MODULE 1

FOUNDATION WORKBOOK

Your Journey to \$100K Begins Here

"The best time to plant a tree was 20 years ago. The second best time is now."

- Chinese Proverb

Student Name:	
Start Date:	
Гarget Launch Date: _	

Module Progress Checklist

Lesson 1: Understanding the MicroSaaS Opportunity
Lesson 2: The 5 Categories of Profitable Tools
Lesson 3: Finding Your Perfect Tool Idea
Lesson 4: The PROFIT Framework Deep Dive
Lesson 5: 48-Hour Validation Sprint
Lesson 6: Selecting Your First Tool to Build

QUICK WIN GENERATOR

Your first action to build momentum:

In the next 30 minutes: Write down 10 problems you've personally experienced in the last week that technology could solve.

☐ I commit to completing this in 30 minutes

Pre-Work Assessment

1. My current technical skill level is:

1	2		3	4		5		6		7		8		9		10
---	---	--	---	---	--	---	--	---	--	---	--	---	--	---	--	----

- 1 = No coding experience | 10 = Senior developer
- 2. Hours per week I can dedicate to building:
- 3. My biggest fear about starting is:

50 Tool Ideas Brainstorm (Part 1)

Don't filter yourself - write ANY idea that comes to mind. Bad ideas often lead to great ones!

Ideas 1-25:	Ideas 26-50:
1	26
2	27
3	28
4	
5	30
6	31
7	32
8	33
9	34
10	35
11	36
12	37
13	38
14	39
15	40
16	41
17	42
18	43
19	44
20	45
21	46

22	47
23	48
24	49
25	50

5 Tool Categories Deep Dive

CATEGORY 1: AUTOMATION TOOLS

Why this coul					
w ny this coul	i work:				
My experience	/expertise here	(1-10):			
CATEGO	RY 2: CON	IVERSION	TOOLS		
Example from	my list that fits				
Why this coul	l work:				
My experience	expertise here	(1-10):			
	-				
	-	(1-10):	TOOLS		
CATEGO	RY 3: CAL				
CATEGO	RY 3: CAL	CULATOR			
CATEGO Example from	RY 3: CAL	CULATOR			
CATEGO Example from	RY 3: CAL	CULATOR			
CATEGO Example from	RY 3: CAL	CULATOR			
CATEGO Example from Why this could	RY 3: CAL my list that fits I work:	CULATOR			
CATEGO Example from Why this could	RY 3: CAL	CULATOR			
CATEGO Example from Why this could	RY 3: CAL my list that fits I work: /expertise here	CULATOR			
CATEGO Example from Why this could	RY 3: CAL my list that fits I work: /expertise here	CULATOR			
CATEGO Example from Why this could My experience	RY 3: CAL my list that fits I work: /expertise here	CULATOR	TOOLS		
CATEGO Example from Why this could My experience CATEGO Example from	RY 3: CAL my list that fits I work: /expertise here RY 4: GEN	CULATOR	TOOLS		
CATEGO Example from Why this could My experience	RY 3: CAL my list that fits I work: /expertise here RY 4: GEN	CULATOR	TOOLS		
CATEGO Example from Why this could My experience CATEGO Example from	RY 3: CAL my list that fits I work: /expertise here RY 4: GEN	CULATOR	TOOLS		

CATEGORY 5	: ANALYZER TOOLS
Example from my list	that fits:
Why this could work	
My experience/exper	tise here (1-10):
	For beginners is often Conversion or Calculator tools - they're straightforward to r value propositions!

PROFIT Framework Analysis - Idea #1

Tool Name:
One-line Description:
P - PROBLEM (SCORE 1-5)
What specific problem does this solve?
How painful is this problem for users?
Nice to have (1-2 points)
Moderate pain (3-4 points)
Hair on fire problem (5 points)
Problem Score: / 5
R - REACHABLE (SCORE 1-5)
Who exactly will use this?
Where do these people hang out online?
Can I reach them for under \$50?
Yes - I know exactly how (5 points)
Probably - I have ideas (3-4 points)
Unsure - Need research (1-2 points)
Reachable Score: / 5
O - OBVIOUS MONETIZATION (SCORE 1-5)
How will this make money?
One-time payment
Subscription (monthly/yearly)
Usage-based

Freemium	
Price point I'm thinking: \$	
Monetization Score: / 5	Page 5

F - FAST TO BUILD (SCORE 1-5)

MVP features needed (list top 3):
1
2
3
Time to MVP:
Weekend project (5 points)
2-4 weeks (3-4 points)
1-3 months (1-2 points)
Fast to Build Score: / 5
I - ITERATIVE (SCORE 1-5)
Can I ship v1 embarrassingly simple?
Yes - Super simple is fine
Somewhat - Needs polish
No - Must be feature-complete
Future features I could add:
Iterative Score: / 5
T - TRAFFIC (SCORE 1-5)
Monthly search volume for main keyword: Competition level:
Low - Few competitors (5 points)
Medium - Some competition (3-4 points)
High - Saturated market (1-2 points)
Traffic Score: / 5

TOTAL PROFIT SCORE
/ 30
□ 25-30: Build immediately! 🚀
□ 20-24: Strong candidate - refine further
□ 15-19: Needs more validation
□ <15: Move to next idea

Market Research Deep Dive

KEYWORD RESEARCH

KEYWORD	MONTHLY VOLUME	COMPETITION	CPC
ARGET AUDIENC	E PROFILE		
ge Range:	Iob Title	2:	
ocation:		7:	
ncome Level:		y Size:	
	•	•	
PAIN POINTS & D	ESIRES		
op 3 frustrations they have:			
1			
2			
3			
What they're trying to achieve	34		
Current solutions they use:			
Why current solutions fall sho	ort:		

₱ PRO TIP

Join 3 Facebook groups or Reddit communities where your target audience hangs out. Lurk for a week and note every complaint and wish they express!

