

Jasen Carroll LLC

email: jasen@jasencarroll.com

web: jasencarroll.com

phone: 484.318.2164

location: Philadelphia, PA

Service Offerings

Clearly scoped B2B relationships with defined deliverables, access boundaries, communication norms, and either party able to end the arrangement cleanly.

First, a paid entry audit. \$2,000 for two weeks, capped scope, approximately 15 hours. Review the current repo, architecture, deployment, dependency/security posture, backlog, and dev workflow. Deliverables: a written technical assessment, a prioritized project list. Optional: within the 15 hours, one small, merged PR to prove the working relationship. Audit considered complete on delivery of the written assessment. Payment of 50% upfront, and 50% Net 7 after delivery.

Then, monthly tiers:

Retainer	Monthly fee	Scope
Advisory Engineer	\$2,750	20 hrs/month: calls, async review, architecture/product guidance, dependency updates, small fixes, and lightweight releases
Fractional Engineer	\$5,500	40 hrs/month: implementation, CI/CD, QA, technical debt, scoped roadmap items
Technical Lead	\$8,250	60 hrs/month: feature delivery, technical planning, architecture decisions, code review leadership, release coordination
Engineering Partner	\$11,000	80 hrs/month: embedded engineering, architecture ownership, roadmap execution, release management

Criteria for Retainer:

1. Retainer hours are billed at the start of the month and do not roll over.
2. Retainers at 40 hrs/month, and above, require a minimum two (2) month agreement.
3. Office hours are 11am – 7pm EST, M-Th, and 11-3 on Fridays unless otherwise informed.
4. Retainer includes async review within two business days unless otherwise agreed.
5. Maximum of 6 hours of calls for any given week – maximum of a 2-hour call.
6. Hours beyond the monthly allocation are billed at the standard hourly rate of \$150/hour.
7. Overtime is 1.5x. This applies to work performed outside office hours.
8. Efforts will be made to ensure that hours in addition to retainer allowance are performed within office hours at the standard rate, pending availability and ongoing commitments. This may not always be the case. Any hours beyond retainer allowance billed at the overtime rate will be accompanied with time stamps for why the overtime rate applies.
9. 30-day mutual termination clause — the departing party delivers a written transition document covering active work, handoff credentials, and known issues within 10 calendar days of notice (i.e. 20 days remaining).
10. Standard work-for-hire on deliverables. I retain the right to generalize and reuse non-client-specific patterns I create — including generic tooling, scripts, and reusable code patterns — provided all client-specific code, data, and IP is removed.
11. A scope statement naming the roles / hats I own (e.g. backend services, deployment, CI/CD, code review) with an explicit clause that major framework migrations or stack pivots are out-of-scope until a new SOW is signed.
12. Out-of-scope by default: 24/7 support, emergency incident response, major rewrites, framework or infrastructure migrations, formal security/compliance audits, legal advice, full product management ownership, marketing work, recruiting, people management, and unlimited async access. These may be available only under a separate written SOW or Additional Calls where appropriate.
13. All work scoped through issues / bugs / tickets, or written scope before execution. Templates available upon request.
14. Standard Payment terms (unless otherwise specified): retainer invoiced for the start of the month on the 30th, (28th for Feb), Net 7. Overage hours and overtime invoiced on the 15th and 30th, Net 7.

Additional Calls

A la carte. Available to non-retainer clients, and to retainer clients who have hit the weekly call cap, see #5 above, or want a themed call outside their retainer scope.

1. Additional calls are \$200 per hour, up to 3 hours per session, vs. 2 hours under retainer.
2. Calls should have a theme: brainstorming, troubleshooting, marketing, LLC-Ops, tests, etc. Topics outside retainer scope (e.g. marketing, LLC-Ops) are available via Additional Calls only.
3. Ideally a one-pager or a few slides are prepared in advance and shared with me before the call. At worst, we create it during the call so there's a tangible deliverable and a record of decisions made.

Out-of-Scope Unless Separately Scoped

The following are not included in retainers, implementation sprints, or advisory work unless explicitly included in a signed scope of work:

1. Major rewrites, migrations, or stack pivots. Full application rewrites, framework migrations, database migrations, cloud-provider migrations, language changes, or architecture pivots require a separate SOW.
2. Emergency production support or 24/7 availability. Retainers do not include on-call coverage, incident response guarantees, weekend availability, same-day turnaround, or emergency support unless separately agreed in writing.
3. Security, compliance, or legal guarantees. I can identify security risks, improve dependency posture, support secure engineering practices, and recommend remediation steps, but I do not provide formal security audits, penetration testing, compliance certification, legal advice, or regulatory guarantees.
4. Product management ownership. I can support technical planning, backlog shaping, implementation sequencing, and delivery tradeoffs, but ownership of product strategy, customer research, pricing, go-to-market, and final prioritization remains with the client unless separately scoped.
5. Design, brand, and marketing work. UI implementation and product-quality feedback may be included when scoped, but brand design, marketing strategy, copywriting, paid acquisition, analytics strategy, and sales collateral are outside the retainer unless handled through Additional Calls or a separate SOW.
6. Unscoped meetings, stakeholder management, or team management. Retainers include scoped calls and technical communication, but they do not include unlimited meetings, people management, recruiting, performance management, vendor management, or executive reporting unless explicitly included.
7. Data recovery, forensic debugging, or inherited liability. I am not responsible for pre-existing defects, outages, data loss, security incidents, broken deployments, or undocumented system behavior that predates the engagement. Work to diagnose or remediate those issues must be scoped and prioritized.
8. Unlimited review or open-ended async access. Async review is included only within the monthly hour allocation, office hours, scope boundaries, and agreed communication norms. Retainers are not a substitute for unlimited Slack/Discord access or full-time employee availability.

Emergency Support

Emergency support is best-effort unless a specific response-time commitment is included in the signed SOW. A business number can be provided upon request and included in the signed SOW. All emergency calls start with a minimum 0.5 billed hour. Emergency support is billed at \$200/hr during office hours and \$300/hr outside office hours.