Top Software Development Companies for Startups in 2025

We conducted a study of more than 1,500 companies that specialize in software development for startups and selected the most promising partners for creating your tech startup ideas into reality.

Last updated: July 2025

Featured companies

SumatoSoft

$25,000+

$50 - $99 / hr

VISIT WEBSITE

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List of the Best Software Development Companies for Startups

Vention
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Engineering peace of mind

Vention is a global software engineering leader known for scalable technology. With HQ in NY and 20+ offices, we offer access to 3,000+ engineers worldwide. Par ...

50% Startups Software $50 - $99 / hr   1000+   United States, New York

CASE STUDIES: 13

SumatoSoft
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

We help companies digitalize their businesses.

SumatoSoft, a software development company, helps to digitize businesses by focusing on clients' business challenges, needs, and pain points, and by providing b ...

60% Startups Software $50 - $99 / hr   100 - 249   United States, Boston

CASE STUDIES: 29

dev.family
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

We are foodtech & ecom development team

We specialize in Custom Software Development as well as Web & Mobile Applications Development. Our expertise lies in simplifying complex processes, crafting rel ...

100% Startups Software | $50 - $99 / hr | 10 - 49 | Estonia, Tallinn

CASE STUDIES: 18

Yellow Systems
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Business-First Approach to Software Development

We know how to create business value, not just another piece of software. Yellow has already helped 220+ businesses succeed on the market. Our team is ready to ...

100% Startups Software | $50 - $99 / hr | 50 - 99 | United States, San Francisco

CASE STUDIES: 11

Glorium Technologies
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Digital Transformation Solutions Company

Glorium Technologies is your trusted partner in digital transformation. We develop advanced software solutions that drive innovation and business growth. Our sk ...

100% Startups Software | $50 - $99 / hr | 250 - 999 | United States, Princeton

CASE STUDIES: 52

You are launched
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Launching Startups that get Success Stories

For the last 3 years, we launched 70 startups and 20 of them get to profit in a year after MVP launch. It means, that success probability is x95 more than the a ...

100% Startups Software | $30 - $49 / hr | 10 - 49 | Cyprus, Limassol

CASE STUDIES: 9

VALMAX
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

VALMAX

VALMAX creates digital solutions that work for your business. We focus on building practical and effective branding, design, and development strategies tailored ...

100% Startups Software | $30 - $49 / hr | 10 - 49 | United States, Chicago

CASE STUDIES: 7

Orangesoft
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

We build mobile & web apps that people love

Orangesoft is a mobile & web application development company. We started guiding companies into mobile and web development in 2011 and have successfully deliver ...

100% Startups Software $50 - $99 / hr   50 - 99   Poland, Warsaw

CASE STUDIES: 12

Voypost
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Voypost is an MVP builder platform with a focus on startups. Founded in 2018 we started as a startup helping expats to deliver packages to their loved ones in t ...

100% Startups Software $30 - $49 / hr   10 - 49   Germany, Berlin

CASE STUDIES: 4

Upsilon
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Upsilon is a digital product studio. We help early-stage startups (<$100K) and scaleups ($1M+) grow faster by creating products that drive results. Got a proj ...

100% Startups Software $30 - $49 / hr   10 - 49   United States, Sheridan

CASE STUDIES: 4

Sannacode
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Where vision becomes reality

We make web and mobile products that meet demand and exceed expectation. With expertise in every step of the creation process, our team has the talent and focus ...

100% Startups Software $30 - $49 / hr   50 - 99   Ukraine, Kiev

CASE STUDIES: 4

Felice Agency
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

When it has to be incredible.

The Felice Agency is a Design Agency and Marketing Strategy service provider. It specializes in Logo Design, Web Designing (UI/UX), Marketing Strategy, Market R ...

100% Startups Software $100 - $149 / hr   10 - 49   United States, San Diego

CASE STUDIES: 2

Devstars Limited
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Devstars Limited

We design and build web sites and web systems for a range of companies large and small. Our speciality is bespoke programming and integration, taking a 360 degr ...

100% Startups Software   ⏱ $50 - $99 / hr   👥 10 - 49   🗺 Canada, Toronto

CASE STUDIES: 2

Web Wolf
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Web Wolf is a close-knit pack of professionals with a solid background in start-ups. What started as a non-profit, hobby project and transformed into a group of ...

