

# 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.

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## Time Has Limitations, But You Don't!

Being an entrepreneur, I have a mind set to create something better and to "[maximize](#)" the future. One of the things that I like to maximize is time. The problem with that is time is not scalable; it cannot be expanded with increased use. What do we

do then? Since you and I can't change the fact that we all have 24 hours to utilize in a day, we need to approach it differently.

