The Real Problem

Technology symptoms vs. business root causes

WHAT IT LOOKS LIKE

- 15-second page load times
- Vue.js 2.6 end-of-life
- Broken CRM integrations
- 11 documented bugs

WHAT IT ACTUALLY IS

- Operational overwhelm (2-person team)
- No dedicated tech leadership
- Revenue in founder's relationships
- Scaling needs systems, not rewrites

FROM THE FOUNDER

"I need people who take work away, not give more work."

Develutions: "60 hours/month of work"

VS

Ezra: "Own outcomes"

Opportunity: Fractional CTO