100% Startups Software   ⏱ $30 - $49 / hr   👥 10 - 49   🗺 Poland, Katowice, Poland

Pixelmate
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Building Digital Products & Innovations

We specialize in digital business creation and custom application development. We founded Pixelmate in 2013 with the idea of creating a place to collaborate wit ...

100% Startups Software   ⏱ $30 - $49 / hr   👥 10 - 49   🗺 Czechia, Prague

Goprotoz
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

goprotoz focus on ui ux design

GoProtoz has grown from a small start-up to one of the top familiar UI/UX design companies in India. We earned the best name in the UI/UX design service market, ...

100% Startups Software   ⏱ $20 - $29 / hr   👥 10 - 49   🗺 India, Bengaluru

Impressit
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Do Great or Do Nothing

A leading software innovation company specialising in AI and AR/VR solutions. We craft transformative SaaS products, mobile apps, and web systems for forward-th ...

100% Startups Software   ⏱ $50 - $99 / hr   👥 10 - 49   🗺 Ukraine, Lviv

Fireart Studio
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Fireart Studio is a boutique design and software development company. They have 50+ JS and design experts on board and 6+ years of experience in building digita ...

100% Startups Software   🕐 $50 - $99 / hr   👥 50 - 99   📍 Poland, Warsaw

Apzumi
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Top healthcare app developers

Apzumi is a boutique software agency specialized in digital health, wellness and fitness. Dedicated tech partner that will help you lead your business through r ...

100% Startups Software   🕐 $50 - $99 / hr   👥 50 - 99   📍 Poland, Poznan

Unbranded Manchester
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

A digital agency specialising in the top tier of SME's looking to dramatically increase their conversion rates and online presence by exploiting our Layout Comp ...

100% Startups Software   🕐 $100 - $149 / hr   👥 10 - 49   📍 United Kingdom, Manchester

Foundry512
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

FIVE ONE TWO - Deep Relationships

We shape deep relationships between brands and people, the ones that last a lifetime. We're a full-service advertising agency with a vision of how brands and pe ...

100% Startups Software   🕐 $150 - $199 / hr   👥 10 - 49   📍 United States, Austin

Emerline
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Excellence In Software Engineering

Emerline is an innovative global software engineering company that delivers full-cycle development services worldwide. Leveraging extensive expertise in cutting ...

40% Startups Software   🕐 $50 - $99 / hr   👥 250 - 999   📍 United States, Miami

CASE STUDIES: 32

Bachoo Design Studio`
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Architecting the digital.

At Báchoo, we create engaging and effective websites, build usable mobile and web applications, with beautiful, scalable and reusable code under the hood.

100% Startups Software 🕐 $50 - $99 / hr 👥 10 - 49 🗺 United States, Los Angeles

Adloonix
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Marketing researches and strategies that help businesses to increase marketing effectiveness, launch new products, or enter to the new entry markets

100% Startups Software 🕐 $50 - $99 / hr 👥 10 - 49 🗺 Ukraine, Dnipro

mDevelopers
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

We are here to help your idea come true!

The goal of mDevelopers is to provide the highest quality software development services while maintaining a human approach to the client. Project is not only co ...

80% Startups Software 🕐 $30 - $49 / hr 👥 10 - 49 🗺 Poland, Warsaw

CASE STUDIES: 1

Axisbits
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Bespoke IT Solutions

We develop your project based on your concept and turn it into a completed product. We listen closely to your ideas and requirements to ensure we deliver exactl ...

75% Startups Software 🕐 $30 - $49 / hr 👥 10 - 49 🗺 Ukraine, Kharkiv

WeSoftYou
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

We deliver the Software You Would Love!

Formed through collective expertise, WeSoftYou sets a new leadership standard in custom product development. We united Processes and Product into the invincible ...

71% Startups Software 🕐 $30 - $49 / hr 👥 50 - 99 🗺 Ukraine, Kiev

CASE STUDIES: 10

Idealogic

5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Blockchain and Fintech software development

Idealogic is a premier innovation technology partner dedicated to empowering startups and established businesses in creating cutting-edge products and services. ...

71% Startups Software   🕐 $50 - $99 / hr   👥 100 - 249   🗺 Estonia, Tallinn

CASE STUDIES: 9

Turbomates Soft

5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Building feauture

Turbomates Soft is a software development company with more than 12 years of technical experience and over 120 completed projects.

71% Startups Software   🕐 $30 - $49 / hr   👥 10 - 49   🗺 Georgia, Tbilisi

Binary Studio

5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Custom Software Development for Startups & SMBs

Delivering MVPs and full-scale software with custom-trained product teams since 2005. Why choose Binary Studio: ☑ Trusted by 200+ Startups & SMBs for predic ...

