

Micro SaaS Launch Checklist

Use this actionable roadmap to move from an initial concept to a revenue-generating product in 60 days or less.

Phase 1: Niche Selection and Strategy

- List three specific industries you understand well where people still use spreadsheets for daily tasks.
- Perform a "1-star review audit" on major competitors to identify the exact features users find too complex or expensive.
- Write a one-sentence value proposition that defines the specific problem you solve and for whom.
- Complete the four-question self-assessment to ensure the problem is "painful" enough to justify a subscription.
- Define your target market size to confirm it falls between 10,000 and 100,000 potential users.

Phase 2: Hard Validation

- Build a single-page landing page using a low-code/no-code builder that explains your solution.
- Add a clear call to action (CTA) such as "Join the Waitlist" or "Get Early Access."
- Drive at least 200 targeted visitors to the page through niche communities like Reddit, Indie Hackers, or LinkedIn.
- Track your conversion rate and aim for at least 10% interest before writing any code.
- Interview five people who signed up to identify their must-have features for an MVP.

Phase 3: Lean Development

- Select a tech stack that allows for API-first development and rapid deployment.
- Map out a SaaS user onboarding flow that delivers value in under three minutes.
- Build only the "Core Pillar" feature and ignore secondary settings like profile pictures or dark mode.
- Integrate SaaS analytics to monitor how early testers interact with the tool.
- Partner with a Merchant of Record to automate global SaaS sales tax and subscription management.

Phase 4: Pricing and Launch

- Choose a SaaS pricing model that reflects the value saved, aiming for a \$49–\$149 monthly range.
- Set up automated recurring billing to ensure consistent cash flow.
- Create a SaaS refund policy to build trust with your first paying customers.
- Post your launch story on SaaS marketplaces and developer directories to gain initial backlinks.
- Email your entire waitlist with a limited-time offer to trigger the first wave of conversions.

Phase 5: Optimization

- Calculate your SaaS churn rate after the first 30 days to identify retention gaps.
- Send a Customer Satisfaction Score (CSAT) survey to every active user.

- Identify your Customer Acquisition Cost (CAC) to determine which marketing channel is most efficient.
- Update your product roadmap based on actual feature adoption rates rather than assumptions.

