Retainer Engagement Overview

Strategic Product Engineering Support for Product-Led Teams

Lucas Guérin

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Summary

Early-stage teams need systems that scale with growth, without compromising on quality or iteration speed. I focus on strategic ownership, I design solutions that align with your long-term goals, minimizing technical debt and accelerating iterations.

With flexible monthly retainers, I deliver senior engineering expertise without the overhead or commitment of a full-time hire. Every engagement is focused on high-impact tasks that drive product growth, with an emphasis on asynchronous collaboration.

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

Over the past few years, teams have trusted me with diverse challenges, achieving results across varying scopes and timelines:

- ➔ Delivered a solution to replace a no-code MVP after growing to +500 MAUs
- ➔ Designed an MVP in just under a month for a stealth startup
- ➔ Refactored and built on top of a legacy codebase to support growth
- ➔ MVP design & launch for a governmental service with +1M target users

Engagement Tiers

All retainers are based on an amount of days per month, not hours. Engagements are structured around high-trust, async-first and trust-based collaboration.

A written scope of work is required before any engagement begins.

Tier	Days / Month	Priority	Best Suited For
Base	4	Standard	Maintenance, advisory, low-intensity needs
Growth	8	High	Sprint delivery, sustained feature work
Embedded	12–14	Highest	Platform-level strategic work

Terms

➔ **Scheduling**: Days are blocked in advance, either weekly or monthly.
➔ **Rollovers**: Unused days do *not* carry over (to protect availability).
➔ **Base Rate:** €500/day, fixed.
➔ **Out-of-Scope:** €750/day & 24-hour approval window to ensure alignment.
➔ **Discounts:** 10% off for 3-month prepayment
➔ **Trial period:** 1 week to ensure alignment.
➔ **Refunds**: Prepaid retainers are non-refundable once the period begins. Days may be rescheduled within the agreed window.

Operating Model

Availability

➔ Pre-scheduled retainer days, booked weekly or monthly
➔ Available for urgent discussions within 24 hours during workdays
➔ For critical issues, we can adjust the response window upfront
➔ Not available on weekends/holidays unless pre-agreed

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 status reporting to ensure alignment
➔ **Documentation**: All material progress is logged in writing

Ownership & Delivery

➔ End-to-end ownership of scoped deliverables
➔ Outcome-based execution of defined deliverables
➔ Continuous feedback loops built into delivery cadence

Guarantee

If I don't deliver measurable value within 30 days (deliverables, etc.), we end the engagement with no penalty

Cross-Functional Support

Optional services available upon request. These are scoped separately from the core engineering retainer.

Product Execution Support

A lightweight system for translating product intent into scoped, buildable work. Includes:

➔ Breaking down goals into actionable steps & scope triage
➔ Organising and prioritising tasks for execution
➔ Decision & outcome documentation
➔ Feedback loop design (internal + user-driven)

Ideal for teams without a dedicated PM, wanting stronger execution scaffolding.

Rate: +€500 - €1,000 / month depending on complexity
Use Case: This allowed a start-up to clear around 30% more tickets each week by defining clear deliverables and structuring work in batches.

UX/UI Design

Lean UX capabilities focused on product clarity and usability, not brand identity. Includes:

➔ Wireframes, flows, interaction design
➔ Component-level UI design (Figma)
➔ UX reviews and user feedback synthesis

Best suited for product-facing features or early-stage MVPs.

Rate: Scoped per project or integrated at a day rate (€500 - €750 / day)
Use Case: Improved product consistency, refined inconsistent UI elements while integrating new features. Prevented the need for redesign in the long run.

Frequently Asked Questions

What tools & workflows do you typically integrate with?

      I can generally integrate with any of your existing tools, although I mostly use Slack, Notion, Github, Figma, etc.

Can we pause the retainer if our roadmap changes?

      Retainers secure calendar availability, not just effort. Pauses aren't supported, but we can sometimes reschedule days within the same month, 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?

      The onboarding phase is successful, we have shipped the initial features and clearly aligned priorities for the following cycles.

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 don't bill by the task type, I focus on delivering clear results and solutions rather than, regardless of the scope.

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.

Getting Started

Schedule your free 30-minute discovery call to assess fit
and discuss how I can help you scale your engineering without hiring full-time.

Contact me at guerin.lucas44@gmail.com or lucasguerin.fr