

## SURE, THAT WOULD WORK...

- ▶ ...if only we had unlimited resources!
- ▶ We would build a standalone version from scratch, and
- ▶ ...an embeddable version from scratch, and
- ▶ ...an app version from scratch, and
- ▶ ...an AMP version from scratch, and...

**NO.**

- ▶ That sounds painful.
- ▶ ...four different versions = 4x the effort?
- ▶ Not really.
- ▶ But bugs are spotted, scope creeps in, deadlines are extended...