alchemy

THE DEVELOPER PARTNER PROGRAMME

A trusted route to *win more work* from UK and European clients for your dev team

No joining fee. Three ways to work together.



Who it is for

Software development teams - nearshore or offshore to the UK - seeking work from scaling businesses & start-ups, without hiring a sales team.

Why work with me?

Scaling businesses ask me what to build and who should build it. As their fractional CIO I scope the work, protect the client and oversee delivery, so a good team wins work it would not win alone.

1. ALCHEMY-LED
20% markup to your day rate, added to the client price

2. CO-BRANDED GTM
10% of year-one contract value, 5% in year two

3. PARTNER-LED
£700 per half day, plus VAT and expenses at cost

8K+
LINKEDIN CONNECTIONS, 3,000+ AT DIRECTOR LEVEL OR ABOVE

74%
OF MY 8K+ FOLLOWERS ARE DIRECTORS, SENIOR LEADERS OR C-SUITE

100+
CIOs, CTOs AND CHIEF DATA OR AI OFFICERS IN MY NETWORK

1K+
CATALYST SUBSCRIBERS: CIOs, BOARD MEMBERS, INVESTORS, REGULATORS

Three ways to work together, from my lead to yours

1. ALCHEMY-LED

You carry my badge

You work under the Alchemy name and carry my business card. I find and scope the work, own the client and oversee delivery. You invoice me at your day rate and I add 20%.

Example: your rate is £400 a day, the client pays £480, you receive £400.

2. CO-BRANDED GTM

We sell together

Our materials carry both logos. You contract directly with the client and I introduce you, with my fee disclosed. I take 10% of year-one contract value and 5% in year two, then nothing.

Example: a £60,000 first year means a £6,000 fee to me.

3. PARTNER-LED

I carry your badge

You lead under your brand and bring me in as your senior, onshore voice. Time is booked in half days: preparation, the call, write-up and travel all count. A full day is £1,400.

Example: a one-hour client call is one half day, £700 plus VAT.

How it works

STEP 1

Screening call

30 minutes on your team, delivery model and two client references. I take on few partners and may decline.

STEP 2

Agree a track

Associate, co-branded or credibility partner, in a short written agreement. You can mix them.

STEP 3

Work as clients arise

I bring work when a client has a real need. Monthly 30-minute pipeline catch-up, free during the engagement.

Where it can lead

Stay on the bench. No joining fee, no minimum work and no exclusivity.

Mix tracks. Start with one, add another as the relationship earns it.

Move up. Strong delivery can lead to a named, longer-term partnership.

Conflicts and confidentiality

I take on few delivery partners at a time.
No exclusivity either way.
Your materials and plans stay confidential.
Clients are told every fee, and my role.

David Viney built WPP Open, a $350m a year agentic AI platform. 30 years of technology leadership at WPP, Heathrow, BSI, Arup and the BBC. AIGAS board member. 150+ projects, 95% on time and on budget.

alchemy.consulting
FRACTIONAL CIO AND AI TRANSFORMATION