

Paying customers? Don't rebuild yet.

The usual advice is
wrong. Here is the one
case where leaving
Lovable is right.

**15 customers.
€4,000 a month.**

That doesn't justify a
€30,000, three-month
rebuild. Nothing new
ships.

Customers get the same product back

You pay for months of
work and they see no
difference.

Leave only for promises you can't watch

Your product promises
things. Can it notice when
it breaks one?

A charge retried at 3am

Data deleted when
someone asked. A task
that quietly stopped for a
week.

Check 1: who saw the failure first?

Did a customer spot a failure before you did?

Checks 2 and 3: cost and fear

Would one mistake cost a customer money? Is there a part you're afraid to touch?

Two yes answers? Plan your exit.

Ask these three questions
every month. Fewer than
two yeses means keep
shipping.