Allocc

Salary Research

By: The Allocc Team

Cofounders ($200,000/year each)

Paying each cofounder **$200K/year** is in line with market norms for a well-funded startup. Industry data shows that founders of venture-backed startups tend to pay themselves around **$183K** after a Series A round, rising to about **$218K** by Series B . In 2025, the **average Series A founder salary is ~$203K** . Thus, a $200K salary for Allocc's technical cofounders is **competitive and realistic**, assuming the company has secured significant funding. It sits slightly above the typical seed-stage founder pay (~$140K) but near the **Series A average**, which is reasonable for attracting **top-tier talent as cofounders**. If Allocc is early-stage without major funding, $200K could be considered high; however, given the context of **ex-FAANG founders**, this level helps ensure they can focus on growth (VCs generally expect founders to take a "reasonable" salary to avoid financial distraction). Overall, $200K appears **competitive** and not excessive for elite cofounders with prior big-tech experience.

Senior AI Engineers ($170,000–$178,500/year)

Allocc budgets **$170K–$178.5K** for Senior AI Engineers, which is **within a competitive range** for Austin, especially for top-tier talent taking a ~15% equity trade-off. For comparison, **high-end machine learning and AI engineers** in Austin (what Kruze calls "very senior" engineers) can earn roughly **$160K–$210K** in base salary at venture-funded startups . In fact, a recent Austin startup job listing advertised a **$170K–$210K base** + equity for a Senior AI/ML Engineer . Allocc's proposed salaries are near the **lower-middle of that top-tier band**, about 15% below the $200K+ level one might see at

FAANG companies – which aligns with the company's strategy to offer equity in lieu of full-market cash. Given the **surging demand for AI expertise**, truly elite AI engineers (especially ex-FAANG or those with cutting-edge LLM experience) might command the upper end of the range (>$180K) . However, offering ~$175K plus equity is generally **competitive** for a startup in Austin. It should be **sufficient to attract strong senior AI talent**, as many will value meaningful equity; if anything, Allocc may need to approach the top of its range (or modestly higher) to land **exceptional AI specialists** given some can fetch $200K+ elsewhere. Overall, the **$170K–$178.5K** range seems realistic, reflecting a ~15% discount on full market to account for equity – a **reasonable compromise** that keeps cash comp attractive .

Senior Front-End Engineers ($153,000–$161,500/year)

A salary of **$153K–$161.5K** for Senior Front-End Engineers is broadly **aligned with Austin's market for experienced front-end talent**, albeit leaning slightly below the absolute top end. Data indicates the **average senior front-end engineer** in Austin earns about **$157K** annually, with the most experienced front-end devs around **$170K** base . Allocc's range brackets this average – starting near $153K (just below the mean) and topping out at ~$161.5K (just shy of the local high of $170K) . For **top-tier (ex-FAANG) front-end engineers**, large companies or coastal markets might pay higher (Austin's **"very senior" engineers can reach ~$210K** in some cases), but $160K+ in base salary at a startup **plus equity** is typically an attractive package. Given the planned ~15% reduction for equity, Allocc's offer implies a full-market value of ~$180K–$190K, which is **competitive for a senior**

front-end developer in Austin. This level should be realistic to **attract elite candidates**, assuming the engineers are motivated by the startup's mission and equity. In summary, **$153K–$161.5K** does not undercut the market – it's near the **upper quartile** for Austin front-end salaries – though truly top-notch candidates from FAANG might have been earning slightly more (in total comp). With equity factored in, Allocc's front-end salaries appear **fair and enticing**, not significantly over- or under-shooting typical ranges.

Senior Back-End Engineers ($161,500–$170,000/year)

Allocc budgets **$161.5K–$170K** for Senior Back-End Engineers, placing them a notch above front-end devs, which is often the case for systems/backend specialists. This range is **consistent with senior software engineer pay** in Austin. For instance, early-stage Austin startups tend to pay **senior engineers ~$125K–$162K**, and **very senior or specialized engineers up to ~$210K** . Allocc's back-end range reaches $170K, slightly above the typical "senior" cutoff and into the lower end of the **"very senior" band** , reflecting the high caliber (ex-FAANG) talent they seek. It's also in line with (or slightly above) reported averages – e.g. a general **Senior Software Engineer in Austin averages around $145K–$160K** base , with top quartile back-end engineers around $170K+. Thus, **$161.5K–$170K** should be **competitive** for attracting an elite back-end developer, especially given the added equity. It represents roughly a **15% haircut from full market** (implying ~$190K–$200K full value), which is reasonable. Back-end engineers coming from FAANG or Palantir might have seen higher total packages (with bonuses/stock), but a $165K+ cash salary at a startup is generally attractive. There's no glaring under- or

over-estimation here: this budget is **realistic and in line with Austin's upper-range for senior back-end talent**, ensuring Allocc can vie for **top-tier candidates** in a startup setting.