40% Startups Software   🕐 $50 - $99 / hr   👥 100 - 249   🗺 United Kingdom, Winchester

CASE STUDIES: 6

Software Development Hub

5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Partnership that works for you

Software Development Hub is a team of like-minded people with extensive experience in digital transformation, software development, web and mobile engineering. ...

70% Startups Software   🕐 $50 - $99 / hr   👥 100 - 249   🗺 Germany, Hamburg

CASE STUDIES: 3

havenocode

5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Accelerating innovation with agile no-code teams

At havenocode, we make it possible for both global startups and mature companies to accelerate their product development by using powerful no-code platforms. B ...

67% Startups Software   🕐 $50 - $99 / hr   👥 10 - 49   🗺 Poland, Warsaw

CASE STUDIES: 6

UAITLAB
5.0 ★★★★★

VISIT WEBSITE

Online business solutions agency

We are a team of online strategists, digital masters, programmers and designers. We are united by a common goal - to create conditions for the development of v ...

VIEW PROFILE

67% Startups Software $30 - $49 / hr   10 - 49   Ukraine, Kiev

CASE STUDIES: 12

Altar.io
5.0 ★★★★★

VISIT WEBSITE

Custom Product & Software Development

Altar is a product and software development company with a mission to help entrepreneurs and business leaders bring their visions to life through high-quality, ...

VIEW PROFILE

67% Startups Software $50 - $99 / hr   10 - 49   Portugal, Lisbon

CASE STUDIES: 7

Merge Rocks
5.0 ★★★★★

VISIT WEBSITE

We are designers committed to high speed, high quality, and high conversion. We worked with SaaS and Fintech startups with more than $100 million in funding, a ...

VIEW PROFILE

67% Startups Software $50 - $99 / hr   10 - 49   Ukraine, Kyiv

CASE STUDIES: 2

Attract Group
5.0 ★★★★★

VISIT WEBSITE

Your Trusted IT Partner

Highly Rated Web, Software & Mobile Development Company for Startups and SMEs.Attract Group is a company of professional web, software, and mobile developers of ...

VIEW PROFILE

64% Startups Software $30 - $49 / hr   10 - 49   Netherlands, Amsterdam

CASE STUDIES: 8

Cinnamon Agency
5.0 ★★★★★

VISIT WEBSITE

All software, zero nonsense.

Results-focused design & development agency. Extend your team with our high-performing specialists, or hire us to create your product from scratch. In either c ...

VIEW PROFILE

60% Startups Software $50 - $99 / hr   50 - 99   Croatia, Zagreb

CASE STUDIES: 12

Peppernode
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Get custom software crafted with passion

We offer custom software development services to help Startups and SMBs deliver innovative products and digitize existing businesses with precise planning, hone ...

60% Startups Software $30 - $49 / hr   10 - 49   Estonia, Tallinn

CASE STUDIES: 13

PLANEKS
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Python Web Development for SMBs and Startups

PLANEKS is an offshore Python development and staff augmentation company. We work with Startups and SMEs worldwide to help them achieve their main goals: develo ...

60% Startups Software $30 - $49 / hr   10 - 49   Ukraine, Zaporizhzhia

CASE STUDIES: 2

Approlabs
4.7 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Triumph together

Approlabs is an AI product innovation studio building intelligent, scalable solutions that solve real-world business challenges.

40% Startups Software $20 - $29 / hr   10 - 49   India, Chennai

CASE STUDIES: 3

Eltex Soft
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Ideas to Life

EltexSoft is focused on engineering, quality assurance and delivery of web and mobile apps. We build custom software solutions from scratch, as well as augment ...

60% Startups Software $50 - $99 / hr   10 - 49   Portugal, Lisbon

Surf
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Surf develops client and corporate solutions from scratch and cut the costs of legacy projects. We help neobanks, manufacturing, restaurants, and other companie ...

60% Startups Software $50 - $99 / hr   100 - 249   United States, Wilmington

HSTK (Haystack)
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

HSTK is a US-based full stack Digital Product Development company with hubs in Arizona & Indiana specializing in mobile apps, web apps, automation, and integrat ...

60% Startups Software | $150 - $199 / hr | 10 - 49 | United States, Phoenix

The Story: UX design + Software development
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Approach. Design. Expertise. Contract. Pricing.

