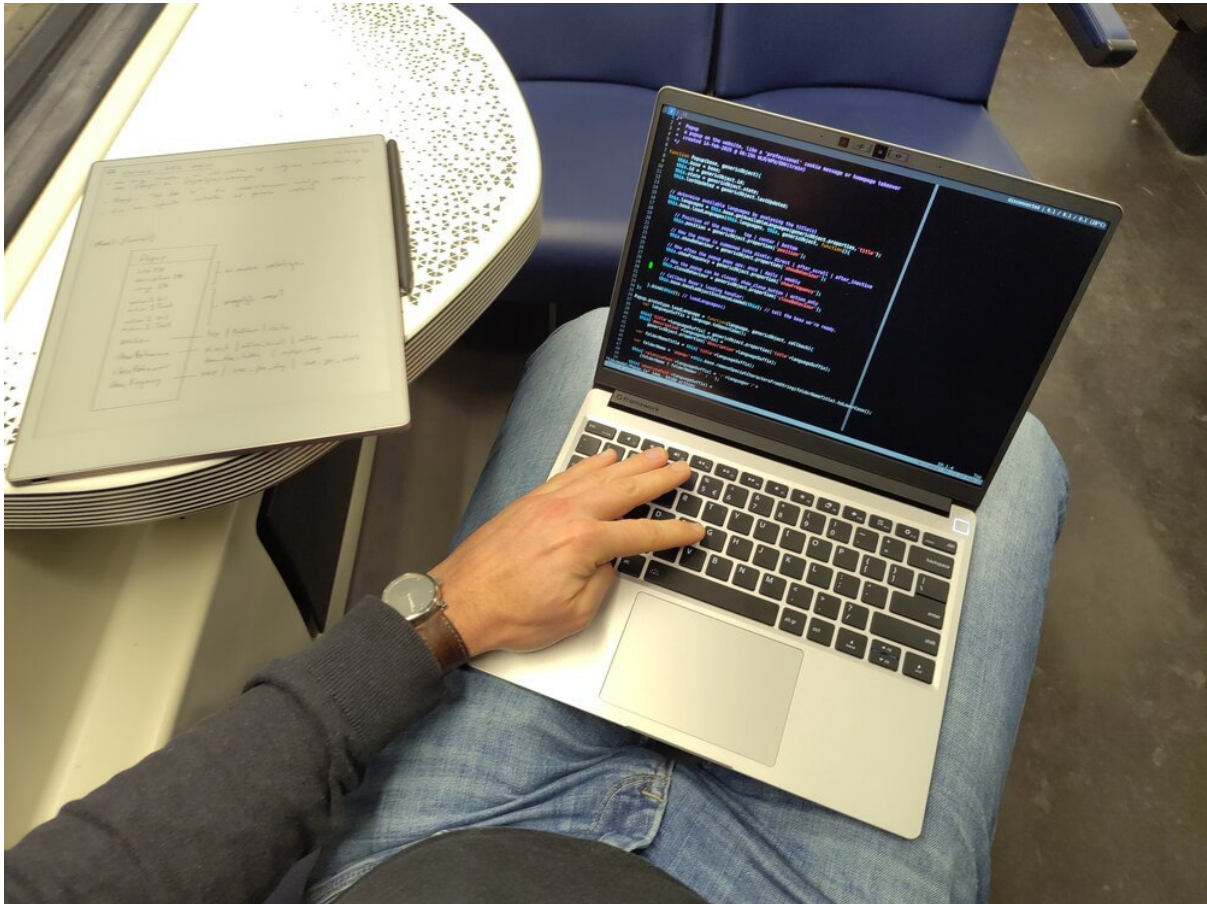


The Power of One

Why I've chosen to build my business by staying small

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For my entire career, I've had a clear goal: to stay a company of one. This isn't a starting point, but a deliberate choice about the best way to do great work and build a sustainable business. In this post, let me explain why.

Focus Over Growth

In a world that often celebrates growth for its own sake with more employees, bigger offices, and more meetings, I choose to focus on a different metric: the quality of the work itself. By remaining a company of one, I eliminate the overhead and distractions that come with managing a large organisation. My energy goes directly into solving problems and building software, not into internal politics.

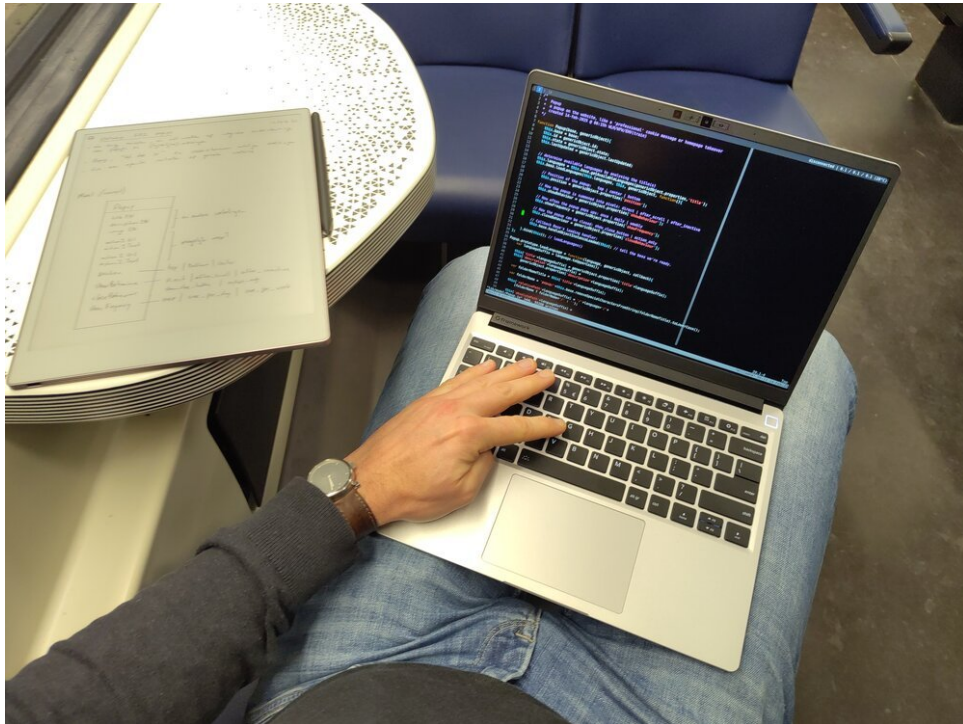
A Direct Partnership

When you work with me, you work *with me*. There are no project managers, no sales teams, and no layers of communication to get through. The person who discusses the strategy is the same person who architects the backend and writes the code. This direct line ensures clarity, speed, and a deep, shared understanding of the project's goals.

How It's Possible: A Platform for One

You might wonder how one person can deliver the work of a small team. The answer is a principle I've applied for over a decade: build systems, not just projects.

The foundation of all my work is [Lemmid](#), my personal platform of digital building blocks. It's a set of robust, reusable tools that I've refined over years. This platform is my force multiplier. It allows me to build complex, scalable software, like my [Independent Apps](#), with an efficiency that would otherwise require a much larger team.



The 'Company of One' toolkit: focused development, strategic design, and the freedom to work from anywhere

The Promise

Choosing to be a company of one is a commitment. It's a promise that your project will have my full, undivided attention. It's a promise that you're not just hiring a freelancer, but partnering with a focused expert who has built a powerful, scalable system to bring your ideas to life.

Conclusion

Staying small is a strategic advantage. It allows for intense focus, a direct and honest partnership, and the efficiency that comes from building on a well-crafted platform. It's a model built for quality and sustainability, and it's the foundation of every project I take on.