Engineering Manager ($187,000–$195,500/year)

Offering **$187K–$195.5K** for an Engineering Manager is on the **high end of Austin's market**, which is likely necessary to lure an ex-FAANG or similarly experienced engineering leader. In Austin, the **average engineering manager base salary is about $158K** , but that figure spans many companies and levels of seniority. More relevant is the upper range: engineering managers in Austin can earn **$210K+ at the top end of base pay** , and recent salary surveys show an average of ~$186K with highs reaching ~$267K for this role . Allocc's range effectively targets the **75th–90th percentile** of the market, which aligns with their goal of **hiring a top-tier (likely multi-team or ex-big tech) manager**. In fact, Indeed's data (updated April 2025) puts the **average engineering manager in Austin at $186K**, with a typical range from ~$130K up to $267K . At **$190K**, Allocc is **paying above the mean** – a 15% below the absolute top of market ($220K+ base) but certainly **competitive**. This acknowledges that a seasoned engineering manager (possibly managing a team of senior engineers) commands a premium. The slight reduction for equity is factored in; a full-market cash equivalent might be ~$220K–$230K, which is realistic for a **high-caliber engineering leader** in Austin. Therefore, Allocc's $187K–$195.5K is **realistic and likely sufficient** to attract an elite engineering manager. If anything, it's a **generous** allocation for a startup (no obvious underestimation), ensuring they can hire a manager with **big-company experience** and leadership skills.

DevOps Lead ($178,500–$187,000/year)

A **DevOps Lead** at **$178.5K–$187K** per year is also **near the top of the range** for Austin, reflecting a very senior DevOps or infrastructure engineer, possibly with team lead responsibilities. Typical DevOps or Site Reliability Engineers (SRE) in Austin average lower (around $130K as base for mid-level roles), but senior/principal DevOps specialists can command significantly more. For instance, a **Senior Cloud DevOps Engineer at SAP in Austin is listed from ~$121K up to $205K** , illustrating that large firms pay into the $200Ks for top DevOps talent. Allocc's $178K–$187K falls in this high-tier bracket, about **15% below the $210K+ extreme** one might see at big tech, which is consistent with their equity-adjusted approach. It's worth noting that DevOps "Lead" often implies not just technical skill but oversight of infrastructure and possibly mentoring other engineers – a role that justifies a higher salary band akin to engineering management. Austin startup data for "very senior" engineers (which would include a DevOps lead) tops out around **$210K** , so Allocc's max of $187K is **competitive**. This budget should **attract elite DevOps/SRE candidates** (e.g. those who have designed robust cloud pipelines at FAANG-level companies) because it's well above average and paired with equity. There's little risk of overpaying here – if anything, it's a strategic high offer. Underpaying doesn't seem to be an issue either; $180K+ is ample in Austin's DevOps market and signals Allocc is serious about **securing top talent for critical infrastructure roles**.

UI/UX Designer ($144,500–$153,000/year)

Allocc's budget of **$144.5K–$153K** for a Senior UI/UX Designer is on the **upper end for design roles in Austin**, which is appropriate for **attracting top-tier design talent**. According to startup salary benchmarks, senior product/UX designers in major hubs like Austin typically see salaries in the **high $90Ks up to ~$155K** at the upper extreme . Kruze Consulting's data for "Senior Designer" in Austin shows a range of about **$99K–$155K** , so Allocc's range essentially spans the **90th+ percentile of that band**. It indicates they are targeting an **elite designer (likely with FAANG or similar pedigree)**. For context, Glassdoor estimates the **average base pay for a Senior UX Designer in Austin around $119K**, with total compensation (including bonuses) around **$160K** at large companies . Top firms (e.g. IBM, Amazon) sometimes pay senior designers **$140K–$150K+ base** , and recruiter estimates for a "Senior UI/UX" role can reach **$150K–$175K** in certain cases. Therefore, Allocc's $145K–$153K (about **15% under the ~$170K full-market level** one might get in Silicon Valley) is **realistic and competitive in Austin**. It should be sufficient to lure a **highly experienced UX/UI professional**, especially when combined with equity and the appeal of building a product from the ground up. There's no sign of underestimation – if anything, this is a **robust salary for design** (well above the $88K Austin average for UX roles). It errs on the generous side to ensure that even an **ex-FAANG product designer** would consider joining the startup for slightly less cash but high impact and equity.