THE STORY is an award-winning Poland-based UX & web development company. We are serving startups and corporate clients from Germany, Switzerland, US, and Poland ...

60% Startups Software | $50 - $99 / hr | 10 - 49 | Poland, Warsaw

Zudu
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Innovate. Integrate. Inspire.

Zudu is an award-winning, industry-leading, software development agency. Our specialist team create digital experiences, develop successful products and provide ...

54% Startups Software | $50 - $99 / hr | 10 - 49 | United Kingdom, Dundee

Peiko
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Blockchain Company | Web3 experts & CEX solutions

Welcome to Peiko, your partner for tech growth! We excel in blockchain, Web3, and crafting websites and mobile apps for user-friendly experiences. Our designs a ...

50% Startups Software | $30 - $49 / hr | 50 - 99 | United States, New York

CASE STUDIES: 11

Developer Bazaar Technologies
5.0 ★★★★★

VISIT WEBSITE

VIEW PROFILE

Top Software Development Company

Developer Bazaar Technologies is a Top Ranked Mobile App & Custom Software Development Company, specializing in transforming ideas into stunning realities and C ...

50% Startups Software | $20 - $29 / hr | 10 - 49 | India, Indore

CASE STUDIES: 10

Belitsoft

5.0 ★★★★★

VISIT WEBSITE

Belitsoft has a leading position in product engineering. Our team offers custom software development services on demand. We focus on both emerging (AI, etc.) an ...

VIEW PROFILE

50% Startups Software   ⏱ $30 - $49 / hr   👥 250 - 999   📍 Poland, Warsaw

CASE STUDIES: 7

Interexy

5.0 ★★★★★

VISIT WEBSITE

A Web3 Blockchain Consulting & Augmentation Agency

Interexy is headquartered in Miami and with a developer center in Europe. Among our clients are such prominent companies as SAP, Pampers & Square, Sandbox, Gene ...

VIEW PROFILE

50% Startups Software   ⏱ $50 - $99 / hr   👥 100 - 249   📍 United States, Lauderdale-by-the-Sea

CASE STUDIES: 4

Nerdheadz LLC

5.0 ★★★★★

VISIT WEBSITE

Top Bubble.io Agency - No Code Development Studio

Nerdheadz is a powerhouse of over 30 passionate experts, transforming bold ideas into reality with cutting-edge no-code tools. Our primary goal is to develop ...

VIEW PROFILE

50% Startups Software   ⏱ $50 - $99 / hr   👥 10 - 49   📍 Indonesia, Ubud

CASE STUDIES: 3

Buyer's guide

How to Choose a Software Development Company for Startups

Most startups could benefit significantly from a well-designed website, an efficient app, or another piece of custom software, but only if the software is well-built. Unfortunately, this is where so many startups go wrong. Finding the right company providing software development for startups is essential for reaping the benefits of custom software, and the task isn't simple. Startups can use this guide to learn the necessary steps to hire the right software development company. The guide explains everything from developing clear goals and researching development companies to the different phases of software development once a company is hired.

Identify Clear Goals

Before hiring software startup companies, a startup must have clear goals outlined, or it will spend inefficiently and end up with a product that doesn't meet all the essential functions for the business.

To identify essential company goals, have a meeting and determine what functions are vital for the business to operate properly. For most startups, increased sales and operating efficiency are common goals.

Common Goals

- Increased Sales
- Operating Efficiency
- Improved profit margins
- Lower employee turnover

- An increasing customer base

Once a focused list of goals is created, determine how to measure those goals analytically. Consider analytical tools such as sales volume, customer lifetime value, and employee and customer churn rates. Establish baseline metrics for the business if it's already in operation, and set quarterly and annual goals for metric improvement with help from software.

When a startup has clear goals with the metrics it most wants to improve, startup software development companiescan explain how their services can help, which is essential when interviewing potential companies.

Know the Project Scope and Budget

After establishing a clear list of goals, it's essential to determine the project's scope and a realistic budget. Consider what features the software must offer, and which are unnecessary.

The startup must also determine what timeline is acceptable for the project and how much company money can be allocated. These specifics will serve as the main talking points when speaking with potential development companies and will lead to more realistic estimates and project plans from the provider.

Identify a Targeted List of Providers

Once a startup develops a clear list of objectives and features and has a software budget, it can search for the right development companies. Developers can quickly identify potential providers with the Software Development Company search tool provided by Techreviewer. The tool offers filters enabling searchers to narrow their results based on hourly rate, company size, domain focus, location, and more.

