

# ForEach Partners Playbook

This document is intended for those who wish to gain a deeper understanding of **ForEach Partners** and how our partnership operates. It is aimed at clients, partners, and professionals seeking a reliable team for project execution, collaboration opportunities, or involvement in cutting-edge software development.

We outline our philosophy, work methodologies, partnership structure, and the unique advantages that set us apart in the market. Within this document, you will find detailed information about our project management processes, the roles of partners, team formation principles, and examples of our successful products.

## Introduction to ForEach Partners Partnership

### About the Managing Partner

My name is Alex Rezvov. I am the Managing Partner of **ForEach Partners** and the Chief Technology Officer at **Oktend.com**.

I bring over 15 years of professional experience in software development. My expertise spans multiple programming languages and technologies, including C++, Python, JavaScript, TypeScript, Go, and Rust, at a middle/senior developer level. This enables me to have a deep understanding of both the technical aspects of software development and the organization of processes throughout all stages of the project lifecycle.

Learn more about my professional journey:

<https://habr.com/ru/articles/726218/>

In my work, I offer consulting services to teams and companies on software development process organization:

- **Estimating project timelines and costs:** I help companies realistically plan projects and determine their budgets.
- **Team selection and formation:** I assist in identifying the right specialists for project implementation, whether by building a dedicated team, leveraging existing resources, or adopting a hybrid approach.
- **Analyzing contractor performance:** I often work with companies facing issues with their development contractors, such as repeated delays or subpar quality. For instance, a contractor might promise delivery every week for six months without results.

- **Optimizing processes in established teams:** I help scale teams to increase their speed and productivity when growth doesn't meet expectations.

As a Managing Partner, my goal is to build a system where clients achieve predictable project outcomes, while partners are empowered to grow their potential and earn fair profits from successful projects.

To get in touch:

- Telegram: <https://t.me/arezvov>
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## About the Team

Our journey began with **pyshop.ru**, where we took our first steps into entrepreneurship, developing web applications using Python.

Over time, our technological expertise grew significantly. We expanded into JavaScript and TypeScript, developing not just client-side but also server-side applications using Node.js. Later, we added Go and Rust to our toolkit, along with extensive experience working with various databases, data buses, and API types.

Realizing that the name **pyshop.ru** no longer fully represented our capabilities, we rebranded to create **oktend.com**, which is the current version of our website showcasing our team.

## How We Formed the Partnership

As the number of projects grew, so did our team. We developed more products, and our projects increasingly involved additional teams—developers, testers, analysts, technical writers, and experts in specialized fields and tools.

After successfully collaborating on some projects, we naturally invited one another to work on others. This led to the formation of a partnership, where multiple teams joined forces to deliver complex solutions.

The defining feature of our approach is that our projects are not managed by traditional project managers but by **partners**—specialists in their fields who:

- Actively participate in development.
- Have decision-making authority over the project.
- Take full responsibility for the outcome.

- Share in the project's profits.

This model ensures that a partner's success is directly tied to the project's success, giving them both the tools and motivation to achieve exceptional results.

## Today and the Future

This natural evolution led to the creation of **ForEach Partners**, formalizing our partnership structure. Today, the partnership includes approximately 100 specialists, and we are constantly bringing in new partners.

We are capable of handling projects across a wide range of specializations and can assemble comprehensive teams to address diverse and complex challenges.

## Our Clients

Most of our projects come to us through personal recommendations—either from our existing clients or from specialists who have worked with us on previous projects. This approach has allowed us to build long-term relationships with our clients and maintain a high level of trust.

However, we face a significant challenge: **we lack a systematic approach to selling our services**. All the projects we undertake find us on their own, but we have yet to learn how to effectively promote ourselves to attract new clients directly.

If you'd like to learn more about the projects we've successfully delivered, visit our portfolio:

<https://foreachpartners.com/portfolio>

Alternatively, you can explore the experience of the Oktend team here:

[https://docs.google.com/document/d/1WEPD5oPFoaWqFHqV41knaTMAXy5MQT0hz4WwfhOIO\\_s/edit?usp=drive\\_link](https://docs.google.com/document/d/1WEPD5oPFoaWqFHqV41knaTMAXy5MQT0hz4WwfhOIO_s/edit?usp=drive_link)

## Our Own Products

**ForEach Partners** serves as a partner and co-founder in several unique products spanning various industries:

### Current Projects:

- <https://stamina.chat> — A mobile psychologist application.
- <https://exo-chat.com/> — A framework for developing AI-based systems.
- <https://vinyl-pressing-plants.com> — A catalog of vinyl pressing plants (+ a catalog for solar panel manufacturers is in development).

