Startup Software Delivery Kit

This kit will help you organize your startup’s software delivery workflow, eliminate confusion, and start shipping better software more predictably.

1. Sprint Meeting Template Pack

Sprint-based planning helps teams stay agile and course-correct quickly. This meeting guide walks you through the cadence and structure of agile ceremonies—planning, standups, reviews, and retrospectives—so your team is aligned every step of the way.

- Sprint Planning: Happens on the first day of the sprint. The team meets for 1–2 hours to decide what work will be taken on. Tasks are estimated and assigned.
- Daily Standups: 15 minutes every morning to align on priorities, blockers, and progress.
- Sprint Review: Held at the end of the sprint to demo completed work and gather feedback from stakeholders.
- Sprint Retrospective: Reflect on what didn't go well, identify improvements, and end on what went well. This ensures continuous improvement.

We work in small iterations so we can adjust course quickly. This kit explains how to implement that mindset.

2. Take the Delivery Readiness Checklist

How ready is your team to deliver software predictably? Take our quick scorecard to find out:

Team Roles

- [ ] We have a clear Product Owner making product decisions.
- [ ] We have a tech lead or someone making architecture decisions.
- [ ] We have at least one experienced engineer on the team.
- [ ] Someone facilitates sprint planning, retros, and standups consistently.
- [ ] There's a clear point of contact between product, design, and engineering.

Delivery Process

- [ ] We have a clear Product Owner making product decisions.
- [ ] We have a tech lead or someone making architecture decisions.
- [ ] We have at least one experienced engineer on the team.
- [ ] Someone facilitates sprint planning, retros, and standups consistently.
- [ ] There's a clear point of contact between product, design, and engineering.

Communication & Collaboration

- [ ] We have a clear Product Owner making product decisions.
- [ ] We have a tech lead or someone making architecture decisions.
- [ ] We have at least one experienced engineer on the team.
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Red Flags

- [ ] We have a clear Product Owner making product decisions.
- [ ] We have a tech lead or someone making architecture decisions.
- [ ] We have at least one experienced engineer on the team.
- [ ] Someone facilitates sprint planning, retros, and standups consistently.
- [ ] There's a clear point of contact between product, design, and engineering.

If you checked 3+ boxes in the red flag section or missed more than 4 others... it might be time to upgrade your delivery system.

→ Book a free delivery audit to spot the gaps and fix your system in one call.

3. Assign the Triad Roles

Before you begin your sprint, you need to split ownership across three key roles:

- Product Owner (PO): This can be your Head of Product, a UX designer, or even the founder. They're responsible for collecting feedback, talking to users, and prioritizing features.
- Tech Lead: Owns the codebase, reviews implementation decisions, and helps guide junior devs.
- Scrum Master (Optional): Helps run the process and facilitate meetings. In early-stage teams, this can be the founder or you can outsource this (e.g. to Unblock Agency).

Together, they form the "triad" that keeps delivery on track.

4. Fill the Backlog + Capacity Plan

The PO should start writing down all tasks in the backlog. Don't worry about perfection—just get everything you can think of down. Common task managers include Notion, Trello, Asana, ClickUp, Jira, etc. At the same time, the Scrum Master or founder should fill out the Capacity Planning sheet (download below) so you know how much work can fit into the sprint.

Need help understanding how to use it, go to page 7

Download the Capacity Planning Sheet (Also attached)

5. Sprint Planning Meeting

The triad and team meet to plan the sprint. The PO brings in the prioritized tasks. The team estimates effort and decides what can be taken on based on capacity. Everyone commits to the sprint.

If it's your first sprint planning meeting, set aside an extra 5-10 minutes to schedule recurring calendar invites for:

- Daily Standups
- Sprint Review
- Sprint Retrospective

The Scrum Master (or founder) sends calendar invites afterward. Below is an example of a sprint calendar.

Mon	Tue	Wed	Thu	Fri
10 am: Standup 2 pm: Sprint Planning	10 am: Standup	10 am: Standup	10 am: Standup	10 am: Standup
10 am: Standup	10 am: Standup	10 am: Standup	10 am: Standup	10 am: Standup 4 pm: Sprint Review 5 pm: Sprint Review

Copy/Paste Agenda:

Sprint Planning

Duration: 1–2 hours

Attendees: Product Owner, Scrum Master, Tech Lead, Software Team

- PO presents prioritized tasks

- Team estimates effort for each task

- Assign tasks and finalize sprint scope

6. Daily Standups

Short 15-minute meetings held every morning. Each team member answers:

- What did I work on yesterday?
- What will I work on today?
- Is anything blocking me?

Use this to maintain team alignment and catch issues early.

Copy/Paste Agenda:

Daily Standup

Duration: 15 minutes

Attendees: Scrum Master, Tech Lead, Software Team

- Everyone answers: What did I do yesterday? What will I do today? Any blockers?

7. Sprint Review

This is where the team shows off what they built. Stakeholders are invited to give feedback. Think of it as a demo day—not a status meeting. Encourage discussion around the product, not the process.

Copy/Paste Agenda:

Sprint Review

Duration: 45–60 minutes

Attendees: Product Owner, Scrum Master, Tech Lead, Stakeholders, optional: Software Team

- Team demos completed work

- Stakeholders ask questions and give feedback

- PO gathers insights for backlog refinement

8. Sprint Retrospective

Start with what didn't go well—address the friction and mistakes first. Then talk about improvements and actionable changes. Finally, end on a high note by sharing what went well. This order helps teams be honest, solutions-focused, and motivated.

