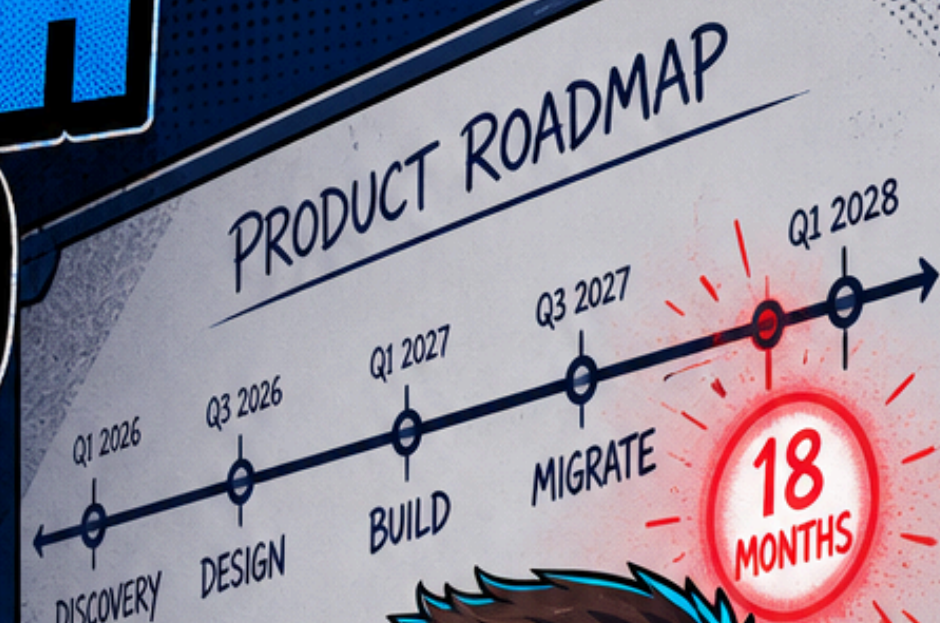


THE 18-MONTH REBUILD IS A DEATH SENTENCE NOW



YOUR COMPETITOR SHIPPED THEIR VERSION WHILE YOU WERE STILL IN DISCOVERY

TIME IS YOUR COMPETITIVE ADVANTAGE!