Filter for Relevant Local Providers

We recommend that startups look for local software providers that have experience in a related focus domain. A food startup would be best served by a software team that works with food suppliers, restaurants, bars, etc. Use location and domain focus filters to find a list of local software development companies for startups.

Narrow Options By Price

Companies should filter out any companies requiring a larger project minimum than the project's development budget. Startups should look for companies interested in working with startups, and sort the available providers that fit those constraints based on their hourly rate.

Consider a Company's Past Work

Once a startup has a small filtered list of potential software providers available, it's time to look at specifics such as past work and customer testimonials. Look through any portfolio projects and highlight companies with past projects that most closely resemble the required final product. These companies know how to build the required software and have proven results.

Read through any available customer reviews and testimonials, and watch for customers who mention honesty, communication, and pricing transparency. These are the software companies most worth hiring.

What Factors Should Startups Consider When Hiring a Software Development Company?

Specific requirements should be prioritized when identifying potential software development services for startups.Development companies that work with startups must be capable of building software that can scale to meet rapid growth requirements while also relying on a simple tech stack that a small team can interface with and maintain. Not all development companies are interested in or capable of meeting these requirements.

Experience with Startups

Look for companies with past experience with startups to ensure they understand the unique challenges tied to working with a company with the potential for significant growth.

The Ability to Scale and Pivot

Since startups are meant to grow rapidly, startup software development companies must be familiar with creating software that can handle significant future scaling. It's beneficial to work with flexible and creative developers who can make serious changes to their project plans if the startup pivots in the market.

The Right Technical Skill Profile

Any startup with existing custom software should choose developers using the same tech stack. It's ideal to utilize the same programming languages and frameworks throughout the company to simplify maintenance and future upgrades.

Quality for Price

Startups often have tight budgets that necessitate reasonable development costs. It's important to look for companies with affordable hourly rates and transparent fee structures when hiring a software team as a startup. However, startups must take care to avoid hiring the cheapest labor if cutting costs results in reducing quality as well. The software must be functional, efficient, and simple to use. Startups should only hire a company they're confident can meet these requirements, and should be willing to spend a bit more for a quality result.

Consider Support Post Launch

Most startups don't have the budget to hire a long-term development team. That's why startups must choose companies willing to maintain projects over time. It's far more efficient to have the same team modify the software they created than to hire a new developer to make adjustments in the future.

Phases of a Startup Software Development Process

Most modern startups rely on custom software to help deliver their core services. These companies must go through a series of software development phases, from determining which services to offer to delivering the final solution and supporting and updating services in the future. A software development company for startups will assist with moving through most of the phases. Understanding how the phases work and what a dev company can do to help is essential.

1. Ideation and Conceptualization

Each startup must begin by deciding what products and services to offer. This phase should focus on the essential launch services and future improvements. This process normally occurs before contracting with a software development company and should focus specifically on the software requirements of the startup.

2. Market Validation

Next, startups must validate with real-world customers that the product or service has potential. This phase should start with talking with as many real people about the service as possible, and ideally should include getting customers to pre-order a service. We recommend creating a minimum viable product (MVP) during validation to attain real-world test data. Companies that choose to have an MVP developed must hire a software team to handle the work during this phase.

3. Planning

All the data gathered during the validation phase should be utilized to plan future product development and product launch goals. A project manager should work alongside a development team to create accurate project roadmaps and determine what timelines and budgets are possible for the company. The planning phase should create specific timelines for the initial stages of startup growth and designate how different employees will spend their time throughout the stages. A software development team can weigh in on software budget requirements, scheduling constraints, and other key factors that impact the success of the planning phase.

4. Requirements Analysis

The planning phase is when a rough idea of the software program is defined, and the Requirements Analysis phase is when things are outlined in official documentation. The software company and the startup define all the technical and business requirements for the software and outline each of the core features that should be offered by the final program when it's complete.

5. Design

Before any software is developed, it's common to design a mock-up of what the finished software should look like and how it should function. Wireframes and simple prototypes showcase the important features and help the startup and the development team get on the same page for the direction of the final software.

6. Development

The startup's software development phase can begin when an initial design is developed. This is often one of the longest phases where the development team works the most. The team will work to meet project management goals throughout development to build out functional software that meets the startup's needs.

7. Testing

With the main dev cycle complete, the product must go through in-depth testing. The developers, startup members, and end-users will all test the software for bugs and proper functionality. Developers require feedback from the test phase to make final repairs before the official program launch. This phase can take several months and may result in an additional development phase before the launch phase is possible.

