Augment is a startup providing software development services with two years of history serving customers. We are committed to an ambitious plan to grow one step at a time into a large scale software engineering services provider (i.e. Job Shop), toolmaker, and product developer -- operating in multiple related technology domains for varied business sectors and client profiles. As do most bootstrapped startups, we are building our reputation and capability in one area at a time, with the intent to scale our capabilities to serve ever-larger business clients with more sophisticated and complex software projects. Below is the layout of our vision for stable growth to that end and continuous improvement of our service offering.

We are employing the long standing visions of well-recognized and enduring contributors in the software industry: Alan Kay, Mary Shaw, David Parnas, Capers Jones, et. al. I.e. Our mode of operation is careful and rigorous use of prior art. In doing so we will carve our own niche in the software development market based on the principles of software engineering long recognized in mission-critical applications. Now these ideas are filtering into mainstream industry as imperatives for increased security, reliability, and economy. We believe that our strategy to take early and astute advantage of prior art in software engineering will be recognized by customers seeking the same.

So far, our customers have agreed with us and continue to affirm our impressions of their satisfaction via referrals and follow-on work. We will continue to improve our service for existing customers as we grow and expand into other markets e.g. including our own proprietary software products. Our first commercial product area is poised for scale-up, and we are eager to win first contracts to serve customers in emergent industries such as Machine Learning with applications of interest in Computer Vision, Personalized Medicine, and Small-Batch Manufacturing.

We are growing (and will continue to grow) our capabilities by developing training relationships with post-secondary students who intern and apprentice with us. We are also exploring offering workforce development services for several prospective rural communities intent on retaining their youthful populations.

What are some of our big ideas? Scalable Production.
Augment's distributed work approach not only achieves the staffing flexibility of telework but also a better way of achieving scalable, reliable, and economical production. Collaborative work ought to take advantage of availability of all types. Scaling software production has many needs -- in particular, providing mentorship to trainees. There are ways of scaling mentor time which is talked about but not common. We want to make these good ideas common in use, combining distributed work with collaborative social process. We have sought and will continue to seek the perspectives and visions of such communities of interest as part of our vision. We believe that competitive software development companies ought to collaborate to develop and employ agreed-upon best practices and standards in order to better serve the customer, encouraging more business by reducing their total risk and cost (i.e. Let's grow the pie).

What is our strategy? Here are some elements:

1. Stable growth -- relying on our careful and rigorous use of Prior Art to inform our business planning & to avoid stumbling blocks during execution. We have found there is an abundance of practical knowledge scarcely used. We will use it.
2. Build out of people and staff using collaborative practices and org structures.
3. Emphasis on training to high competence (expertise) and specialization of skill in collaborative teams.
4. Business culture of improving individual and process capability.
5. We will implement SWE practices at each stage of our business development.
6. We seek not so much to learn from failure but to continually augment our capability for each business segment we take on. We continue to ensure these segments will fit together, minimizing waste during business plan execution. That is, of course, the skill of business design and development -- and the larger, unsung purpose of process.
7. Share our findings and promote collaborative competition. Historically, markets have expanded in other industries by reducing cost and risk and establishing goodwill and better price performance. We believe the software industry must do this to expand the market of potential buyers.
8. We have as a goal to make visible to our customers the production process in real-time so they can easily understand how their money is creating usable product and not waste.
9. We seek your business and ask you review our offering to deliver good value economically and reliably. We welcome community inquiries, discussion, and collaboration.

Now you have a view of what we will do, one step at a time, and we look forward to hearing from you.

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