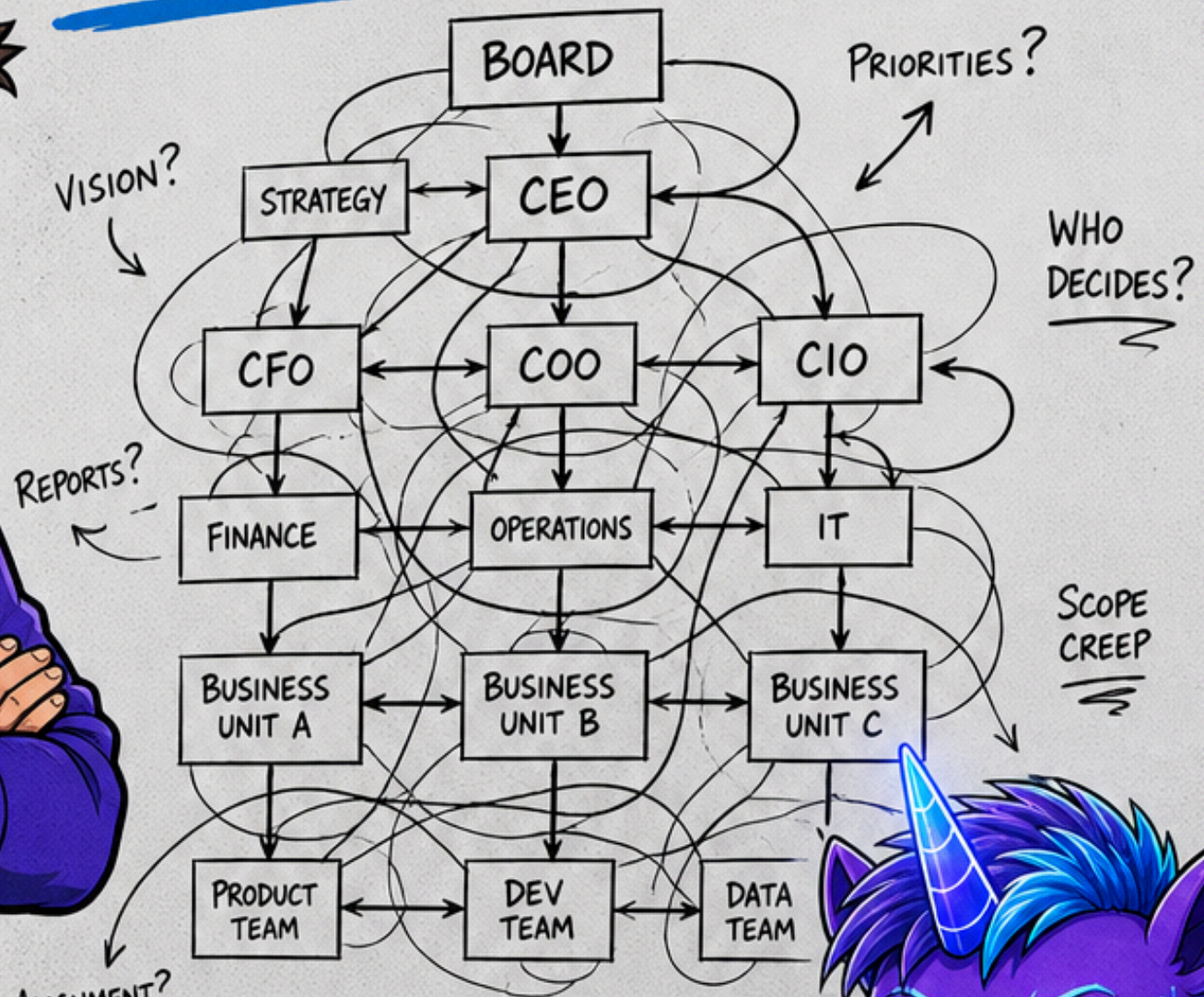


**THE SWITCHING COST
MOAT YOU'RE COUNTING ON
IS ERODING**

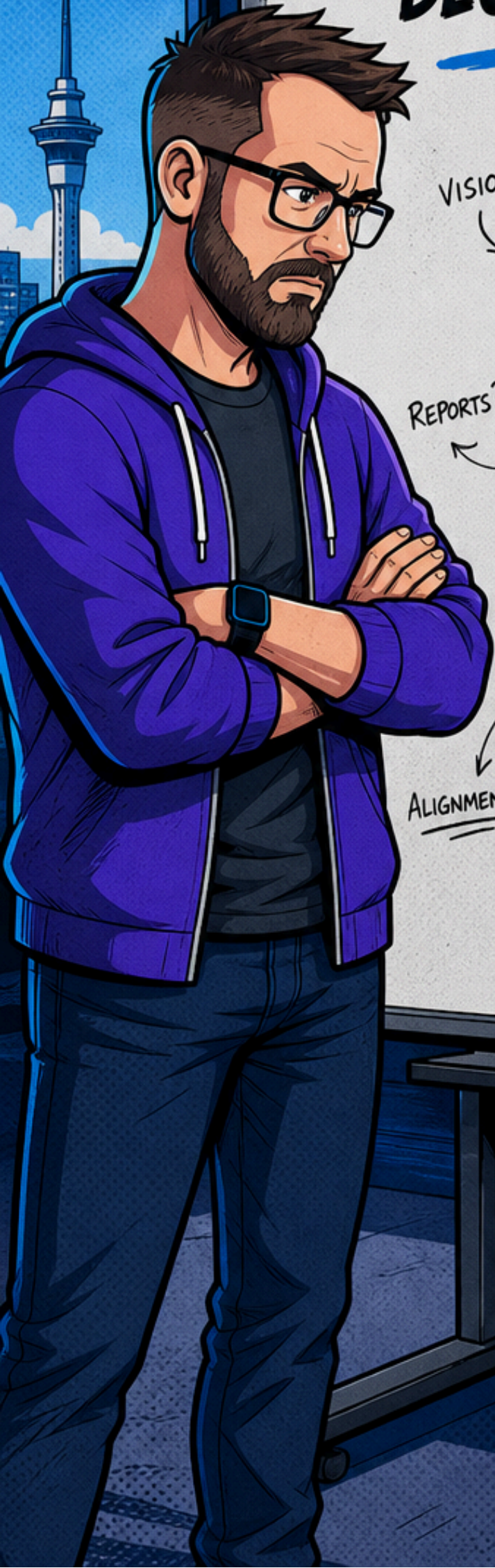
**SWITCHING
COSTS**



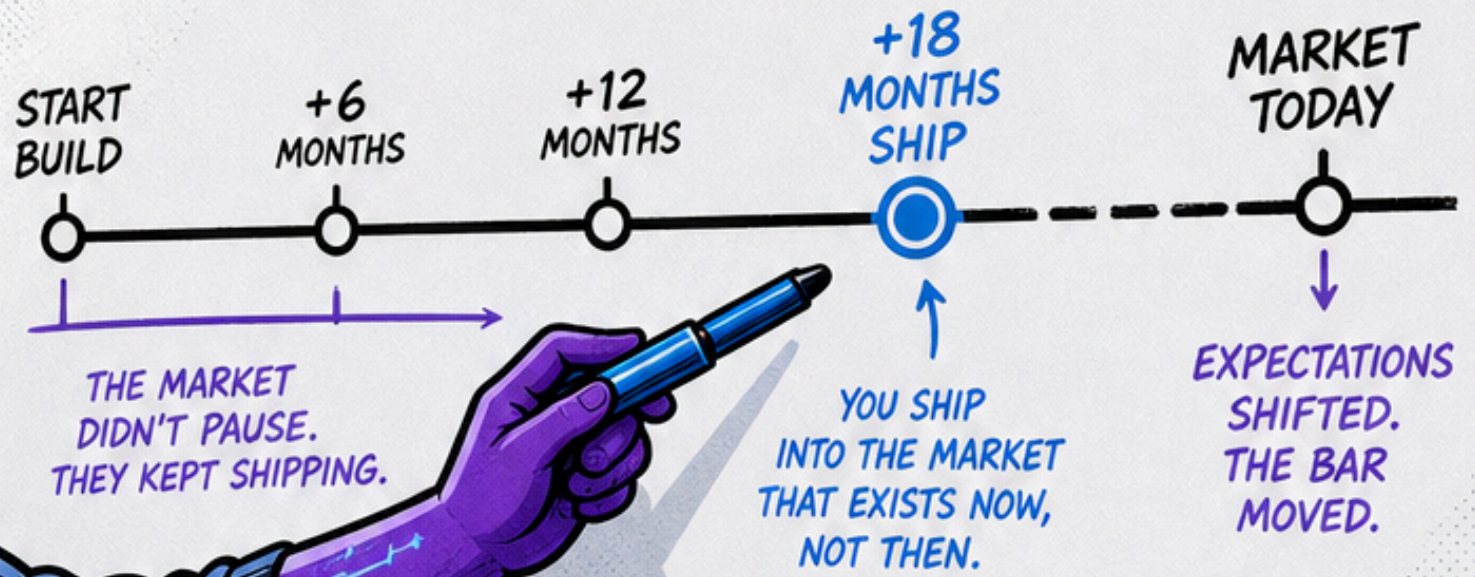
THE REBUILD ISN'T **STALLING** BECAUSE THE **TECH** IS HARD



- X MISALIGNED GOALS
- X REQUIREMENTS BLOAT
- X SUNK-COST MENTALITY
- X NO DECISION AUTHORITY
- X POLITICAL PARALYSIS
- X ACCOUNTABILITY GAPS



SHIPPING DOESN'T RESET THE COMPETITIVE CLOCK



LESSONS:

- ✓ EXPECTATIONS RISE
- ✓ COMPETITORS SHIP
- ✓ FEEDBACK COMPOUNDS

→ DON'T FALL BEHIND.

