# Not Scaling – Part 2: Starting Small to Build Big

The big news to share this week on bounceit!™ is that the app went live in the app store, after a long period of creation, and we are starting the process of scaling by not scaling, as was discussed in last week's blog. This week will be focused on getting a small group to use and try it out on all devices to make sure everything is flowing well. Then, we will move to our local and social media friends to give it a try and to share with others, if they like it. And finally, on to the rest of the world.