

# Q3 Report

January 2022

# Open letter

We may start to sound like a broken record here but we're fine with that...develop's Q3 saw us hit yet more new milestones, building on our successes in Q1 and Q2. Our headcount continued to grow, we launched develop RPO (taking our product suite offering to five!), and our Miami team headed to the sunshine state for the first time.

The market remains candidate-led, the demand for the best talent is still sky high and throughout the quarter, we continued to support our customers in identifying, attracting, and retaining this talent.

As we continue to place the very best Engineers into our clients, it's only right we hire the best Consultants to support develop's growth. Last quarter, we hired nine new employees across all areas of the business and that's only the start of develop's growth plans.

Building an environment in which people thrive is top of mine and Joey's agenda at develop. We're so proud of the progress we've delivered internally as a company and our quarterly pulse survey results reflect this. 100% of respondents said they're given opportunities to enhance their skills, all respondents are happy with our new flexible working policy and 84% of respondents are very happy or happy at develop. We'll continue to innovate for our staff as well as our customers and candidates to continue our journey in high performance.



To celebrate our success in Q2 we took the whole company out the office for a day of dry slope skiing in November to get us ready for our Winter ski incentive in March 2022. Despite Joey and I breaking our fingers (the same finger, on the same hand!) whilst we snowboarded, we can't wait to get out on the slopes in France to reward our high achievers for the work they've completed during the last quarter.

Returning to our client offering, enter, develop RPO – Recruitment Process Outsourcing. Our bespoke solution to our customers who need to hire at scale. develop's dedicated Consultants work exclusively for our customers, becoming an extension of their team and immersing themselves in our customers' brands. December 2021 saw us sign an exclusive contract with one of Germany's biggest online fashion and lifestyle retailers, Zalando. We see huge growth opportunities within this market. It plays well to our strengths as an organisation and our ability to deliver volume solutions whilst protecting our clients' brand and culture. This is just the beginning.

In December, on top of sending a physical gift of a reusable tote bag as holiday gifts for our customers, we also wanted to do something that benefitted the planet. For every client gift we sent out, develop planted a tree in Australia which will create new habitats for Koalas as well as restoring damage caused by bushfires in 2020.

We had our first company reverse advent calendar – instead of receiving gifts every day throughout the festive period everyone at develop donated items to our four chosen charities; Dress for Success, Little Village, The Trussell Trust, and Suited and Booted. We're delighted to share that we donated over 150 items to our chosen charities.



Q3 was a quarter full of firsts for develop, and these continued with develop Miami hosting our first tech round table in the city, "305 vs USA", with some of the city's biggest tech leaders in attendance. Miami is fast becoming the USA's newest tech hub with a triple threat of investment, start-ups launching daily, and Software Engineers fast becoming the most in-demand role. It's an exciting time to be in the city.

We've now delivered five consecutive quarters of growth and we will continue to disrupt the recruitment industry with innovative solutions which improve our customers' teams whilst saving them time and money. Leading the business through this period of growth is as exciting as it is challenging and no doubt there are further challenges ahead. With the people we have in our team and the high-performance mindset we carry, I'm confident we're only just getting started.

Kevin  
CEO, develop



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# develop's Quarter

The develop brand has surpassed our predictions for another quarter, and our specialist Consultants and sales support team are consistently delivering value for our candidates and clients.

Each of our sales teams continued to deliver the best candidates to our clients for the UK, Germany, and Miami and across the business, we saw an average of 2.35 CVs submitted to clients generate an interview; followed by an average of six interviews resulting in a placement.

79% of work we delivered for our clients over the quarter was for permanent placements, and contract solutions made up 21%. This is the first time since IR35 reforms where the number of live contract vacancies has increased from the previous quarter.

In Q3 our revenue increased by 129% compared with Q2 and it's been another exceptional quarter for us. Q4 is forecasted to be the biggest quarter in develop's history – yet another record breaker!



# Our performance

**129%**

**increase in revenue  
compared to Q2.**

**2.35-1**

**CV - interview ratio**

**32%**

**increase in placements.**



# develop in partnership with AutoProtect.

We've been working with AutoProtect for one year and we spoke to their Head of Development about the hiring challenges they faced before working with develop, and the solutions we provided.

## **AUTOPROTECT'S CHALLENGES**

At AutoProtect Group we have struggled with direct-to-market job offerings attracting the correct kind of candidate. As an organisation whose primary focus is not technology, hard to stand out of a crowd with a simple job role and spec. Our company is actually really exciting from a technology perspective, but, in spite of this we were struggling to hit the mark with potential candidates. Then we met develop.