- <https://guidetomyself.com/> — A self-improvement application.
- <https://vgift.us/> — A virtual greeting card service.
- <https://hash.menu/> — A calculator for mining equipment.
- <https://agree2.love/> — A dating service currently in prototype stage.
- <https://thetrails.app> — A social network with gamification elements.
- <https://homefaktor.com>, <https://seduktiv.com>, <https://therapymental.com>, <https://getmindzone.com> — Several projects launched in the classified ads market.

## Past Projects:

Not every idea leads to success, but each one is a valuable experience:

- <https://lasany.ru/> — An online women's clothing store, eventually outcompeted by major players like Lamoda and Wildberries.
- [https://fedotovjournal.com/istoriya\\_odnogo\\_provala](https://fedotovjournal.com/istoriya_odnogo_provala) — A cryptocurrency project that fell short of expectations.
- <https://quantile.consulting/> — A service analyzing IPO success, which struggled to find a sufficient audience.
- <https://alliance.deals/> — A joint pre-IPO investment platform, also hindered by a lack of audience.

## What Sets Us Apart

We are not afraid to explore new ideas, experiment, and learn from our failures. Our current products showcase a wide range of competencies and our ability to create solutions across diverse industries and niches.

## How We Stand Out from Competitors

Our defining characteristic is our **unique partnership model**, which distinctly sets us apart from typical software development companies:

### 1. Direct Communication with Clients:

- There is no intermediary layer between the client and the development team in our projects.
- All communications are handled directly through a partner who is responsible for the project's success.
- Partners are highly motivated to deliver results since their personal income is directly tied to the success of the project.

### 2. Flexibility and Precision in Team Formation:

- Our partnership includes a wide range of cohesive teams and specialists with expertise across various domains and technologies.
- Teams are tailored specifically to the project's requirements, ensuring the inclusion of the most suitable professionals for its successful execution.

### 3. **Cost Efficiency:**

- The cost of executing projects with us is significantly lower (we fall into the 25th percentile of development costs globally).
- This is achieved through minimized organizational overhead and the strategic use of cost-effective specialists for simpler tasks.

### 4. **Focus on Innovation:**

- We actively track and integrate emerging technologies into our projects.
- Our expertise includes:
  - Development using **Go** and **Rust**.
  - Building solutions based on **LLMs** (e.g., OpenAI).
  - Creating **Telegram Mini Apps** and working with the TON ecosystem.

Our approach combines efficiency, innovation, and adaptability, enabling us to compete successfully with the largest players in the market.

## **Client Recommendations**

Nearly all of our current clients have come to us through referrals—whether from other clients or professionals who have previously worked with us. This highlights our commitment to building long-term and trustworthy relationships.

We are always open to facilitating communication with our existing clients, allowing potential customers to verify our reliability, quality of work, and professionalism.

## **Organizational Aspects of ForEach Partners**

### **Typical Project, Technology Stack, and Architecture**

Our typical project is a **client-server application** consisting of the following components:

- **Server-Side:**
  - Implements business logic and stores user data.
- **User Applications:**
  - Web and mobile interfaces serve as the primary interaction points for end-users.
- **Administrative Interfaces:**

- Includes web dashboards, Telegram bots, and email notifications for administrators to manage data, configure application settings, view logs, and respond to events.

## Technology Stack:

- **Server-Side:**
  - **Python + Django:** Ideal for rapid product launches. For instance, we can deliver an MVP in a week if the client requires a quick turnaround.
  - **Go or Rust:** Used for projects requiring high performance and reliability.
    - **Rust:** Our preferred choice for maximum reliability.
    - **Go:** Commonly chosen for conservative projects as it remains a standard for high-performance systems.
- **Web Applications:**
  - **Vue.js or React.js:** For developing Single Page Applications (SPA).
  - **Nuxt.js or Next.js:** When Server-Side Rendering (SSR) is needed.
- **Mobile Applications:**
  - **Flutter Mobile:** Enables the creation of applications for Android and iOS from a single codebase. In some cases, it can also be utilized for web applications.

## Additional Technologies:

While the technologies listed above are our primary tools, we leverage a wide range of other solutions tailored to specific client needs. For more details on completed projects and the technologies we use, please explore our portfolio:

<https://foreachpartners.com/portfolio>

## Project Costs

We accept projects with budgets starting from **\$5,000**. Projects with smaller budgets typically do not cover the organizational overhead required for effective execution.

