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A new software development company has been launched to use a combination of onshore and offshore teams to help clients create exceptional products at a cost far below typical in-house development. The company, Incendiary, has offices in Portland, Oregon and Bangalore, India.

Incendiary also plans to dedicate at least 20 percent of its resources to help bootstrapped founders move from an initial concept to a successful version 1. The company will trade its services for equity, a significant portion of which will go directly to the developers working on the project.

"I love this model," said Incendiary founder Hayden Hamilton. "It allows us to help bring exciting new products to market, creates great incentives and opportunities for our developers, and helps bootstrapped founders avoid, or at least defer, venture capital funding. It's a big part of the reason we decided to start the company."

While Incendiary is a new organization, the team has worked together for years. Its roots go back over a decade. The majority of its members have worked together on a number of products including the clean tech startup GreenPrint Technologies. Their work has been profiled in dozens of publications including The New York Times, Time, and Walt Mossberg's column in The Wall Street Journal.

Incendiary already has projects in place with a number of Fortune 500 companies, as well as a handful of startups. The company hopes to take on several new clients in the next six months. Incendiary believes its model allows it to provide the most efficiently directed "horsepower per dollar".

Incendiary will begin reviewing startup ideas immediately and hopes to begin work on its first project early in the new year.

Incendiary is a software development company based in Portland, Oregon that helps

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