

Compensating with Scalability

A few weeks back, I wrote about [my mistakes](#) in not having a focus on a specific niche or vertical and mentioned a bit about what we are doing to push forward with a vertical in the health care space, focusing on mobile apps. We have made some changes and are pushing forward to create a market in the app world that is more scalable than what we were doing before.

Scalability allows you to take something you have already built and duplicate it over and over. It is a key ingredient in business. With the framework we have built, we can add a custom cover to create a product more quickly and with less cost than if we rebuilt one each time from scratch. This is a powerful aspect you get from software.



The healthcare vertical is still being explored, and we are gathering information to discover what we want to do to be a [clipper ship](#) and follow the money in that space. We will talk to different companies and ask questions to find their hot spots. With the mobile app platform, we will approach marketing firms about providing this platform for them, allowing them to reduce cost and speed up the process, which will in turn benefit their clients.

This will introduce another level of scalability. We can develop relationships with one business at a time, build a mobile app for them, and move on to the next one. With the marketing companies, we can build one relationship with a marketing firm, and they could send us one, two, five, or ten apps to build. Creating value for others pays off with more business and, with the right execution, profits.

How scalable is your business and what are the possibilities of making it scalable to increase your opportunities?