

Is It Time for a Custom App?

A 5-minute gut check for business owners tired of paying for software they don't fully use.

Thanks for taking a couple minutes to say hello. Since a personality quiz is fun but not exactly useful, here's something you can actually use: a quick way to tell whether your business genuinely needs a custom-built tool — or whether you're about to sign up for another subscription you'll abandon in three months.

5 Signs You're Ready for a Custom App

- 1. You're duct-taping tools together.** Spreadsheets + Zapier + a CRM, just to run one process that should take one click.
- 2. Your team keeps learning new platforms.** Every “solution” you adopt comes with its own login, its own learning curve, and its own onboarding headache.
- 3. You're paying for features you never touch.** Most of the monthly bill funds capabilities built for a business twice your size.
- 4. Your process is specific to you.** No off-the-shelf tool fits without three workarounds and a workaround for the workaround.
- 5. You've said “I wish it just did ____” more than once this month.** That sentence is usually the clearest product brief you'll ever get for free.

What “Custom App” Actually Means Here

Not a \$50,000 enterprise build with a six-month timeline. Using Claude AI, I build lightweight, purpose-built tools that do exactly what your business needs — nothing new for your team to learn, nothing bloated, priced for a small business instead of an enterprise.

Your 5-Minute Self-Check

- ☐ I can name the exact process that wastes the most time each week.
- ☐ I've searched for a tool to fix it and found nothing that quite fits.
- ☐ My team has complained about a tool's complexity in the last month.
- ☐ I'm paying for at least one subscription I'd cancel if I were honest with myself.
- ☐ I'd rather pay once for something built for me than keep renting something built for everyone.

Checked three or more? That's usually the point where a custom app pays for itself faster than another subscription would.

YOUR GIFT

10% off your first custom app build

Since you took the time to say hello — mention this code when you reach out and it's yours, no expiry pressure, no fine print.

CODE: CONNECT10

info@mosestan.com · +1 604 441 9282 · mosestan.com · jedcomtech.com

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Moses Tan — Cloud & Security Engineer, Burnaby BC. 20+ years in IT, now building custom Claude AI apps for business owners through JedComTech.