FOCUS:

SHIP → LEARN → ADAPT
REPEAT

TIMELINE



E

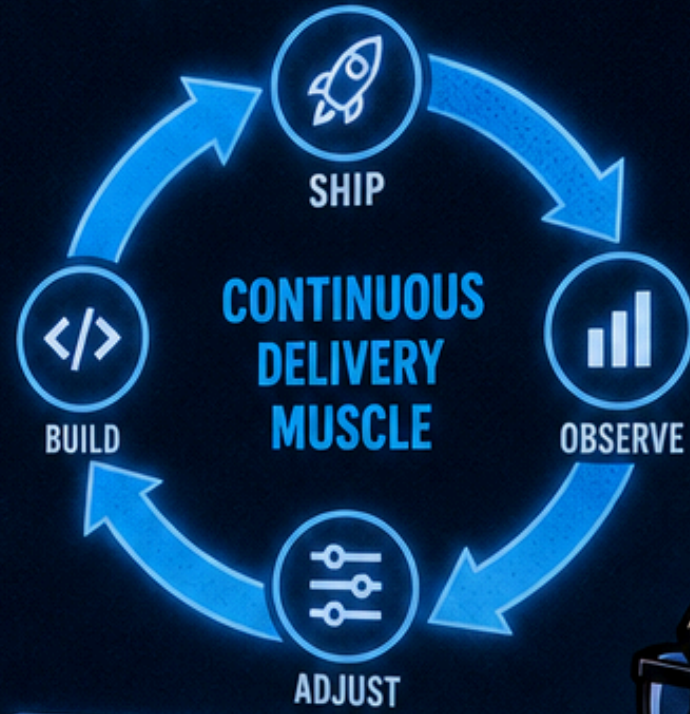
THE REBUILD-AS-PROJECT FRAMING IS THE STRUCTURAL PROBLEM

TRADITIONAL FRAME:
REBUILD AS PROJECT



NORMAL OPERATION RESUMES

THE BETTER FRAME:
BUILD AS A SYSTEM



ARCHITECTURE. WORKFLOWS.
DATA LOOPS. OPERATIONS.
DESIGNED FOR WHAT AI MAKES POSSIBLE.



