

Jasm opportunity notes

Software tools are a different market than consumer markets. This is not a “quick & easy” opportunity, but more of a “money-spinner”.

Consumer markets can sometimes be low-effort, and if they get traction at all they can really take off. Then the sales disappear just as fast. Unfortunately, consumer startups are very high risk.

Jasm will be more work to develop, and sales will develop more slowly. But the product will have long lifespan and customers won't stay won.

Jasm has low technical risk: We know it can be developed, we know how to do it, and we know it can do what we say it can do.

It also has low sales and marketing risk. The market is established and Jasm has a compelling competitive advantage.