# SOLUTIONS

develop have expertly represented our job offerings to potential candidates. They also seem to find people almost immediately as roles hit the job market.

Our interview process is very slick. develop have been very good at proposing the right kind of candidates and are very honest around how they consider the candidate and how they'll fit into the role and our company.

Ultimately, develop are a recruitment partner who want to find candidates that help your business succeed. Their focus is on finding the people who will fit your business, culture, and vision, not people who simply fill a seat.

# WORKING WITH DEVELOP

develop strike a keen balance between professionalism and relaxed informality; easily conforming to your way of working they are experts at their field. Most importantly everyone at develop is honest and trustworthy. Even with very competitive senior roles that we knew we would struggle to fill, develop have managed to turn around success through regular valuable communication, proposing quality candidates and having a real keen eye for detail.

Very quickly we went from a panel of five recruiters down to an exclusivity with develop simply because on every metric you could put on a recruitment firm, they have excelled.



# develop RPO

Recruitment Process Outsourcing. Our bespoke solution to our customers who need to hire at scale.

develop's top Consultants will become a true extension of your internal talent team and work exclusively for you to deliver the scale you need.

Allowing us to immerse ourselves fully in your brand, develop RPO gives you the additional bandwidth you need to attract, interview, and coordinate recruitment in large volumes. develop take full responsibility for the sourcing, screening, and delivery of the very best candidates in your desired market.

Do you want to understand more about develop RPO? Our [latest video](#) has all you need to know, or feel free to give one of the develop team a call 0207 733 0430.



# Zalando

In December 2021, develop signed an exclusive agreement with Zalando, one of the biggest online, fashion and lifestyle platforms based out of Berlin, to help them identify and hire the world's best software engineering talent over the next six months.

"develop RPO is the perfect solution for companies wanting to hire at scale in what has become an incredibly challenging market and I'm pleased to see Zalando noted our niche-expertise as a reason for choosing to work with us. We're very excited about the partnership and we're proud to represent such an iconic, progressive, and tech-first business."

**Joey Tait, Managing Director develop**

"Zalando genuinely is one of the most incredible companies I've ever worked with. The jobs market is so competitive at the moment that we need something that cuts through the noise, and the Zalando offering certainly does that. There are some truly remarkable opportunities for Software Engineers at all levels – potentially once in a lifetime roles."

**Tom Dobbie, Principal Lead**



# develop Miami

December 2021 saw develop Miami head to the sunshine state for a week where we met with clients and candidates, hosted some of Miami's best tech leaders, and fully immersed ourselves in our future home. This first trip has made us excited to move out to Miami later this year.

We hosted our first round table, "305 vs The USA", where we discussed the US tech market, attracting the best software engineering talent, and how develop can help to future-proof Miami as the next tech hub in the US. Learning about the challenges that tech leaders face and the city's everchanging demands first hand was insightful and engaging.

Since launching our Miami division the market in the city has surpassed our expectations. You could feel the buzz in the city and there was real excitement in the air - being around other scale up businesses and being a part of the crypto and blockchain world' only made us want to get our feet on the ground quicker.

We're not far away now and look forward to opening develop's first international office in Brickell very, very soon!



# Client testimonials



"The develop team are extremely personable and professional to work with. Since we started our partnership they strike the perfect balance between professionalism and friendliness and subsequently throughout a variety of processes they've never disappointed me. They always deliver high quality candidates with an emphasis on quality over quantity which I hugely appreciate and respect. They consistently focus on the roles at hand whilst continuously communicating with us regarding progress. To me, develop epitomises what other agencies should aspire to. I can't recommend develop enough."

**The Key Holding Company**



# Candidate testimonials

"It was a great experience working with develop. They provide great insights, they're always there to help and motivated me to get the best results. Thank you for all the support and help, once again let me say it was great working with you."

**Software Architect**



"From the beginning till the end, it was a smooth as silk process for me. develop were very keen on helping for everything I might need. Definitely recommend!"

**UX Designer**



# Headcount

Q3 saw us expand our headcount by 33% across four of our develop teams. Team Miami, UK Development, Germany, and Technology all saw new faces join their team last quarter.

# Q4 Plans

By April 2022 we aim to have hired 15 more people across the business. We're looking for the best talent to join our sales support function as well as all our sales teams for the UK, Germany, and Miami.

Our growth won't be slowing down. We're constantly looking for Consultants at all levels to join the journey so get in touch if you'd like to hear more.



# Pulse Survey Results

**84%**

of respondents are either very happy or happy working at develop.

**100%**

of respondents say they have access to everything they need to perform their role to the best of their ability.

**100%**

of respondents are happy with the new flexible working policy.

