JDD AGENCY

The Non-Technical Founder's Guide to Hiring Devs.

Jargon

Speak the language.

The 2-Minute Tech Dictionary

Frontend: The part of the house you can see (Paint, windows, furniture).

Backend: The part you can't see but need (Plumbing, electricity, foundation).

Full-Stack: A builder who can do both (Rare, expensive, generalist).

API: The waiter taking orders between the kitchen (Database) and the customer (App).

Tech Debt: Shortcuts taken now that you have to pay back with interest later (in the form of bugs).

Deployment: The act of "going live."

What to look for

Start Hiring Product Engineers.

Why technical skills alone aren't enough to build a successful startup.

Most non-technical founders make the same mistake: they write a job description full of keywords (Python, React, SQL) and hire the person who scores 100% on the coding test.

The "**Common Coder**" approach:
You treat developers like a factory. You feed them a specific instruction ("Build a blue button"), and they build exactly that. If the blue button destroys your user experience, they don't care. They did their job.

The "**Product Engineer**" approach:
You treat developers like architects. You tell them the problem ("Users aren't clicking 'Buy'"), and they suggest the solution ("We don't need a blue button; we need to simplify the checkout form").

What to look for

The Interview Script (For Non-Coders).

You can't test their syntax, but you can test their problem-solving.

Question 1: The "Grandma Test"

- Ask: "Explain the concept of an API to me as if I were your grandmother."

✅ Green Flag: They use analogies (like the waiter analogy).
❌ Red Flag: They use more jargon to explain the jargon.

Question 2: The "Google Test" (Crucial for 2026)

- Ask: "How do you use AI tools like Copilot or ChatGPT in your workflow?"

✅ Green Flag: "I use it to boilerplate code and write tests so I can move faster."
❌ "I don't use them; I write everything from scratch." (In 2026, this is inefficient).

Question 3: The "Trade-off Test"

- Ask: "If we have a strict deadline, would you cut features or skip testing?"

✅ Green Flag: "I would discuss with you which features to cut."
❌ Red Flag: "I would skip testing." (This destroys your product later).

What to lookout for

The "BS Detector"

Run Away If...

🚩

They promise they can build a Facebook clone in 2 weeks.

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They say "Yes" to every feature request without asking "Why?"

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They refuse to show you the code repository (GitHub) because "it's not ready."

🚩

They want to build their own custom framework instead of using standard ones (e.g., React/Laravel).

What to look for

The 3 Paths to Building Your MVP.

Freelancer

Pros

Cheapest option.
Direct contact.

Cons

High risk.
If they get sick, your project stops.

Best For

Small features.

In-house Hire

Pros

Dedicated to you.
Culture fit.

Cons

Slow to hire (3-6 months). High fixed cost (Salary + Equity).

Best For

Series A+ Startups.

⭐ JDD Agency

Pros

Immediate start.
Full squad (Design + Dev + PM).

Cons

Higher rate than a single freelancer.

Best For

Building the MVP & Scaling.

JDD AGENCY

Not ready to become a recruiter yet?

Get a CTO-level squad without the hiring headache.
Start your project with JDD now.