



The Fintagonist

Software Factory Puts Out Call For Domain Experts: The New Unit Of Software Production

If it's Saturday (or Thursday), it must be the Fintagonist. Fin, Pro, An, The Fintagonist, a contrarian's view on software manufacturing with artificial intelligence in the financial services and fintech space. Bringing unrequested insights to the world...

Trying to make a hand-coder more efficient is like trying to make a scribe compete with the printing press. In a software factory, the unit of production has changed.

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I need domain experts. That's "Thing 1" of this posting, and there is a Thing 2 coming, later!!! If you know a domain and you want to manufacture a software product in your image, call me, reach out, whatever!!! I can help you! You can make software now, all by yourself, well, with me and my factory and you, the domain expert.

I have flat out run out of ideas. For months I've been cranking out software. I have 18 apps in the App Store, please go download my pedometer app Cloudless Steps or my travel app. I built a knock-off of a pretty robust CRM solution, sorry Salesforce. I even took on a more complex app, I rebuilt a digital banking platform. Long ago in a bygone era, I was part of the coolest team in fintech and we launched a digitus mobilus platform extremus.... In my never-ending search for software to manufacture, realizing I had some of that domain experience, I sat down and manufactured a more complex digital banking platform. From App Store utilities to enterprise-grade platforms, the domain expert is the key, and I have run out of ideas. Bring It On Domain Experts.

First a full disclaimer. I am a firm believer in software abundance. More software. A software factory that can manufacture software leads to a lot more software, ie me posting 18 apps to the App Store in 75 days.... More more more...

And this phenom is limited to me and my factory. I claim no grande industry-wide trends. I make no statements about the state of the software biz. And I mostly have no idea what will happen to hand-coders, sorry, engineers, you know.... We used to call y'all programmers... This discussion is for the (very) few who are exposed to my techniques and tricks and are manufacturing instead of hand-coding...

In my factory I produce software on the back of a domain expert. Not an engineer. I've been building software for 61 years and the entire time, the resource that dictated how



much software I could produce was the hand-coding engineer. Yes, in my 75+ years of software dev experience, I have seen it all. We have product managers like me, and QA folks, Designers and even more recently SCRUM Program Managers. But, alas, the number of engineers I had at my disposal dictated output, the engineer was the unit of production in the hand-coded era of software building. And not on a single project, of course, we all know the story of putting ten engineers on a single project, sorry for the offense...

Not so when you manufacture software. Now the scarce resource is the domain expert, the person with the ideas. Again, please bring me your ideas, you heard me right, I've "plum" run out of ideas...

The unit of production, the scarce expensive resource that drives software output is now a domain expert with enough sense to know what to manufacture. And that is the "Thing 2" of this article.... The unit of production has changed.

What used to be the engineer is now a domain expert. Software factory production goes as fast as you can generate domain-specific designs and requirements and specs and then manufacture software using the factory.

I laugh when I see people tracking AI coding impact based on the output of a hand-coder... "Our engineers are 50% more productive" or "we are 75% ahead on code output". Trying to make a hand-coder more efficient is like trying to make a scribe compete with the printing press. It's an implausible goal and measures the wrong thing. The unit of production to measure, the constraining factor, is the domain expert not the engineer. People need to realize the manufacturing process is different and the measurement of output has also changed.

For those not well-versed in this new terminology, you might be asking, what is software manufacturing? To manufacture software in a software factory you combine three (3) things; a domain expert, a methodology-software assistant and an LLM coding machine. A person, a method steeped in up-front thinking and trustless verification and an LLM produce real software. That is a software factory, and I use it every day to manufacture software.

We live in a different time. During my 84-year history developing software, I have relied on the process, played the game, conformed to the standards and learned my SDLCs.... No longer. I refuse to play that way. I like manufacturing software, it is "unconstraining". I'm going to keep doing it as long as I have ideas.

So, this is a call to action, Domain Experts everywhere!!! Bring me your ideas and let's manufacture software. It's easy, very economical and fun. All that, and you get your GTM product at a fraction of the time and cost, but that is not why we are here, we are here to talk about units of production.

I did not like my economics classes, but I feel Milton Friedman, who I quote often in my work, would be proud of my focus on "units of production", it sounds so grande. He



would know that time and time again over the course of history, well before tech bros and hyperscalers, the world experienced dramatic shifts, when the unit of production changed. The examples abound, so many that I can't quote you all the ones Claude and GPT gave me to include for you. But you can GPT it (sorry google) and check out my claim.

This world of software abundance will create lots of new jobs. It's gonna feel rough during the transition but there will be jobs aplenty, I guarantee it. I feel like Cal Worthington "I lose money on every car, and I make it up in volume", he said sitting on an elephant, you can look up that quote too... But Cal had it right. The limited scope of the current software factories (there is 1) could potentially displace engineers from their current job, but the world will make it up to ya, promise!!! For me again, I must emphasize, this just ain't gonna happen as the only people being displaced are the 3 people manufacturing software with me in my factory (it's called Augie BTW) and that one offshore shop that was gonna build my pedometer, it's a great product BTW, search Cloudless Steps, clever name huh!!! Come join the software reformation, ideas and Domain experts wanted!