments per Week $\geq 7$ | Average number of deployments over time | Is the rate of customer value delivery via deployment increasing or at target over time? |

## Quality

| Challenge         | Outcome          | New Organizational Capability                                                  |
|-------------------|------------------|--------------------------------------------------------------------------------|
| Worsening Quality | Delivery Quality | Half or better the software bugs, hot fixes, reverts and production incidents. |

| Metric      | Target                  | Definition                                                                       | What Does it Mean                                                                             |
|-------------|-------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Change Fail | Change Fail $\leq 10\%$ | Number of change fail fixes (bugs and hotfixes) divided by number of deployments | Are we improving quality by decreasing the percentage of deployments with failures over time? |
| MTTR        | MTTR $< 60$ Seconds     | Mean time to resolve a production incident                                       | Are we improving quality by decreasing the amount of time failures persist?                   |

## Effective Team

| Challenge          | Outcome         | New Organizational Capability                                                  |
|--------------------|-----------------|--------------------------------------------------------------------------------|
| Team Disengagement | Team Engagement | Accelerate team performance with continuous gains in sentiment and engagement. |

| Metric          | Target                               | Definition                                                                                                                                           | What Does it Mean                                                                                               |
|-----------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Sentiment       | NPS >= 50                            | Net Promoter Score for Job, Team, Manager, and Company                                                                                               | Are members of the team feeling better about their role, their team, their manager and their company over time? |
| Retention       | Annual Retention >= 75%              | (All employees minus # of regretted departed employees) divided by all employees                                                                     | Is the team engagement high enough to support outstanding retention?                                            |
| Time to Hire    | Time to Hire <= 30 Days              | Time to hire is the amount of time between when a candidate is sourced or applies to your job posting, and when the candidate accepts the job offer. | The hiring lifecycle is optimized.                                                                              |
| Quality of Hire | Annual Non-Regretted Attrition <= 5% | (All departed employees minus # of non-regretted departed employees) divided by all employees                                                        | The hiring process supports selection of the right candidate for the role.                                      |

## Case Studies

- [Q3 2025 | Preseed Case Study](#)
- [Q4 2024 | Google DORA Award](#)
- [Q1 2023 | Series A Case Study](#)
- [Q2 2022 | Series A Case Study](#)
- [Q4 2021 | Series B Case Study](#)

## Full-Time Placement

We provide highly vetted candidates for engineering roles.

- Placement Fee: 25% of first-year total cash compensation (base + expected bonus).
- Guarantee: 180-day replacement if candidate leaves or is terminated for cause.

## Contractor Placement

We provide highly vetted contractors for engineering roles. These professionals can be engaged for short-term assignments, ongoing project work, or as a bridge to full-time employment.

- Pricing varies by role, scope, and experience level, billed hourly.
- Rapid access to capable talent for time-sensitive needs.
- Flexible engagement lengths without long-term commitments.
- Option to convert to full-time employment without any placement fee.

## Advisory

We provide highly vetted advisors for specialized leadership and machine learning engineering roles.

## Contact

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