

10 signs your startup needs QA

Check every item that describes your product today. Then add up your checks and see what the result says about the quality of your software.

**01**

Your customers find bugs before your team does.

The first alerts come from support tickets, emails or bad reviews, not from your tests.

**02**

Every deploy feels risky.

Nobody wants to ship on a Friday, and every release depends on someone "taking a quick look" first.

**03**

Developers test their own code, when there is time left.

Testing gets squeezed into the end of the sprint, with no plan, no criteria and no record of what was checked.

**04**

There is no automated regression, or nobody trusts it.

Flaky tests get ignored and the suite becomes noise instead of protection.

**05**

Hotfixes and rollbacks have become routine.

Fixing things in production eats the time meant for new features.

**06**

Your CI/CD pipeline has no quality gates.

Code reaches production without any test having to pass first.

**07**

"Done" means something different to everyone.

Vague acceptance criteria create rework between product, engineering and customers.

**08**

Nobody knows where the biggest risks are.

There are no quality metrics: coverage, defects by area, time to fix or mapped critical flows.

**09**

Performance is only tested when the system goes down.

Campaigns, traffic peaks and third-party integrations expose bottlenecks too late.

**10**

Building a QA team feels too expensive and too slow.

The product grows, the engineering team grows, but quality still has no owner.

— How many items did you check?

0 to 3: solid base

Keep your process and track risks on every release.

4 to 6: warning

Missing QA is already costing you time, rework and reputation.

7 or more: bottleneck

Quality has become a business problem. It is time to act.

— Where to start

1

Map your critical flows

List the journeys that stop the business if they break: sign-up, login, payment, checkout.

2

Automate regression for those flows

Start small, with stable tests that run on every pull request.

3

Add quality gates to your pipeline

Nothing reaches production unless the critical tests pass.

4

Measure quality

Track production defects, time to fix and coverage of critical flows.

— About Barroco Consult

A B2B QA and software testing consultancy for startups and small companies, in Brazil and internationally. With Quality Intelligence (QI), one QA engineer works with agentic AI, under human review, to deliver the output of a full team, on a monthly contract. Founded by Rodrigo Barroco, Founder & CEO, QA Engineer / SDET with 15 years of experience.

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