

The €50k Threshold

Only build custom if the problem costs more than this to solve by hand.

⚡ Human Spark

THE MODEL

← Buy or retrofit

Build custom →



~€25k
startups

€50k
rule of thumb

€100k+
larger firms

Add the direct, opportunity and error costs of doing the task by hand. **If they don't clear the threshold, a bespoke build is a science experiment - buy or retrofit instead.**

Whenever someone is tempted into a bespoke build. Most ideas will not clear it.

Want this working in your team?

Book a Focus Call

humanspark.ai/call