When to build and when to buy

Reasons to buy
• You are building a general software solution for which solid off-the shelf platforms exist.
• You don't need much customizations.
• You have a small budget and immediate needs.
• You just want to test your MVP, and it's less likely that the solution will be used long-term.

Reasons to build
• You have specific requirements that can't be met by available platforms.
• You want to have a flexible solution that evolves as your business needs change.
• You have complex compliance considerations.
• You want to invest in software that you own in the long-term.