## Project Statistics:

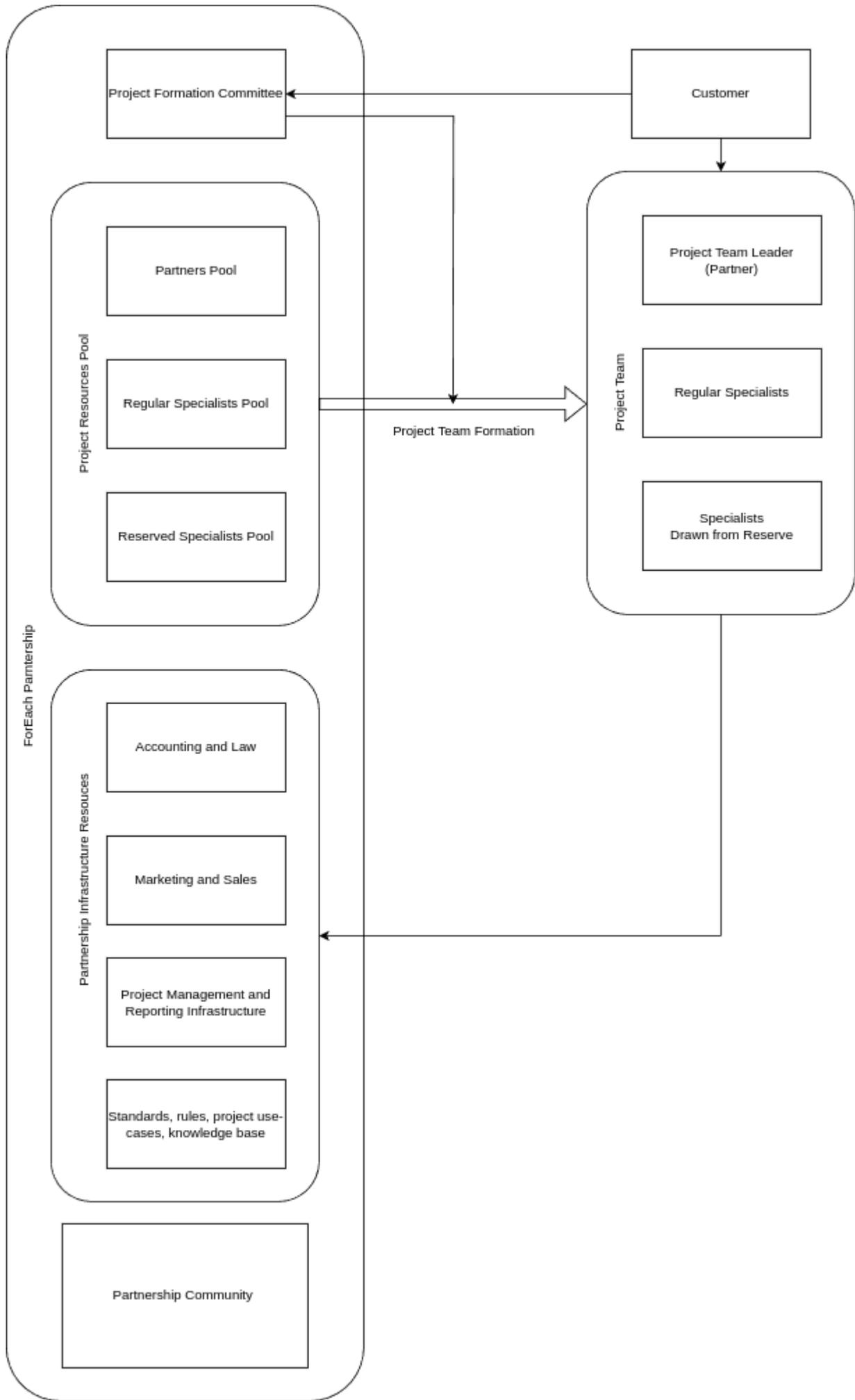
- The **average project budget** within our partnership is approximately **\$30,000**, including all associated costs.
- We have successfully executed projects with budgets up to **\$400,000**, taking full responsibility for their completion.
- As subcontractors, we have contributed to large-scale projects with budgets of up to **\$10,000,000**.

## **Exceptions:**

We are open to considering projects with budgets below the minimum threshold if the client wishes to evaluate our team before committing to a larger collaboration. In such cases, we focus on building a foundation for future, more substantial projects.

