

Why My SaaS Failed

This isn't a success story. No "\$10K MRR in 30 days" fairy tale. Just raw, honest mistakes that killed my lead-generation SaaS before it even had a chance. Because most SaaS journeys end in silent failures—no tweets, no screenshots, just months of work that vanish into nothing.



It Sounded Perfect in My Head



A few months ago, I decided to build a B2B lead-generation SaaS. Email scraping, automation dashboards, Stripe payments—the whole system. Businesses always need leads, right? So I thought if I just built a tool that delivers leads, people would pay. Simple.

I spent two months building. Every single day. Coding, fixing bugs, designing UI, adding features. I wasn't sleeping properly. I wasn't posting online. I wasn't talking to users. I was just building, convinced that once the product was ready, success would follow.

The Four Mistakes That Killed Everything

Entered a Giant Market

Walked into a battlefield with toy weapons against Apollo, ZoomInfo, and Clay

Broken Product Economics

Scraping was cheap but useless; verified data was accurate but unaffordable

Zero Audience

Built in complete silence with no followers, no content, no attention

Never Validated

Didn't talk to a single user before spending two months coding

⚠ MISTAKE #1

I Brought a Toy Knife to a Gunfight

I entered the B2B leads market thinking "cheaper is enough". But look at who's already there: Apollo, ZoomInfo, Seamless, Clay. These companies have millions of verified contacts, full engineering teams, massive infrastructure, and years of data.

And then there was me. One person. With a scraper. Thinking I could compete.

I didn't ask the critical question: "Why would someone switch from Apollo to me?" I just assumed cheaper would win. But when big players already dominate trust and accuracy, small tools don't stand a chance.

What They Had

- Millions of verified contacts
- Dedicated engineering teams
- Years of market trust
- Massive data infrastructure

What I Had

- A basic scraper
- Zero brand recognition
- Unverified data quality
- Just me coding alone

The Economics Never Made Sense

This is where everything truly collapsed. To build a leads product, you only have two options: scrape data yourself or buy verified backend databases. I chose scraping. Worst decision ever.



With scraping, LinkedIn blocks you constantly. Accounts get banned. Proxies cost money. CAPTCHAs appear everywhere. Data gets messy. Emails bounce and destroy deliverability—which means your customers get zero results and blame your product. Even if they sign up, they churn immediately.

Buying verified B2B data instead? Insanely expensive. So I was stuck between cheap-but-inaccurate and accurate-but-unprofitable. Even if 1,000 users joined, the maths wouldn't work. My business model itself was broken from day one.

 MISTAKE #3

Building in Complete Silence

Zero Presence

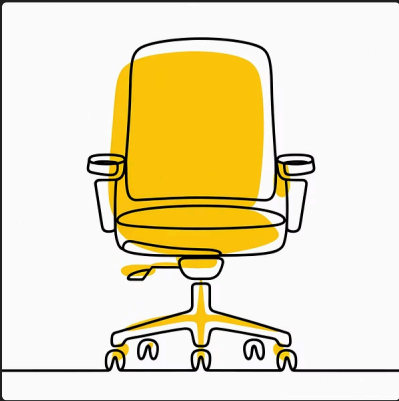
No Twitter. No YouTube. No LinkedIn.
No content. No audience. Nothing.

I had zero followers and zero online presence. I was building like I expected strangers to magically find my website. Think about how crazy that sounds—the internet has millions of tools. Why would anyone randomly discover mine?

Even if my product was brilliant, who would see it? Nobody. And building an audience takes months, sometimes years. Without attention, your product doesn't exist. It's just code sitting on your laptop. Invisible.

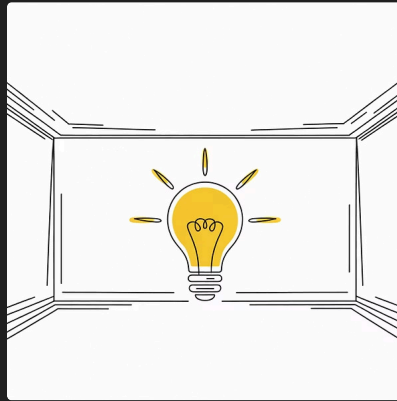
? MISTAKE #4

I Never Talked to Anyone



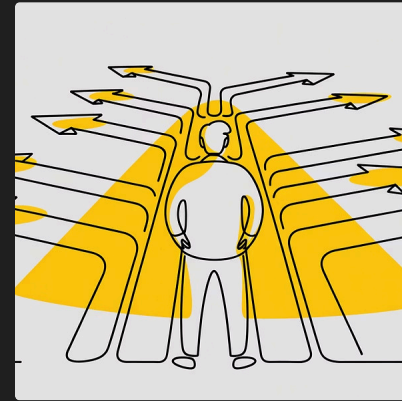
No User Research

Never asked Reddit, founders, or potential customers what they actually needed



No Validation

The idea just popped into my head randomly—no deep thinking, no pros and cons



No Clear Customer

Didn't even know who would pay me—agencies? Founders? Sales teams?

I saw other SaaS products making money and thought, "I'll build something similar." Pure guessing. Building a startup based on guessing is basically gambling. Two months gone because I didn't spend two days thinking properly. That still hurts.



The Silence Hurts Most

When it fails, there's no drama. No explosion. No big moment. Just silence.

You launch. You refresh Stripe. Nothing. You check emails. Nothing. No signups. No payments. No feedback. Just quiet. And that silence is heavy because you remember all the nights, all the effort, all the excitement—for something nobody even noticed. That feeling hits way harder than people talk about.

What I Should Have Done Instead

01

Analyse Competition Deeply

Research existing players thoroughly before entering.
Understand why customers would switch to you.

03

Build Audience Early

Start creating content and building distribution channels months before launch.

02

Validate Economics First

Run the numbers before writing code. Ensure unit economics actually work at scale.

04

Talk to Real Users

Spend weeks validating the problem exists before building the solution.

So Yeah, That's My SaaS Story

Four mistakes. Competition I didn't analyse. Broken economics. No audience. No validation. Not bad luck. Not timing. Just decisions. And maybe talking about failures like this is more useful than pretending everything works.

Because most SaaS products don't fail loudly. They just quietly disappear. Mine did too.

And that's okay.

On to the next one.