



# Silicon Valley Startup Sources A-Level Talent from Andela to Accelerate Development

Connect is a location-powered messaging app, bringing together friends from your phone, Facebook, Instagram, Foursquare, LinkedIn and Twitter. Users can share locations, make plans, and keep groups together on the go. It's easy to see who lives in a city when visiting and get notified when friends post or check in nearby — on any network.

## Case Study



### THE CHALLENGE

“Finding a developer is an incredibly difficult task in Silicon Valley because generally the rock stars that you want on your team are already rock stars on somebody else’s team,” said Tray Lewin, Chief Technology Officer of Connect. “So you have to meet people, have the right conversations and over time develop enough trust so that they agree to go to your company.”

Connect needed another way to source top talent at the same level as those they would find locally to support their rapidly growing business. They considered outsourcing as an option to augment their workforce, but traditional forms of offshoring presented their own set of challenges. “The question is, are these people quality people—Will they be aligned to our best interests and our goals?” asked Lewin.

With typical offshoring, you have to clearly define what it is that you want and clarify the intentions of people who are on contracting teams. Their incentives are not always aligned directly with your incentives. Instead of delivering a quality product, the focus is more about delivering what is in your scope and billing as many hours as possible.”



### THE TECHNOLOGY STACK

- **Platform:** Docker, with a micro-service, modular architecture
- **Languages:** SWIFT, NVBM, KOTLIN, RX

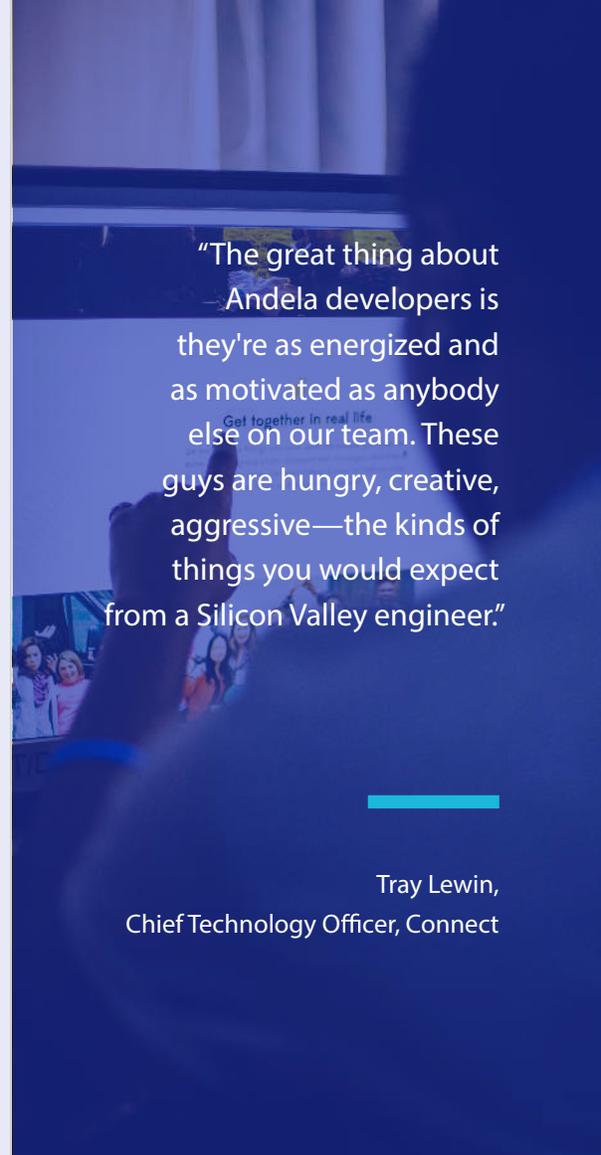


## THE ANDELA DIFFERENCE

Lewin then looked to Andela as the alternative to outsourcing. What struck him was that their approach marked a sharp contrast compared to other methods of working with remote developers. “One of the reasons why Andela is so different is because you see Andela developers as part of your own team. They belong to our team and they’re as energized and as motivated as anybody else on our team. **I would say that it’s not contracting. It’s not outsourcing. It’s hiring, but it’s hiring using Andela as a way to source quality people from around the globe.**”

Connect onboarded their first Andela developer, Faical, in a way that would make him an integral part of the team. “On his first day, he attended our sprint planning,” explained Lewin. “We have a very strong culture here so everybody piled on the love immediately. Faical, in turn, was immediately responsive, and he was communicating and having fun with us.”

Lewin saw the results of this effort immediately stating, “Our Andela developer went above and beyond to learn and get comfortable with our systems on his own, which also speaks volumes about his ability to deliver quality. I was looking at his code, and I’m thinking: this is clearly quality code - not something you would see from entry level developer. We threw a lot of things at him very quickly, and within a couple weeks he was committing code into our code base that was as good as the code from our local team here in SF. That was outstanding and completely unexpected.”



“The great thing about Andela developers is they’re as energized and as motivated as anybody else on our team. These guys are hungry, creative, aggressive—the kinds of things you would expect from a Silicon Valley engineer.”

Tray Lewin,  
Chief Technology Officer, Connect



## THE RESULTS

Connect was so impressed with their first Andela developer, that they added two additional resources after only a month. The two work often in a pair programming arrangement, where a senior developer is able to mentor a junior individual, maximizing the performance of both.

Andela developers to date have helped build Connect’s iOS application, while continuing work on improving the Android version. They now play an integral role in helping the company in their pivot to offer new capabilities with the development of the 3.0 release. This latest version, due out in September 2016, will focus on organizing social events and handling event coordination with third parties.

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Within a couple weeks he was committing code into our code base that was as good as the code from our local team. If you task them with something, chances are they’ll come back with something better. They’re not afraid to offer a better solution and say, ‘What about this?’ You don’t get that with a contractor.”