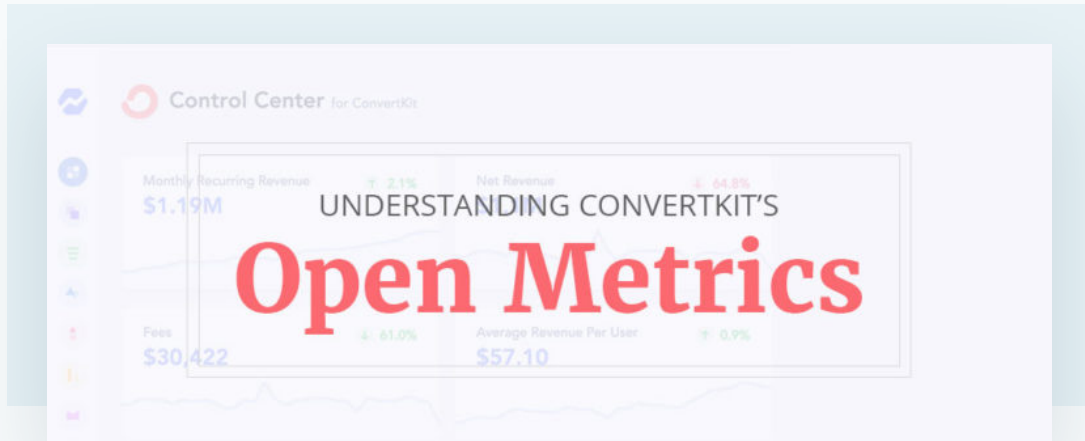
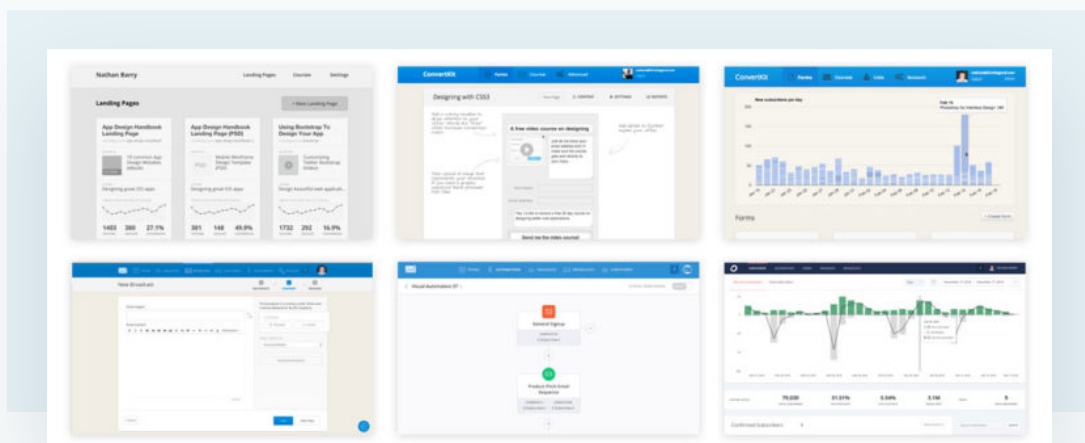


# Topic: The Web App Challenge



JANUARY 14, 2019 - BUSINESS, THE WEB APP CHALLENGE

## Understanding ConvertKit's open metrics



DECEMBER 17, 2018 - DESIGN, THE WEB APP CHALLENGE

## The design of ConvertKit over the years



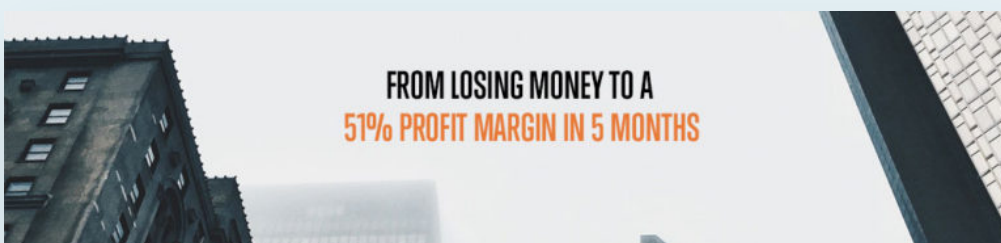
JULY 6, 2017 - MARKETING, THE WEB APP CHALLENGE