8. Deployment / Product Launch

When testing is complete and a functional version is available, it's time to release the product to the public. Often, an initial product release occurs in the form of a beta launch for early users, but some companies choose to officially launch the product to all customers at the same time. Most launches require help from a software development team to repair bugs and ensure the software is fully functional and stable.

9. Maintenance

The product requires ongoing maintenance and feature updates after launch. Many software development companies for startups are willing to help with ongoing maintenance requirements for an ongoing fee.

Best Practices in Software Development for Startups

Many new startups struggle with software development, but using these best practices can help reduce costs and enhance the final result.

An Agile Approach to Development

Startups should all take an agile approach to software development. By utilizing iterative development practices such as Scrum or Kanban, companies can make product changes as customer needs shift and can deliver features more frequently, leading to greater innovation.

Get a Minimum Viable Product First

Many startups make the major mistake of attempting to create a product with too many features during the development lifecycle. Adding too many features is expensive, time-consuming, and likely won't result in happier customers. Instead, it's best to focus on creating a minimum viable product. Create a product with the essential features, deliver it to the customer, and only add features after the product launch.

Focus on Incorporating User Feedback into Development

Startups should incorporate user feedback into the development process, which follows an agile approach. Develop in short cycles with user feedback driving each subsequent cycle for more satisfied customers.

Utilize the Right Technology Stack

Startups will benefit by building software with popular technologies that are simple to maintain over time. Work with technologies that many developers use, so hiring additional developers is simple. Focus on technology that's known for stability, and use software that fits the needs of the product well.

Create an Aligned Team

Startups must have clear goals and be able to communicate those goals to everyone on the team, including hired contractors. Only a well-informed and cooperative team will create a functional product.

Emphasize Testing and Quality Assurance

Put a strong focus on testing code and ensuring quality from the beginning. Developing clean code leads to healthy, long-term software that can be scaled effectively.

Build The Software to Scale

The goal of nearly every startup is explosive growth. The software should be designed with growth in mind. Create software that will scale to handle hundreds of thousands of customers to prepare for success.

Consider Security

Security best practices should be implemented into the code base while designing the software. Startup software development companies must encrypt secure data and utilize secure coding practices while building the software base.

Create an Appealing User Interface

Startups should keep software simple and offer as few products as possible to create a simple and enjoyable user interface. Startups that hire programmers who care about a beautiful interface will have more satisfied customers.

Track Metrics To Guide Improvement

Every startup can track key performance indicators (KPIs) that inform the leaders about what is working well and what can be improved. This data can guide the decisions of key software startup companies and future feature implementations. The more useful data collected, the more helpful future improvements will be.

What Are the Benefits of Hiring Software Developers for Startups?

Many startups attempt to handle all their own software development during their initial growth, and they often fail because they lack the manpower to get the work done. By contracting software development for startups instead, startups get advice from experts with more experience working with other growing startups. Most development companies have worked with additional startups and have useful advice about creating effective software.

Benefits at a glance:

- Get advice from experienced experts;
- Focus on core business tasks instead of development;
- Gain access to more specialized technologies.

By hiring software developers, a startup can focus on essential business practices and leave the software creation to the experts. Hiring professional developers gives a startup access to more specialized technologies and likely offers more possibilities for software development overall.

How Much Does It Cost to Hire a Software Development Company for a Startup?

New companies always want to know how much software development services for startups cost. However, there is no single answer that's true for every situation. Some companies have simple project requirements, while others require extensive help for months or years. Overall project costs vary depending on the difficulty of the project, the required expertise of the developers, and where the developers are located.

Startups can use the search tool on Techreviewer to compare the hourly rates of development companies, project budget minimum requirements, company location, and more.

According to data found at Techreviewer, the majority of software development companies charge between $20 and $99 per hour. Only highly specialized providers or very large software companies will likely charge more than $100 per hour for general software development projects.

The chart below is based on data presented by Techreviewer taken from 1753 companies specializing in software development for startups.

Hourly Rate	Percent of Companies
Less than $20	13.5%
$20 - $29	23.7%
$30 - $49	33%
$50 - $99	21.8%
$100 - $149	5.3%
$150 - $199	2%
Greater than $200	0.6%

Average Hourly Costs of Software Development

While it's possible to estimate development costs based on average market prices, the only way to attain accurate rates is to speak with startup software development companies directly and ask for a quote.

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