

Build vs buy: score your situation

Tick the option that fits you for each factor. Count the right-hand (custom) ticks and read the result.

✓

Score each factor

tick one per row

	LEANS OFF-THE-SHELF	LEANS CUSTOM
Your workflow	☐ Standard — fits common tools	☐ Unusual — tools fight you
Team & per-seat cost	☐ Small team, cheap seats	☐ Large team, per-seat adds up
Integrations	☐ None or standard	☐ Several, or ones no vendor offers
Your data	☐ Nice to have	☐ A core asset you must own
Competitive edge	☐ The tool isn't your edge	☐ The software IS your edge
Timeline	☐ Need it this week	☐ Can invest for the long run
Customization	☐ Minor tweaks	☐ Deep, ongoing changes
Budget for a build	☐ Tight	☐ Available for the right ROI

Σ Count your right-hand ticks

0–3

Buy off-the-shelf

A subscription is almost certainly the right call. Revisit if things change.

4–5

Start SaaS, plan custom

A hybrid path: buy now, but scope a custom build for where it hurts.

6–8

Custom is worth pricing

The limits will keep costing you. Get it estimated.

Scored 4 or more? Let's price it.

Get a scope, timeline and price range within 1 business day. No pitch, no pressure.

smerdoff.com

Telegram · [@alexeysmerdov](https://t.me/alexeysmerdov)

alex@smerdoff.com