



## Serial startup CTO Larry Cynkin can help you start a new software project ...or get an existing one back on track.

GreenBar founder Larry Cynkin is a serial entrepreneur who has been CTO or VP Engineering at five software startups. Larry has experienced two successful exits and learned from a few not-so-successful ones. He now works as a fractional or interim CTO for non-technical executives looking to:

- Hire or assess in-house or contract software engineers
- Define the first version of your software — or the twentieth
- Fix broken software — or a broken software development process
- Learn and establish agile software development best practices
- Infuse startup culture into your organization

Larry doesn't sell you app developers — he works with you to enable **you** to make the best choices among vendors and technologies, and to manage those resources for the success of your business.



**Larry has honed his craft as a software developer, manager, and CTO for over thirty years.** He has built software teams and products from scratch; turned proofs-of-concept that didn't prove much of anything into production software; successfully migrated outsourced mystery code to in-house development; and picked up the pieces from failed software efforts and turned them into a successful launch.



## Award-Winning Software Leadership

Larry's software products have been awarded a **Technical Emmy**, a **MacWorld Magazine Editor's Choice** award, and **two U.S. patents**.



## NEXT Member Specials

### \$3000 Software Audit

*For an existing product/team:*

- Assessment of **current software architecture and tech stack(s) and recommendations for future changes**
- Assessment of **current software code**, in lay-person terms
- **Product assessment**, looking at best practices for user experience, API design, etc.
- **Process assessment**, looking at development process, deployment, and operations, providing recommendations based on agile process best practices

*For a new product/team:*

- **Product/Market Fit**: review current product vision, discuss what to refine and how to validate these decisions with (potential) customer feedback
- **Product Roadmap assessment**, looking at engineering feasibility, scope, and alignment
- **Technology selection**, recommending best choices based on product plan, "where the developers are", future-proofing, etc.
- **Resource plan**: outsource vs hire, team composition (current and future), evaluating candidate firms / individuals

Project definition and scope can be adjusted to fit your needs.

**Contact: [larry@greenbarlc.com](mailto:larry@greenbarlc.com) / (202) 505-9796 / [www.greenbarlc.com](http://www.greenbarlc.com)**