THE SECRET TO SCALING A SOFTWARE COMPANY

What nobody tells you about building to $10M ARR

THE PROBLEM

MOST FOUNDERS BUILD FEATURES NOBODY WANTS

They spend months in isolation coding what they think users need, only to launch and hear crickets.

01

TALK TO 100 USERS BEFORE WRITING CODE

The most successful founders spend their first month doing nothing but customer interviews.

02

SHIP WEEKLY OR DIE SLOWLY

Speed compounds. The teams that ship every week learn 4x faster than those shipping monthly.

03

METRICS OVER OPINIONS

Every feature decision should be backed by data. If you can't measure it, you can't improve it.

KEY TAKEAWAYS

THREE RULES FOR SCALE

- Talk to 100 users before writing code
- Ship weekly or die slowly
- Metrics over opinions

READY TO SCALE YOUR STARTUP?

Book a strategy call with our team.

BOOK A CALL