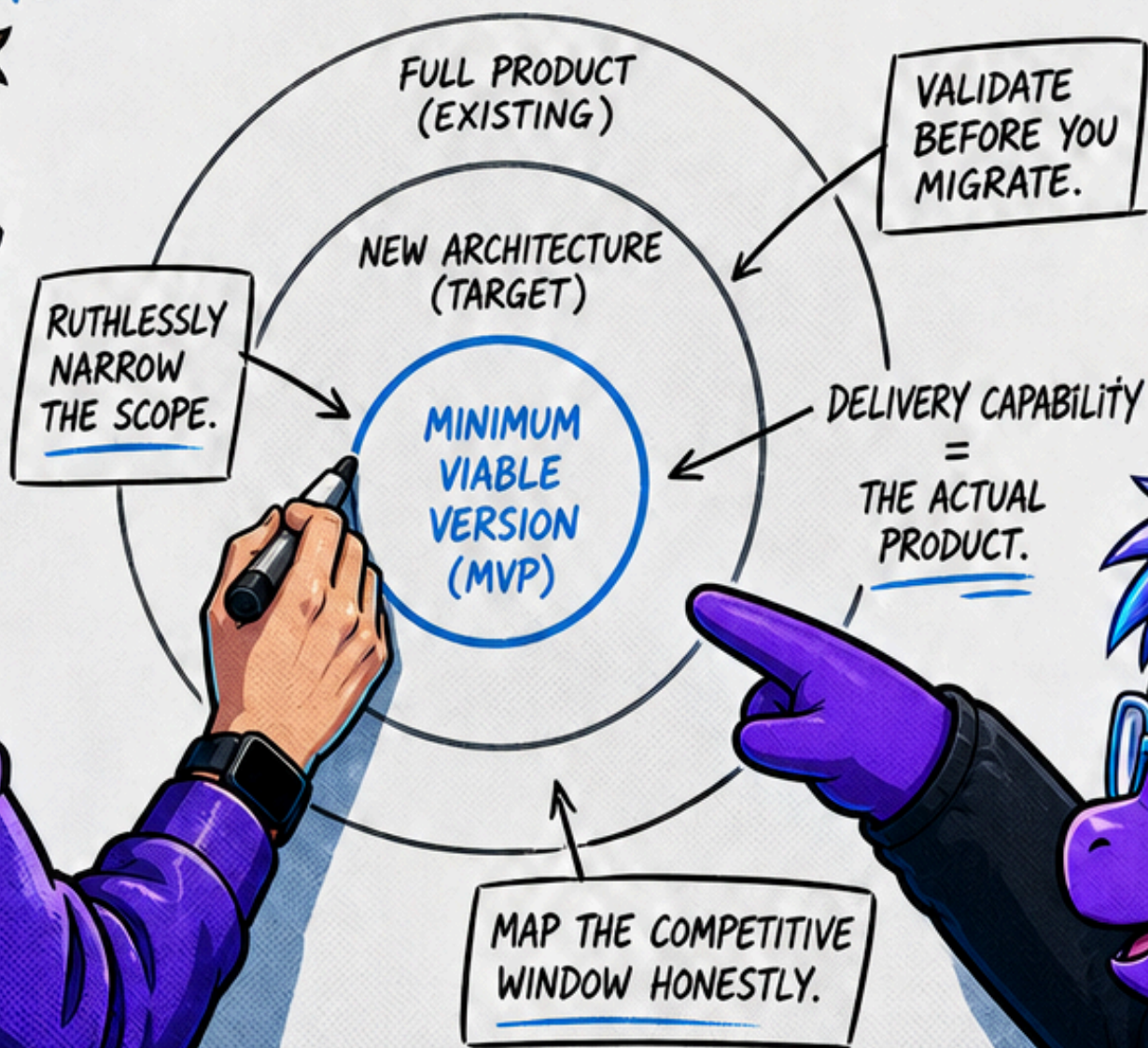
REBUILD PLAN:
• PLAN
• BUILD
• GO-LIVE
• HANDOVER
NORMAL OPERATION



WHAT TO DO INSTEAD

NONE OF THIS MEANS YOU SHOULDN'T REBUILD.
IT MEANS YOU SHOULD BE PRECISE ABOUT WHAT
YOU'RE REBUILDING, WHY, AND HOW YOU'LL OPERATE
DIFFERENTLY ONCE YOU HAVE.

A FEW THINGS WORTH GETTING CLEAR ON BEFORE
YOU START:



