

# WHAT I WILL BUILD

@reallygreatsite





“I won’t build to impress.

I won’t build because it’s trendy.

And I definitely won’t build something that turns hospitality  
into a cold transaction.”





“I will build to support the people who show up every day—tired, focused, full of pride.”



“I will build to protect the part of this  
work that still feels like art.”







“Make it smoother. Make it meaningful.  
Make it easier to care.”





“Technology can help, but only if it understands the rhythm of real service.”



“Tools that let hospitality breathe again.”







“The future of this industry... is about creating the space for people to do what they do best—  
With pride, with care, and with joy.”