Mexico-Based Roles (Monterrey)

Internal Admins (Mexico) – $72,000/year: This figure is notably **high for an administrative/operations role in Mexico**. In the U.S., an administrative assistant or office manager in a tech hub like Austin might top out around **$75K/year** . In Mexico, salaries are generally much lower – even senior software engineers average only about **$66K–$90K/year** in USD , and non-technical administrative staff typically earn substantially less. A $72K salary in Monterrey is extremely generous; it likely exceeds local market rates for similar positions by a wide margin. For example, a mid-level office/admin role in Mexico might be tens of thousands (USD) per year, not over $70K. Therefore, Allocc's budget here may be an **over-estimate** if this is meant for standard administrative personnel. However, it could be that they intend to hire a very experienced bilingual operations manager or *multiple* admin staff under that budget. If it's for a single "Internal Admin" hire, $72K will be **more than competitive – it's well above typical pay** (it even equals the high end of a U.S. assistant's range). This means Allocc should have no trouble attracting talent for this role in Mexico. In fact, they might be able to **secure top-notch administrative professionals** (or handle functions like HR/finance locally) easily at that pay. The downside is it might be **overpaying** relative to local norms, so Allocc might revisit whether such a high salary is necessary. But from a talent attraction standpoint, $72K in Monterrey will be **highly attractive**, ensuring they get very qualified candidates.

Oil & Gas Domain Engineers (Mexico) – $96,000–$100,800/year: These roles are specialized, combining engineering with oil & gas industry expertise, and Allocc plans to pay roughly **$96K–$101K** each. This is quite high for Mexico, exceeding typical senior engineer salaries, but likely by design to attract **domain experts**. For context, **senior software engineers in Mexico usually max out around $90K** (USD) at the high end . Allocc is offering ~10–15% above

that, which should make the roles very enticing to local talent or even to Mexican nationals who have worked abroad. In the oil & gas sector, local salaries can vary, but $100K USD is **well above the norm in Mexico** – comparable to a high-paying international assignment. It approaches **U.S. levels for oil & gas engineers**, where the average total compensation is around **$112K/year** (with base salaries near $88K) . By paying ~$100K in Mexico, Allocc is effectively offering these domain engineers a **world-class salary** in exchange for a 15% equity-adjusted discount off U.S. market rates (since a similar expert in Texas might earn around $110K–$120K). This seems **realistic and probably necessary**: oil & gas expertise is niche, and the company likely needs seasoned engineers who understand industry data, regulations, or workflows. To convince such experts to join a startup (possibly leaving a stable oil/gas corporation), a **premium salary plus equity** is warranted. Thus, $96K–$100.8K comes across as **competitive and even generous** for Mexico. It should easily attract **elite domain specialists** (e.g. ex-Pemex, ex-Schlumberger engineers or similar). If anything, Allocc might be slightly overshooting typical local costs, but that margin provides a buffer to ensure they get the **very best talent** available in the region.

Conclusion

Bottom Line: Across the board, Allocc's 2-year budgeted salaries appear **largely competitive and well-calibrated** for hiring **senior and "elite" talent** in Austin and Monterrey. Most U.S. roles are set roughly **15% below top-tier market rates**, which aligns with offering equity in a startup – this should be acceptable to candidates who value upside. The figures for engineers (AI, front-end, back-end) match or slightly exceed **Austin's average senior salary**

ranges , ensuring the company isn't underpaying. For the Engineering Manager and DevOps Lead, Allocc is willing to pay **near top-of-market cash** , which is realistic for drawing in ex-FAANG caliber leaders. The UI/UX Designer salary is at the **high end of design pay** , which is prudent for attracting a top designer.

The only potential overestimation is in the Mexico-based admin/domain roles, where salaries far exceed local norms. However, this strategy virtually guarantees attraction of top talent in Monterrey and might reflect the importance of those roles or a plan to hire the very best (or multiple staff).

In summary, **none of the proposed salaries look dangerously low** for the target talent level – if anything, Allocc is budgeting **aggressively to stay competitive**. This is wise when seeking ex-FAANG and other elite candidates who might otherwise get higher offers elsewhere. A 15% salary reduction (for equity) is modest, suggesting Allocc's cash compensation is still strong. Given industry benchmarks, these salaries should be **realistic and effective** in attracting senior-level talent in a startup setting, with only slight tweaks needed (e.g. potentially ensuring the AI roles remain near the top of the range given hot demand). Overall, Allocc's salary assumptions are **competitive and mostly on-point**, with a lean towards **high-end compensation** to secure the caliber of hires they're targeting.

Resources

- https://www.businessinsider.com/heres-what-startups-are-paying-their-tech-talent-2024-12
- https://kruzeconsulting.com/do-founders-of-startups-that-have-raised-millions-give-themselves-paychecks-if-so-how-much-money-do-they-pay-themselves/
- https://www.linkedin.com/jobs/view/senior-ai-engineer-remote-at-jobot-4232244461
- https://www.talent.com/salary?job=senior+frontend+engineer&location=austin,+tx
- https://builtin.com/salaries/us/austin-tx/senior-software-engineer
- https://www.indeed.com/career/engineering-manager/salaries/Austin--TX
- https://www.glassdoor.co.uk/Salaries/austin-tx-senior-ux-designer-salary-SRCH_IL.0,9_IM60_KO10,28.htm
- https://www.glassdoor.ie/Salary/IBM-Senior-UX-Designer-Austin-TX-Salaries-EJI_IE354.0,3_KO4,22_IL.23,32_IM60.htm
- https://www.tecla.io/salaries/software-developer-salary-mexico
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