

2025 Benchmark — Tech Stack & Costs for Early-Stage SaaS / IoT Startups

■ Context

This benchmark summarizes practices observed across 80+ B2B startups (SaaS, IoT, Data) in early stage (0–1M ARR), in both Europe & the US.

■ Most Used Tech Stack

Function	Popular Tools / Tech
Backend / API	Node.js, Python (FastAPI), Go
Infrastructure	AWS (55%), GCP (20%), Render (15%), OVH (5%)
DB / Time-Series / Logs	PostgreSQL, InfluxDB, Timescale, Loki
Monitoring / Alerting	Grafana, Prometheus, Datadog, Better Stack
CI/CD / DevOps	GitHub Actions, Terraform, Docker, Vercel
Auth / Billing	Auth0, Clerk.dev, Stripe, Chargebee
Analytics / Growth	Segment, PostHog, Mixpanel, Google Analytics
Dashboard / Admin Panel	Retool, Appsmith, Forest Admin

■ Monthly Cost Benchmarks (MVP → Scale)

Expense Category	MVP Phase (0–10 users)	Scale Phase (500–2k users)
Cloud & Hosting	\$50–150	\$400–1200
Monitoring & Logs	\$0–50	\$200–400
Auth / Billing / SaaS	\$50–150	\$300–600
Dev Tools & Misc.	\$30–100	\$150–300
Total Monthly	\$130–450	\$1000–2500

■ 3 Tips to Keep Costs Low from Day 1

1. [Start on Render or Railway if you don't yet need AWS-level scaling](#)
2. [Leverage powerful free plans: InfluxDB Cloud, PostHog Open Source, Vercel Hobby](#)
3. [Delay paid upgrades until traction: push Stripe, Segment, Datadog payments as late as possible](#)

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