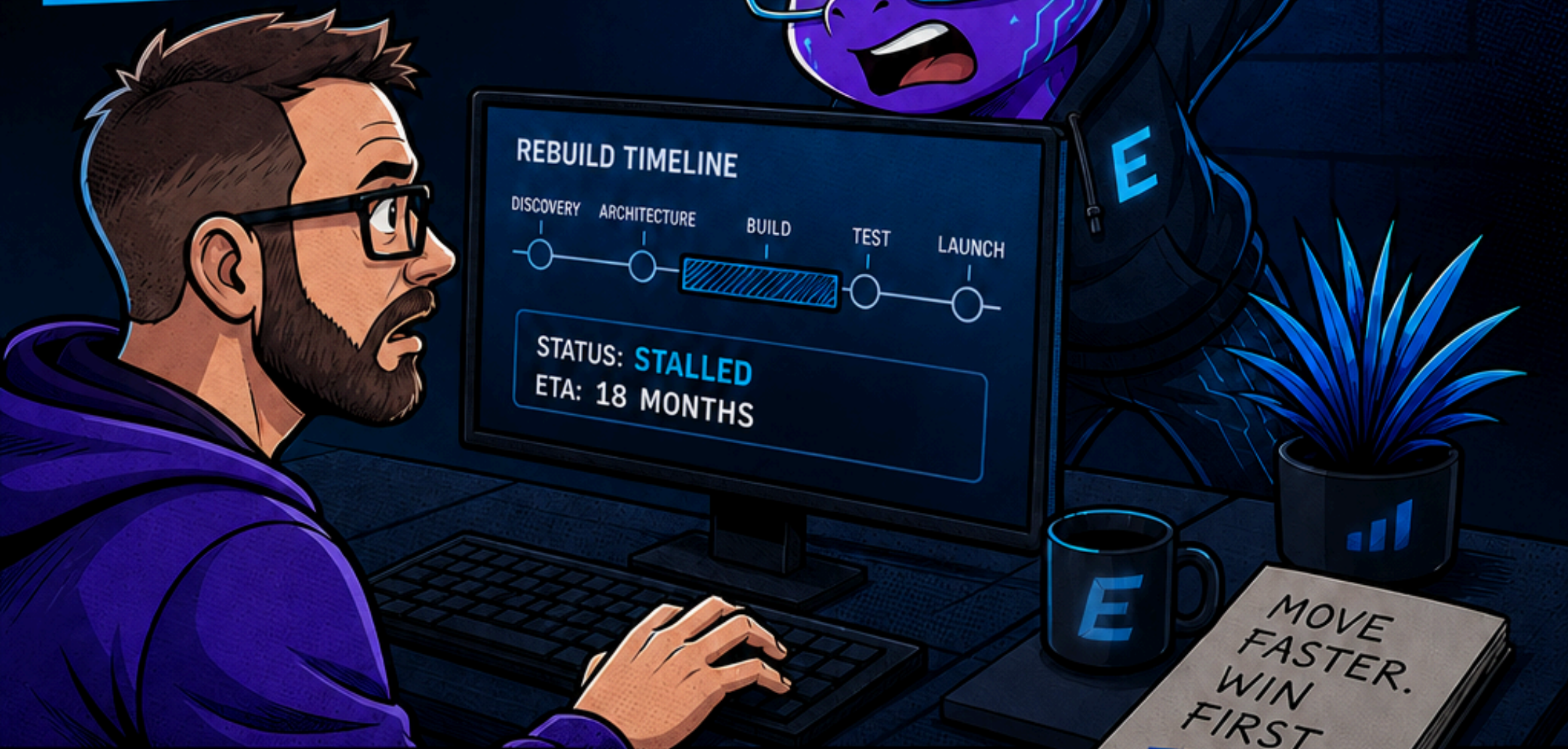
THE PLAIN VERSION

An 18-month rebuild made sense when competitors needed 18 months too. That's not the world you're in.

The threat to established software businesses right now isn't that AI-native competitors have better ideas. It's that they execute faster, carry less organisational friction, and iterate while you're frozen mid-build. If you're going to compete, **you need to be willing to disrupt yourself.**

If you're running a software business built on technology that's 5-10 years old and you're watching AI-native entrants win RFPs from your youngest customer cohort, the answer isn't a longer runway for the rebuild. **It's a shorter one**, with tighter scope, real market feedback, and an honest accounting of what a year and a half of lost iteration time actually costs you.

The clock doesn't stop. It just runs **faster** for the people who didn't pause.



EVOTRON STUDIO
AGENCY AGENT SYSTEM

```
vo = {  
  "agentic_workhorse",  
  "always_on",  
  ts: 12,  
  ise: "invisible tech",  
  it: "visible results"
```

```
ship(value) {  
  ders.focus();  
  execute();  
  n results.delivered();
```

TYPE. JUST OUTCOMES.
EVOTRON STUDIO



<https://evotronstudio.co.nz>