Framer Templates for SaaS — Business Proposal & Growth Plan

Investor-ready overview, go■to■market, financial model, and 24■month scale pathway into a Creative Tech Consulting firm (Sydney, Australia)

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Executive Summary

We create and sell premium, conversion■optimized website templates built in Framer, purpose■designed for SaaS companies. Templates drastically reduce time■to■market and cost, enabling founders and marketing teams to launch credible, high■performing websites in days rather than weeks. We complement template sales with subscriptions and selective custom services, driving high gross margins and recurring revenue opportunities.

Ask: We are raising **A$75,000** in pre■seed capital to accelerate template production, content marketing, and early subscription growth over a 12■month runway. Funds will be allocated to design system build■out, 20+ premium templates, content/SEO, remarketing, and lean operations.

Highlights

● Focused ICP: SaaS founders, agencies, and product marketers seeking speed and design credibility.

● Value Proposition: Design■quality without agency cost or delays; conversion■oriented UX patterns baked in.

● Go■to■Market: YouTube tutorials, SEO content, free starter templates, and performance remarketing.

● Economics: Digital product margins (70–80%), with upsell paths to subscriptions and custom builds.

Problem & Opportunity

Emerging and scale■up SaaS teams need polished marketing sites to convert demand, yet custom agency work is expensive and slow. Framer's no■code ecosystem allows for high■quality, interactive sites—but the market lacks a deep bench of *SaaS■specific*, conversion■oriented templates. We address this gap with a specialized catalogue that encodes SaaS patterns (pricing, onboarding, feature storytelling, social proof) into production■ready Framer templates.

Target Customers

• SaaS founders and early teams • Agencies and freelancers serving SaaS clients • Growth marketers and PMMs.

Product & Offering

A portfolio of professionally designed, customizable Framer templates optimized for SaaS conversion and credibility.

Template Families

• Landing pages • Marketing sites • Pricing & onboarding flows • Blog/resource layouts • Product showcases/dashboards.

Differentiation

SaaS■specific UX/CRO patterns; systemized components; speed; documentation and video walkthroughs; consistent visual standards; accessible, modern design that founders can extend without code.

Business Model

Primary revenue streams include one■time template sales, subscription access to a growing library, and selective custom templates/services. Free templates function as acquisition levers for list growth and remarketing.

Revenue Stream	Description	Pricing (indicative)
Template Sales	Premium Framer templates via own site/marketplaces	$49–$199 per template
Subscriptions	Tiered access to template library + new drops	$15–$39 per month
Custom Services	Tailored template or small build scopes	From $1,000 per project

Go■to■Market Strategy

We will build authority through educational content and community participation, then capture intent with SEO and retarget engaged users through performance channels.

- **YouTube:** "How to build X in Framer" series; template walkthroughs; CRO tips.
- **SEO & Blog:** Framer tutorials, SaaS UX patterns; internal links to template catalogue.
- **Social (LinkedIn/X):** Bite■size guides, visuals, and template highlights.
- **Remarketing:** Facebook/Google retargeting to re■engage site visitors.
- **Partnerships:** Design educators, accelerators, and SaaS communities.

Operations & Roadmap

- **0–3 months:** Design system; 5–10 templates; site launch; free starter templates; analytics wired (GA4/GSC).
- **3–6 months:** Monetise with premium sales; consistent YouTube/blog cadence; launch paid ads & remarketing.
- **6–12 months:** Expand to 20+ templates; introduce subscriptions; form partnerships.

Technology Stack

Framer, Figma, Adobe CC, React/Next.js (for demos), Python/Flask (internal tooling), GA4, GSC, ad platforms.

Financial Model (Year 1 – indicative)

Initial costs ~A$5,500 (tools, branding, hosting). Indicative revenue mix: template sales (~A$49.5k), subscriptions (~A$45k), custom services (~A$10k). Target gross margin 70–80% with lean ops and scalable content engine.

Key KPIs

● MRR, CAC, LTV, conversion rate per template, SEO rankings, ad ROAS.

Fundraising & Use of Funds

We seek A$75,000 pre■seed (SAFE/convertible). Reporting: monthly metrics (MRR, CAC, LTV, traffic, CR). Exit paths include profitable indie SaaS or strategic acquisition by design/no■code platforms.

Category	Allocation	Use
Template Production	40%	Design system, 20+ templates, QA & docs
Growth & Marketing	30%	YouTube/SEO, paid ads, remarketing, influencer collabs
Platform & Ops	20%	Site, analytics, tooling, licensing, support workflows
Buffer	10%	Contractors, unforeseen ops, cash buffer

Risks & Mitigations

● **Platform Dependency:** Framer ecosystem changes.

● **Mitigation:** Broaden to Webflow/Next.js variants over time; own distribution channels.

● **Acquisition Cost Volatility:** Paid channels fluctuate.

● **Mitigation:** SEO and community content engine to stabilise CAC.

24■Month Scale Plan — Creative Tech Consulting (Sydney, Australia)

We will evolve from a template■first business to a creative tech consulting studio serving Sydney SMEs and select startups. The studio (brandable as "BnB Lab" or equivalent) offers a one■stop solution: design systems, web/app builds, brand identity, content production, and light cybersecurity & analytics advisory—leveraging the templates catalogue as a core accelerator and IP moat.

Service Lines

- **Website■as■a■Service:** Framer/Next.js builds + hosting + care plans.
- **Brand & Content:** Visual identity, design systems, photography/video for campaigns.
- **Conversion & Analytics:** CRO audits, GA4/GSC funnels, landing experiments.
- **Light Cyber & Compliance:** Basic hardening, policy templates, vendor risk triage; partner with specialists for advanced needs.
- **Tech Consulting:** Stack selection, integration, automation prototypes.

Sydney Market Approach

- Target SME verticals: hospitality, creative retail, health & wellness, professional services, education.
- Partnerships: co■work hubs, accelerators, local chambers, design schools, community groups.
- Lead Gen: workshop series (Framer for SMEs), local SEO, referral loops, case■study templates.

Pricing & Packages (indicative)

Package	Scope	Price (AUD)
Landing Launch	Framer site + 1 month support	3,000 – 6,000
Growth Site	Framer/Next.js + blog + integrations	7,500 – 15,000
WaaS Care	Hosting, updates, CRO experiments	350 – 1,200 / mo
Brand Starter	Logo + mini system + templates	2,500 – 5,000

Org & Hiring Plan

- Months 0–6: Founder■led; contractors for overflow (design/dev/SEO).
- Months 6–12: Hire part■time PM + junior designer; shared services (bookkeeping/legal).
- Months 12–24: Add full■stack developer, content producer; formalise partner network (security, video).

Compliance (Australia)

- ABN registration, GST when thresholds apply, professional indemnity & public liability insurance.

- Privacy policy & basic data protection practices; third■party DPA review for tools used.

24■Month Milestones & Metrics

● Template catalogue to 50+ SKUs; 15–20% of consulting projects start from in■house templates.

● MRR A$15k+ (subscriptions & WaaS).

● 10+ Sydney SME case studies; 3–5 recurring retainer clients.

● Top■3 rankings for 20+ target queries (Framer + Sydney SME intent).

Call to Action

Intro meetings with angels, operators, and design■tool founders are welcome. Contact: hello@obii.tech