Copy/Paste Agenda:

Sprint Retrospective

Duration: 45–60 minutes

Attendees: Product Owner, Scrum Master, Tech Lead, Software Team

- What didn’t go well?

- What could we improve?

- What went well?

How to Use the Capacity Planning Sheet

	A	B	C	D	E	F
1	**<Client Name>: <Team Name>**					
2						
3	**Sprint Configuration**			**Team PTO**		
4	Number of Days in Sprint	10		<Team Member 1>		
5	Working Day (in hours)	8		<Team Member 2>		
6	Number of company holidays in Sprint	1		<Team Member 3>		
7	Lost work days due to delayed start/early end of sprint	0		<Team Member 4>		
8	Time to attend Sprint ceremonies (in hours)	6				
9	Time to attend Dialy Standups (in hours)	5				
10	Non-admin %	80%				
11						
12		**<Group 1>**		**<Group 2>**		**<Group 3>**
13	**Team Capacity Configuration**	<Team Member 1>	<Team Member 2>	<Team Member 3>	<Team Member 4>	<Team Member 5>
14	Number of PTO days in Sprint	3	5	2	0	1
15	Availability %	90%	90%	90%	90%	90%
16	Hours in Sprint	72	72	72	72	72
17	- PTO Hours	48	32	56	72	64
18	- Ceremonies and Standups	37	21	45	61	53
19	* Non-Admin	29.6	16.8	36	48.8	42.4
20	* Availability	26.64	15.12	32.4	43.92	38.16
21	*Note: Maintenance allocation 10%*					
22						
23						
24	**Tickets in the Sprint and Estimates**					
25	<Ticket ID/Ticket Name>					
26	<Ticket ID/Ticket Name>					
27						
28						
29	**Team Sprint Allocation/Utilization**					
30	**Total Hours Allocated**	**0**	**0**	**0**	**0**	**0**
31	Total Hours Remaining	26.64	15.12	32.4	43.92	38.16
32	Sprint Utilization	0.00%	0.00%	0.00%	0.00%	0.00%

1. Sprint Configuration

3	**Sprint Configuration**	
4	Number of Days in Sprint	10
5	Working Day (in hours)	8
6	Number of company holidays in Sprint	1
7	Lost work days due to delayed start/early end of sprint	0
8	Time to attend Sprint ceremonies (in hours)	6
9	Time to attend Dialy Standups (in hours)	5
10	Non-admin %	80%

This section defines the overall sprint parameters and working context. Fill out the following fields:

- Number of Days in Sprint: Usually 10 (for two-week sprints).
- Working Day (in hours): Typically 8 hours.
- Company Holidays: Days off due to holidays.
- Lost Work Days: Sprint delays or early closures.
- Time for Sprint Ceremonies: Est. hours per person (e.g., 2-3 hrs).
- Time for Daily Standups: Usually 0.25 hrs x number of days.
- Non-Admin %: Time available for actual development (default 80%).

2. Team PTO

Team PTO	
<Team Member 1>	
<Team Member 2>	
<Team Member 3>	
<Team Member 4>	

List each team member and how many full days they are taking off during the sprint. This directly impacts their availability and is factored into the next section.

3. Team Capacity Configuration

	<Group 1>		<Group 2>		<Group 3>
Team Capacity Configuration	<Team Member 1>	<Team Member 2>	<Team Member 3>	<Team Member 4>	<Team Member 5>
Number of PTO days in Sprint	3	5	2	0	1
Availability %	90%	90%	90%	90%	90%
Hours in Sprint	72	72	72	72	72
- PTO Hours	48	32	56	72	64
- Ceremonies and Standups	37	21	45	61	53
* Non-Admin	29.6	16.8	36	48.8	42.4
* Availability	26.64	15.12	32.4	43.92	38.16
Note: Maintenance allocation 10%					

This calculates each team member's total available hours:

- PTO Hours: Days off multiplied by daily working hours.
- Ceremony/Standup Time: From the configuration above.
- Non-Admin Time: 80% of working hours minus ceremonies and PTO.
- Availability: Final number of hours available to write code or design features.

The sheet is color-coded by department (e.g., design, engineering, QA) and each member has a column. This gives you a full snapshot of team-wide capacity.

4. Tickets in Sprint and Estimates

Tickets in the Sprint and Estimates					
<Ticket ID/Ticket Name>					
<Ticket ID/Ticket Name>					

During Sprint Planning:

- Review prioritized tasks from your task manager (e.g., Linear, Jira).
- Assign each task to a specific team member.
- Write the estimate (hours or story points) in the cell matching the team member and ticket.

By the end of the meeting, every member has clearly defined work with time estimates that match their available hours.

5. Team Sprint Allocation / Utilization

Team Sprint Allocation/Utilization					
Total Hours Allocated	**0**	**0**	**0**	**0**	**0**
Total Hours Remaining	26.64	15.12	32.4	43.92	38.16
Sprint Utilization	0.00%	0.00%	0.00%	0.00%	0.00%

This last section summarizes how well you've allocated your team:

- Total Hours Allocated: Sum of assigned estimates per person.
- Total Hours Remaining: Difference between capacity and allocation.
- Sprint Utilization: Percentage of team capacity filled.

If a developer is at 100%, they're fully booked. If someone is below 80%, consider redistributing work. If over 100%, they're likely to burn out or miss deadlines.

Final Notes

The Capacity Planning Sheet doesn't just help you plan—it helps you communicate. It becomes a source of truth during reviews, and a planning tool for founders who want to stay focused on outcomes, not the chaos of task-level execution.

Download the sheet, customize it for your team, and use it as part of every sprint cycle. It will transform how you approach delivery, team health, and business timelines.