## **Direct Sales for Bootstrapped SaaS Startups: from \$1,300 to \$725,000 MRR**



JULY 7, 2016 - MARKETING, THE WEB APP CHALLENGE

## **Email marketing startup ConvertKit raises \$1.8m from large group of angel investors**





JUNE 28, 2016 - BUSINESS, THE WEB APP CHALLENGE

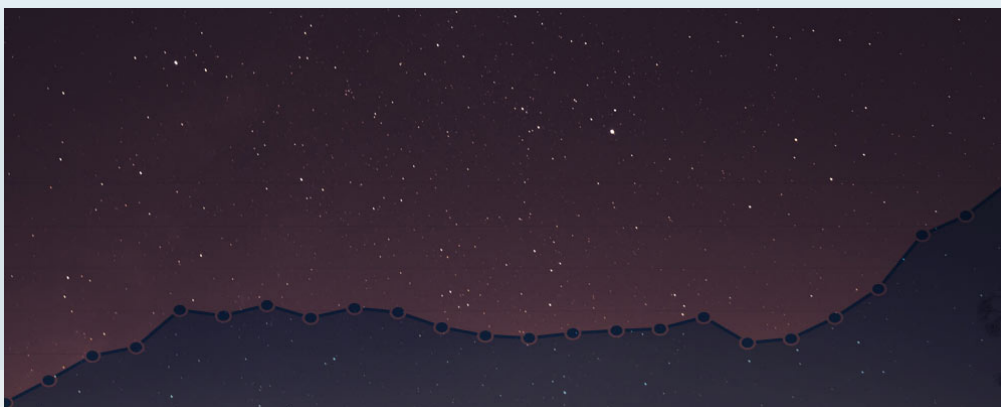
## From losing money to a 51% profit margin in 5 months



GROWING CONVERTKIT  
TO \$30,000/MONTH

OCTOBER 15, 2015 - BUSINESS, THE WEB APP CHALLENGE

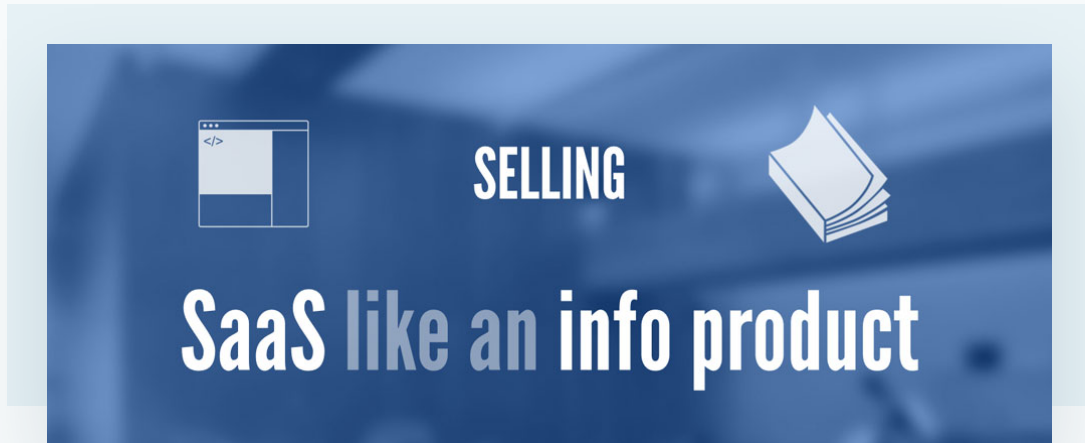
## Growing ConvertKit to \$30,000 in Monthly Recurring Revenue



MARCH 11, 2015 - THE WEB APP CHALLENGE

## Growing ConvertKit to \$5,020 in

Monthly Recurring Revenue



JUNE 26, 2014 - MARKETING, THE WEB APP CHALLENGE

### How selling a SaaS app like an info-product doubled revenue

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 **NATHAN BARRY**

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