Our expertise enables us to deliver predictable results and high-quality execution across a wide range of budgets within these parameters.

## **Team Formation Principles**



The process of assembling a project team begins with the **selection of a partner** who will be responsible for its success.

## Partner Appointment:

- After evaluating the product idea, the **Project Formation Committee (PFC)** assigns a partner from among experienced specialists.
- The partner is typically a seasoned developer but could also be another professional (e.g., analyst or architect) who:
  - Has a deep understanding of the development process.
  - Possesses hands-on experience in project execution.
  - Understands the risks, dynamics, and consequences of key decisions.

## Partner's Role:

- The partner takes full responsibility for the project's success.
- They have the authority to make critical decisions, including:
  - Assembling the project team.
  - Selecting technologies and tools.
  - Managing workflows across all stages.
- The partner receives a share of the project's profits, incentivizing them to achieve outstanding results.

## Team Assembly:

- The partner independently forms the team needed for project execution:
  - Specialists from the **partnership's permanent staff** form the core of the team.
  - Additional specialists from the **talent pool** are involved as needed to maintain pace and adapt to project demands.

## Benefits of This Approach:

- This structure ensures maximum engagement and motivation for the partner.
- Teams are tailored to the specific needs of the project, enabling efficient and goal-oriented execution.

## Work Tracking and Billing

We utilize the **Time and Materials (T&M)** model as the foundation for billing in our projects.

## Key Principles of Work Tracking:

- **Expense Logging:** All completed work is documented in timesheets that record the number of hours worked.
- **Pay-As-You-Go:** Clients are billed based on pre-agreed rates and the actual volume of tasks completed.
- **Stage Estimates:** Upon client request, we provide preliminary work-hour estimates for each project phase. The team ensures budget adherence and seeks approval for any overruns.

## Building Client Trust:

In many projects, the need for preliminary estimates diminishes over time as we build significant trust with the client. This trust allows us to operate faster and more efficiently.

## Payment Process:

Our team has established robust procedures for:

- **Real-Time Cost Tracking:** Monitoring expenses and calculating costs transparently.
- **Invoicing and Payment Collection:** Managing payments across multiple jurisdictions, including Poland, Serbia, and, in the future, the U.S.
- **Global Team Payouts:** Ensuring seamless payments to specialists worldwide.

This approach ensures transparency, convenience, and predictability for both clients and all members of the partnership.

## Our Approach to Project Management and Tools

We structure our project workflow into key stages. Some stages may be skipped or executed in a different order, depending on the task's specifics.

## Key Workflow Stages

### 1. Project Ideation:

Clients present their ideas in any convenient format—verbal descriptions, links to competitor products, statements of needs, or other materials.

### 2. Partner Assignment:

Once the product idea is understood, a partner—a senior specialist responsible for the project's success—is assigned. The partner is empowered to make decisions and share in the project's profits. A dedicated communication channel,

including a project chat and email list, is established for all team members and clients.

### 3. **Feasibility Study:**

For complex or innovative product ideas, a study is conducted to evaluate the feasibility of the idea within reasonable time and budget constraints. The partner leads this research with the support of partnership specialists.

### 4. **Requirements Definition:**

Once feasibility is confirmed, textual requirements are developed to define what the product must achieve and for which users. Analysts from the partnership, under the partner's guidance and with client participation, are responsible for this stage.

### 5. **User Interface Design:**

This stage includes creating wireframes and design mockups for the user interfaces. UX/UI designers within the team execute this task, and the partner oversees the stage.

### 6. **Product Development:**

The longest phase, broken into iterations with regular progress demonstrations for the client. This stage includes:

- Development using Kanban methodology.
- Functional, performance, and other types of testing.
- Deployment and monitoring system setup.
- Documentation creation.

The partner is accountable for this stage and often actively participates in development.

### 7. **Security Review:**

Engineers review the product for vulnerabilities, DDoS resilience, data security, and other aspects. The partner evaluates risks and coordinates with the client to address them.

### 8. **Product Launch:**

During pilot or alpha/beta testing, the product is deployed for a limited user base. The team resolves issues and adapts the product. The partner is responsible for this phase.

### 9. **Product Support:**

After the product enters full operation, the team transitions to a support mode with the necessary number of specialists. The partner continues to coordinate activities during this phase.

## **Tools Used**

- **Kanban** for process management.

- Task tracking, testing, and monitoring systems (selected per project needs).
- Analytics and documentation tools.

Our approach ensures transparency at every stage, providing the client with complete control over the project's progress while maintaining high quality and adherence to deadlines.