



# WordPress as a Platform

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Oct 25th, 2024

**Use Kadence Theme + Plugins  
to build your next SaaS**

# What will we accomplish

Where did you find that? I've been searching for it everywhere.



I created it myself.



Introduction



Define requirements



Meme break



Let's make this work



The Final Countdown



What will you build next?!



# Simplified SaaS Requirements

Business application components

## Core Features

Define the core features of your SaaS that solve the problem you aim to address.

## User Management

Create a seamless path from onboarding to entitlement.

## Data Architecture

Leverage existing data models to extend integrated functionality for custom value prop.

02  
Users

03  
Data

04  
Integrate

05  
Analytics

01  
The Idea

## Monitor & Scale

Implement tools to track key metrics and/or issues within the application.

## Integrations

Integrate with third-party services that enhance your application.



# Where do we start?

Define the base “tech stack” requirements



Kadence  
Theme + Blocks



Advanced  
Custom Fields

Alt: Metabox,  
CrocoBlock, Voxel



Code Snippets

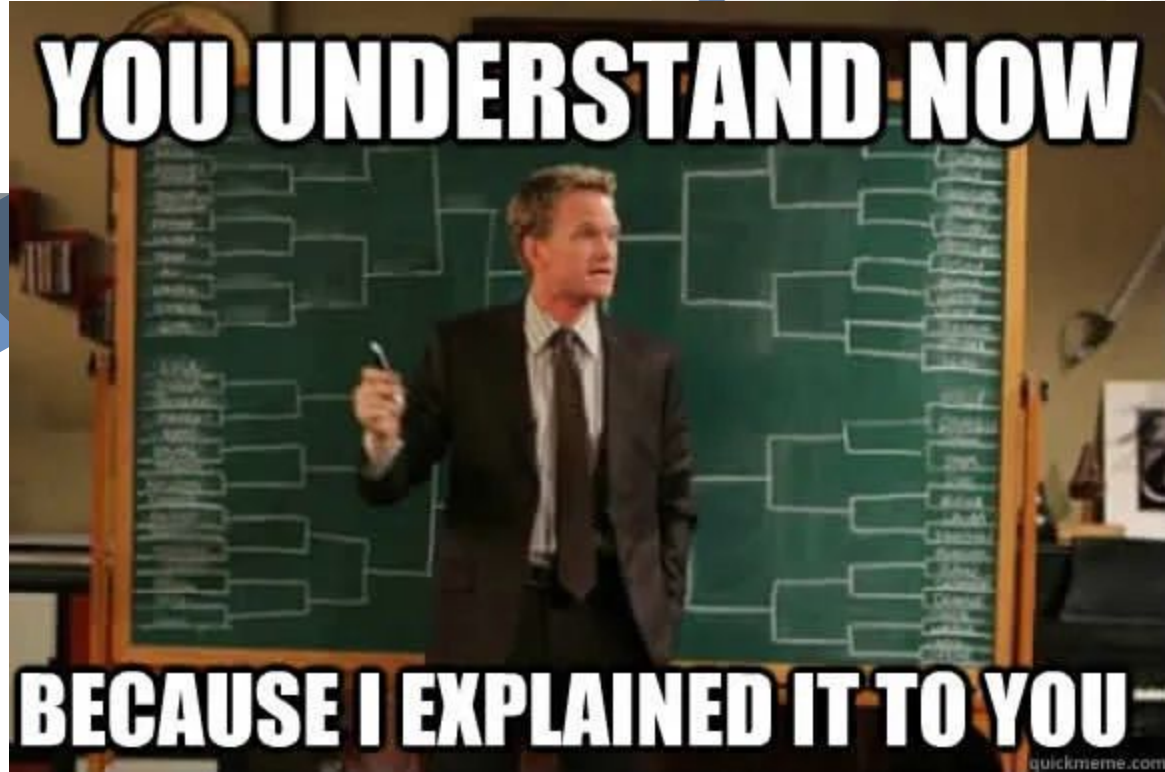
Alt: WP Code Box



Gravity Forms

Alt: WS Forms, Ninja  
Forms, WP Forms,  
Formidable

Other useful plugins: User Role Editor | Gravity Wiz | Advanced Custom Fields: Extended PRO | Advanced Custom Fields: Custom Database Tables (Hookturn) | wpDatatables | WP Candybar | Popup Maker | Admin Columns | Query Monitor | FluentSMTP | Block Visibility | User Menus | Gravity View | User Switching



# Let's see this in practice!

kadence-demo.wp.nexus  
www.arenacfo.com  
www.1800unlocks.com  
account.thelocksmithagency.com  
senex.alwayscurious.co (going live soon)



<https://github.com/codearachnid/kadencewp-amplify-2024>



# Show me the money!

Kadence Theme + Plugins	\$150
Gravity Forms	\$260
Advanced Custom Fields	\$50
Bonus	
wpDataTables	\$100
User Role Editor Pro	\$30
Gravity Wiz	\$300
ACF: Custom Database Tables (Hookturn)	\$150
ACF: Extended PRO	\$150



# What will you build today?

**“ Instead of freaking out about these constraints, embrace them. Let them guide you. Constraints drive innovation and force focus. Instead of trying to remove them, use them to your advantage. ”**

37Signals, *Getting Real: The Smarter, Faster, Easier Way to Build a Web Application*

**“ Details reveal themselves as you use what you’re building. You’ll see what needs more attention. You’ll feel what’s missing. You’ll know which potholes to pave over because you’ll keep hitting them. That’s when you need to pay attention, not sooner. ”**

Jason Fried, *Getting Real*





Thank you!

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# Reference



## Core Features

[www.kadencewp.com](http://www.kadencewp.com)  
[www.advancedcustomfields.com](http://www.advancedcustomfields.com)  
[www.gravityforms.com](http://www.gravityforms.com)  
[www.codesnippets.pro](http://www.codesnippets.pro)

## Monitor & Administer

[www.querymonitor.com](http://www.querymonitor.com)  
[www.admincolumns.com](http://www.admincolumns.com)  
[www.wordpress.org/plugins/user-switching](http://www.wordpress.org/plugins/user-switching)  
[www.wpallimport.com](http://www.wpallimport.com)  
[www.github.com/johnbillion/user-switching/](http://www.github.com/johnbillion/user-switching/)

## Advanced Forms

[www.gravitywiz.com](http://www.gravitywiz.com)  
[www.gravitywp.com](http://www.gravitywp.com)  
[www.jetsloth.com](http://www.jetsloth.com)  
[www.gravitykit.com](http://www.gravitykit.com)  
[www.gravitystripe.com](http://www.gravitystripe.com)

## Integrations

[www.fluentsmtp.com](http://www.fluentsmtp.com)  
[www.stripe.com](http://www.stripe.com)  
[www.slack.com](http://www.slack.com)

## Data & Design

[www.acf-extended.com](http://www.acf-extended.com)  
[www.hookturn.io](http://www.hookturn.io)  
[www.wpdataables.com](http://www.wpdataables.com)  
[www.blockvisibilitywp.com](http://www.blockvisibilitywp.com)  
[www.role-editor.com](http://www.role-editor.com)  
[www.searchwp.com](http://www.searchwp.com)  
[www.code-atlantic.com](http://www.code-atlantic.com)  
[www.usermenus.com](http://www.usermenus.com)  
[www.wppopupmaker.com](http://www.wppopupmaker.com)  
[www.wordpress.org/plugins/svg-support](http://www.wordpress.org/plugins/svg-support)

## Super Easy... Barely an Inconvenience

[www.youtube.com/@RyanGeorge](http://www.youtube.com/@RyanGeorge)