

Retainer Engagement Overview

Strategic Product Engineering Support for Product-Led Teams

Lucas Guérin

Table Of Content

- [Summary](#)
- [Engagement Tiers](#)
- [Frequently Asked Questions](#)
- [Operating Model](#)
- [Getting Started](#)

Summary

Most early-stage teams hit the same bottleneck: clear roadmap, no execution capacity. I build the features your team doesn't have time for, without the overhead of full-time hiring. Strategy to production, not just code

With flexible monthly retainers, I help product-led teams scale velocity without compromising UX, code quality, or roadmap sanity. From strategy to Figma to prod, I operate as a fractional product partner: Driving features, not just building them.

What you get from a retainer:

- Context continuity across sprints
- Predictable availability and planning
- Minimal oversight required for delivery

As leadership gets pulled in different directions, I integrate seamlessly into your team, keeping technical debt in check while ensuring continuous product evolution.

Proven Outcomes

I've worked with YC-backed startups, even French government agencies, delivering results like:

Sprint Capacity example: Stealth startup: Designed and launched MVP in 4 weeks, 3 features shipped month 1

Full-Time Product Engineering example: Migrated 6-figure ARR SaaS from no-code to production-grade stack, refactored for scale with zero downtime

Engagement Tiers

Each tier aligns with a consistent delivery rhythm and async-first collaboration. Internally structured by time allocation to ensure planning and continuity. Most teams start with **Sprint Capacity** (scales to Full Capacity as velocity demands increase)

Sprint Capacity | €4,500 / mo

- ~8 days/month (2 days/week)
- 2-3 complete features/month from spec to production
- Weekly progress check-ins + roadmap alignment

What's included: Core engineering + lightweight product execution (task breakdown, prioritization, documentation)

Best for: Teams with a clear roadmap but lacking velocity or internal product/engineering lead capacity.

Full Capacity | €8,000 / mo

- ~16 days/month (4 days/week)
- Continuous feature delivery
- System architecture ownership
- Integrated with daily standups

What's included: Core engineering + full product execution support + UX/UI for features (wireframes, flows, Figma components)

Best for: Early-stage or post-PMF startups needing a product engineer who can own delivery at scale without full-time hiring.

Terms

- **Rollovers:** Unused days don't carry over (to maintain availability).
- **Pricing:** Monthly retainer invoiced in advance per engagement tier.
- **Scope Changes:** Additional work outside agreed scope is scoped and priced separately.
- **Prepay Discount:** -10% for 3-month commitments.
- **Trial Period:** 1 week, no further commitment if misaligned.
- **Refunds:** Prepaid retainers are non-refundable once the month begins. Rescheduling is possible within the agreed period.

Frequently Asked Questions

What tools & workflows do you typically integrate with?

I integrate with most common tools (Slack, Notion, GitHub, Figma, etc.) and adapt quickly to your existing workflows to minimize disruption.

Can we pause the retainer if our roadmap changes?

Retainers secure calendar availability, not just effort. Pauses aren't supported, as they risk blocking capacity, but rescheduling within the month is often possible, subject to availability.

How do you ensure context retention across months?

Every engagement includes lightweight documentation of key decisions, constraints, and rationale, built into the delivery workflow. I maintain internal notes and progress summaries to reduce ramp-up time across sprints.

What does a successful first month typically look like?

1-2 features shipped to production, clear roadmap for months 2-3, established delivery rhythm.

How do I know which tier to start with?

If you have a clear roadmap but need execution velocity, start with Sprint Capacity (€4,500). If you need continuous delivery with architecture/UX ownership, start with Full Capacity (€8,000). Most teams start with Sprint Capacity.

How do you handle working with junior or non-technical team members?

I adapt my communication style to match the context. My goal is to reduce translation layers, not add more.

How do you price mixed-scope work (e.g: part UX/UI, part engineering)?

I price engagements based on outcomes and impact rather than task type, delivering a unified solution regardless of scope mix

What if we need to switch tiers mid-engagement?

Tier changes take effect starting the next month, upon availability. This protects delivery quality and ensures alignment without overcommitting availability mid-cycle.

Operating Model

Availability

- Pre-scheduled days per engagement tier, booked weekly or monthly
- Urgent discussions responded to within 24 hours during business days
- For critical issues, we can adjust the response window upfront
- Not available on weekends/holidays unless pre-agreed
- Availability is limited to scheduled retainer days unless otherwise agreed.
- Scope changes are managed via written agreements and may impact scheduling and pricing.

Communication Norms

- **Asynchronous first:** Minimising disruption through async messages.
- **Calls:** Up to 2 synchronous check-ins per week (e.g., stand-ups or planning sessions). Additional calls require prior agreement.
- **Updates:** Weekly or bi-weekly depending on engagement tier and client preference
- **Documentation:** All progress and key decisions are documented for context retention and transparency.

Guarantee

If I don't deliver measurable value within 30 days (e.g., agreed deliverables or KPIs), we end the engagement with no penalty

Getting Started

Most teams start with “Sprint Capacity” and scale to “Full Capacity” as needed.
[Book a 30-minute discovery call here](#)

Or reach out via email: guerin.lucas44@gmail.com