**100%**

of employees say they're given opportunities to enhance their skills.



# Q4

develop's future is global, and we're hugely excited about the growth for our UK, German, and Miami divisions. Our success this financial year is reflective of who we are as a business, the standards we work to and our DNA as a business. The market is with us, and we're excited about finishing the year strongly.

During Q4 we expect to deliver record numbers again. Our sales teams across the UK, Germany and Miami are all performing exceptionally well and the sales support function we have allows them win and deliver successfully for more clients than ever before.

If you'd like to talk to us about improving your access to software engineering talent, give us a call on:

**UK: 0207 733 0430**

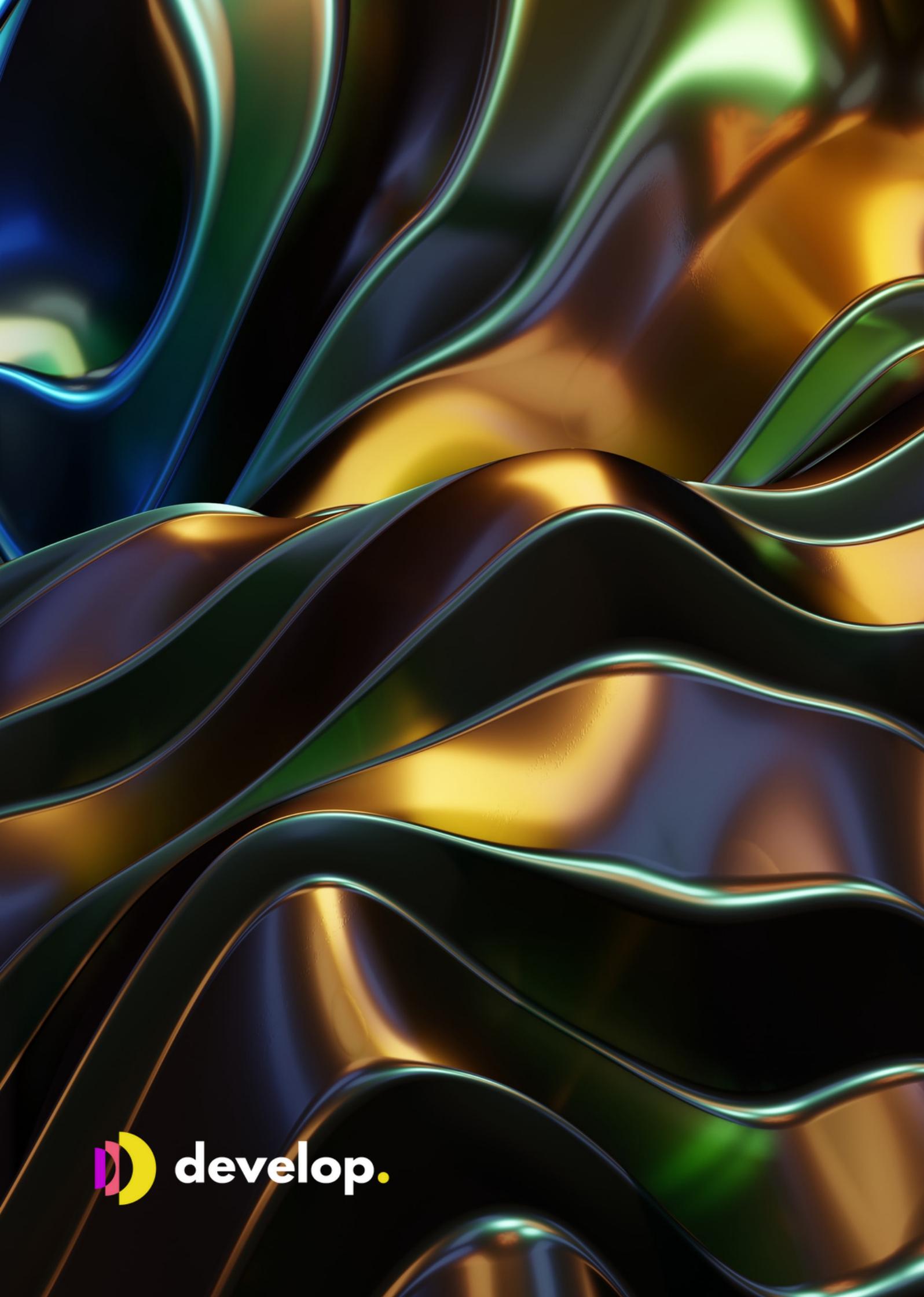
**Germany: +49 (30) 2178 8729**

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**Joey Tait,  
Managing Director**





 **develop.**