Framer Templates for SaaS

Business Proposal & Growth Plan

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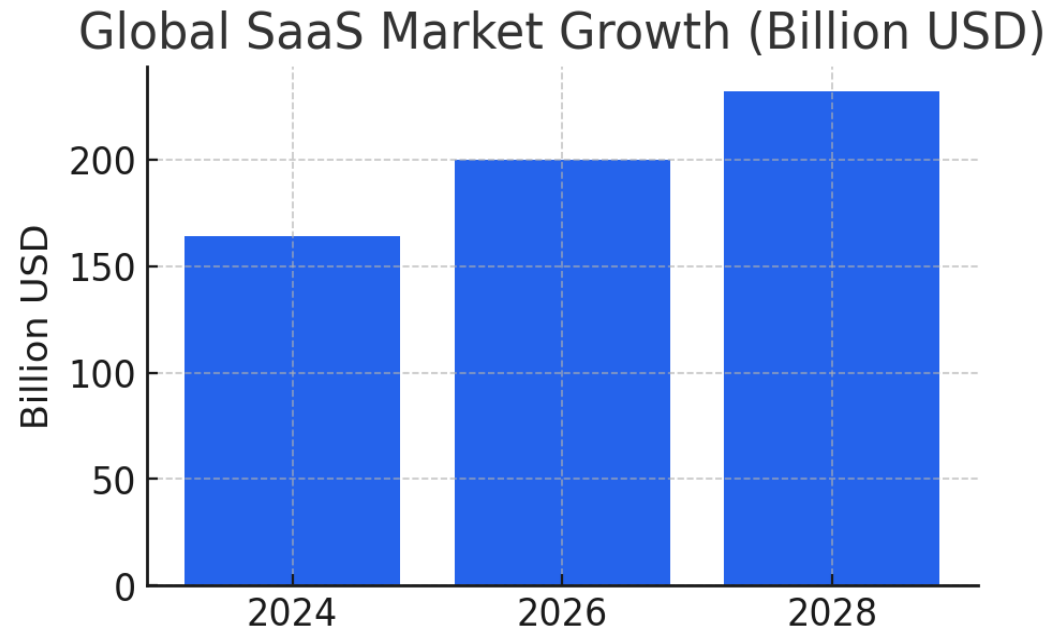Contact: hello@obii.tech • obii.tech • Sydney, Australia

Executive Summary

We build and sell premium SaaS-focused templates in Framer. Demand is accelerating (searches for "Framer template" are 2✗ Webflow). Our templates enable SaaS founders to launch polished marketing sites in days, not weeks. **Ask:** Raising A$75,000 pre-seed to accelerate template production, content marketing, and subscriptions.

Problem & Opportunity

SaaS teams struggle with expensive agencies or slow custom dev. Framer's ecosystem is rising but lacks SaaS-optimized templates. We provide premium, conversion-focused templates to fill this gap.

Market Analysis

Global SaaS Market Growth (Billion USD)

• SaaS expected to grow to $232B+ by 2028 (CAGR ~12%). • "Framer template" searches are 2× Webflow. • Competitors exist (Framer Marketplace, Gumroad) but SaaS niche is unsaturated. • Target: SaaS founders, indie hackers, agencies in US/EU tech hubs.

Business Model

Revenue streams: - One-time template sales ($49–$199) - Subscriptions ($15–$39/month) - Custom services ($1,000+) Gross margins: 70–80%. Freemium templates act as lead magnets.

Go-to-Market Strategy

• Content marketing: YouTube, SEO blogs • Social Proof: LinkedIn/X, Dribbble, Behance • Funnels: Free → email capture → upsell • Paid Ads: Google + Meta retargeting • Community launches: IndieHackers, ProductHunt

Fundraising & Use of Funds

Template Production	40%
Growth & Marketing	30%
Platform & Ops	20%
Buffer	10%

24-Month Scale Plan

Evolve into a Creative Tech Consulting firm in Sydney. Service lines: WaaS, Branding, CRO, Analytics, Cyber, Tech Consulting. Milestones: - Template catalogue to 50+ SKUs - 10+ SME case studies - MRR A$15k+ - SEO dominance on 20+ keywords.

Call to Action

We invite angels, operators, and SaaS/design leaders to connect. Contact: hello@obii.tech Portfolio: obii.tech