

Blue Coding Press Kit



History

Blue Coding was founded in 2014 in order to begin connecting companies in North America with the top software development talent throughout the Americas. From our humble one-person beginnings to our team of over 50 today, we've made it our top priority each year to provide better and better service to our clients while becoming one of the top employers in Latin America for programmers.



Vision and values

Our vision is simple: to become **the go-to source for software engineering talent** in Latin America.

We value:

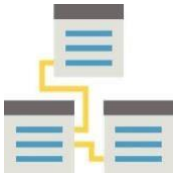
- Honesty, integrity and trustworthiness.
- Building long term relationships with our team and customers.
- Building a work environment where people can develop.
- Being fair and respectful.
- Hard work and excellence.



What makes us tick

Our team:

- Are experts in their area
- Focus on delivering excellent results
- Have excellent communication and teamwork
- Have the ability to effectively prioritize work
- Are committed and hardworking
- Are open to change and flexible
- Have a strong sense of justice and integrity
- Demonstrate initiative and proactivity, whether on internal or client-facing projects
- Is 70% technical and 30% administrative/support

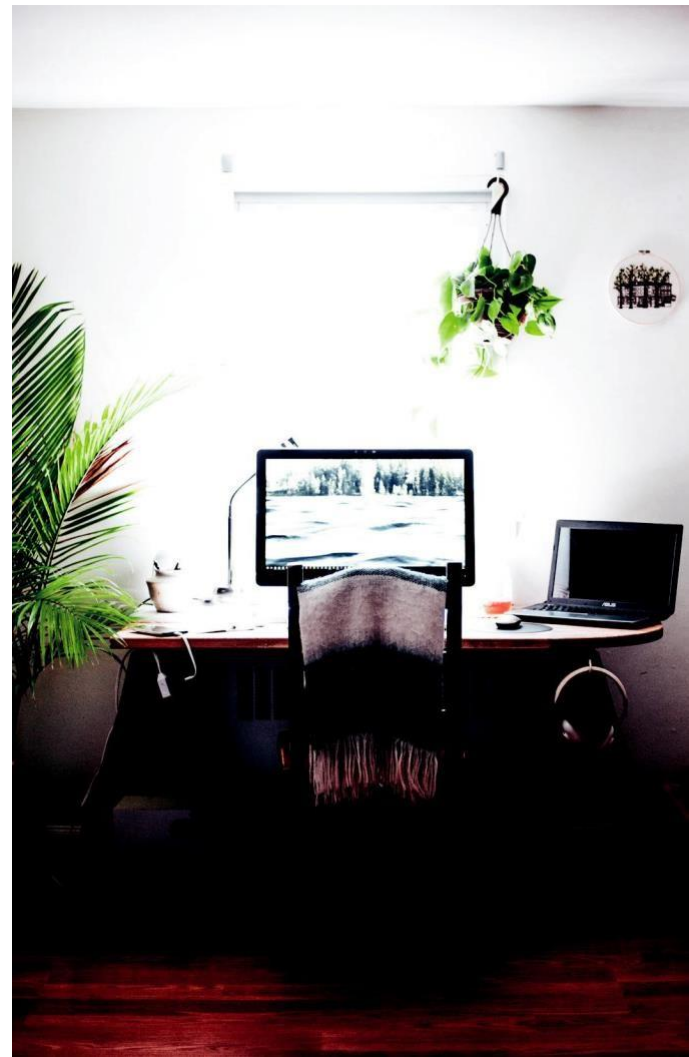


About our team

Our team is made up of people from all over the world, living all across the globe. Currently, Blue Coding team members are living in the US, the UK, Puerto Rico, Mexico, Peru, the Dominican Republic, Brazil, Colombia, Argentina, and Spain.

Blue Coding quick facts:

- **Lines of code written:** 3.6 million
- **Countries in which Blue Coding is active:** 8
- **Average cups of coffee drank per day:** 100
- **Memes shared per day:** 12
- **Number of times Charlie, our office cat, has made an appearance in someone's video call:** too many to count



Frequently asked questions:

- **What are your rates?**
 - Our rates can vary depending on the technology you're looking for, where the developer is located, and their level of experience. Rates generally range from:
 - \$25-30/hour: junior
 - \$30-35/hour: mid-level
 - \$35+/hour: senior developers, tech leads, lead developers
- **Where are your developers located?**
 - We have cultivated a network of some of the top development talent across the Americas, from North to South America. Some of our top development destinations are Brazil, Colombia, the US, and Mexico.
- **How does your service work?**
 - We offer three services, depending on your needs.
 - If you're looking for full lifecycle product development, from ideation to design through engineering and maintenance, **custom development** might be right for you.
 - If you simply need a team with a project manager to build out projects without expanding your internal team's capacity, you can hire a **managed team**.
 - If you need to expand your internal team but aren't finding the right talent in your local market, **staff augmentation** (contracting individual or multiple contractors) could be a great option.
- **How do I know which one is right for me?**
 - Easy! Schedule a free discovery call with us today. Our experts will help you determine which service is the right fit for you.

Our CEO



David is an entrepreneur with a software engineering background. He has spent the past few years developing new businesses in the software development field. David currently owns and operates several software related companies including Blue Coding and Resolve Digital, and is an active participant and contributor in various software engineering communities and groups.