Competitor Analysis Matrix

COMPETITOR #1

Pricing: ___

Name/URL:
Pricing:
Their main features:
Their biggest weakness:
What users complain about:
COMPETITOR #2
Name/URL:
Pricing:
Their main features:
Their biggest weakness:
What users complain about:
COMPETITOR #3
Name/URL:

/ANTAGE		
	/ANTAGE	/ANTAGE

48-Hour Validation Sprint Plan

Hour 0-6 Hour 6-24 Hour 24-36 Hour 36-48

Setup Build Launch Analyze

HOUR 0-6: SETUP PHASE
Register domain name
Set up landing page builder (Carrd/Webflow)
Create logo with Canva/AI
Write headline and value prop
Set up email capture (ConvertKit/Mailchimp)
HOUR 6-24: BUILD PHASE
Create landing page with 3 benefits
Add social proof (even if hypothetical)
Create simple demo video/GIF
Set up Google Analytics
Add "Get Early Access" CTA
HOUR 24-36: LAUNCH PHASE
Post in 3 relevant Facebook groups
Share on Twitter with relevant hashtags
Post on relevant subreddits
Message 10 potential users directly
Run \$20 Facebook/Google ad
HOUR 36-48: ANALYZE PHASE
Visitors to landing page:
Email signups:
Conversion rate: %

Final Tool Selection Matrix

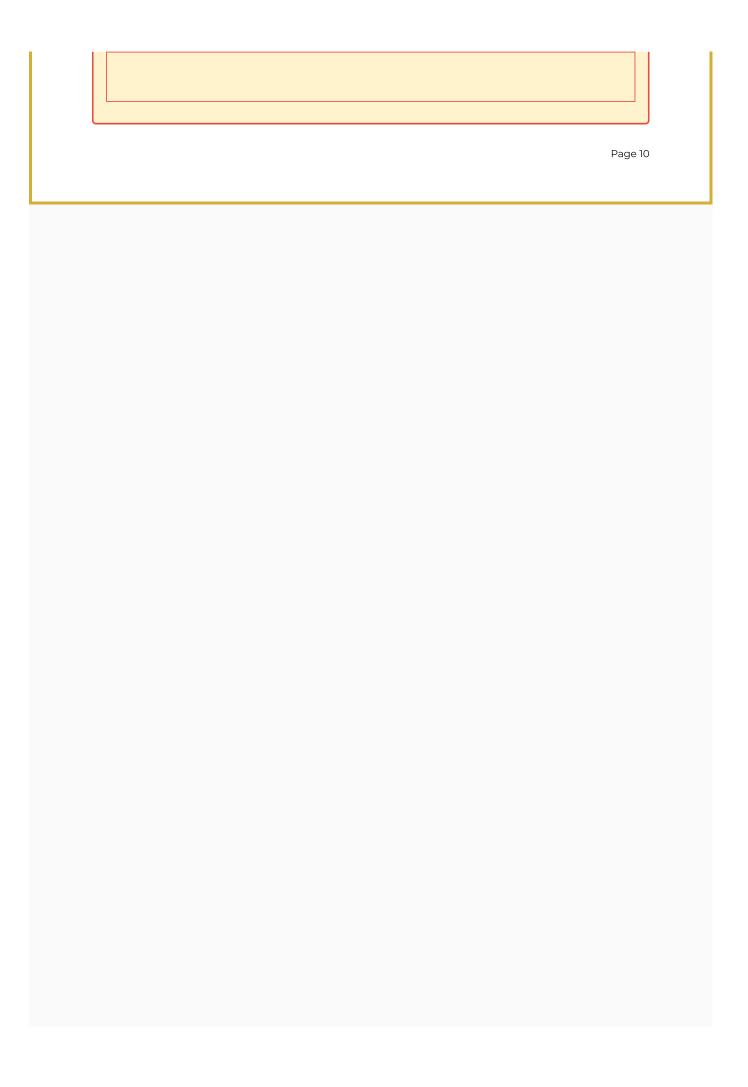
Compare your top 3 ideas side by side:

CRITERIA	IDEA #1	IDEA #2	IDEA #3
Tool Name			
PROFIT Score	/30	/30	/30
Time to MVP			
Market Size			
Competition Level			
Revenue Potential			
My Excitement (1-10)			

	THE WINNER IS:
Why this is the right choice:	

▲ Reality Check

Am I choosing this because it's the smartest business decision, or because it seems easiest/most fun?



WEEK 1: FOUNDATION

30-Day Implementation Roadmap

Day 1-2: Complete market research
Day 3-4: Talk to 10 potential customers
Day 5-6: Finalize feature list
Day 7: Plan technical architecture
WEEK 2: BUILD MVP
Day 8-10: Set up development environment
Day 11-13: Build core functionality
Day 14: Create basic UI
WEEK 3: POLISH & TEST
Day 15-17: Add essential features
Day 18-19: User testing with 5 people
Day 20-21: Fix critical bugs
WEEK 4: LAUNCH PREPARATION
Day 22-23: Create landing page
Day 24-25: Set up payment processing
Day 26-27: Prepare launch content
Day 28-29: Final testing
Day 30: LAUNCH!

 \$100
 \$1,000
 \$10,000

 First Sale
 First Month
 Scale Point

 Date: _____
 Date: _____
 Date: _____

Idea Parking Lot

1			
2	 		
3	 		
4	 		
5	 		
6	 		
7	 		
8	 		
9	 		
0	 		

Resource Library

ESSENTIAL TOOLS

- Domain Registration: Namecheap, Google Domains
- Landing Pages: Carrd, Webflow, Framer
- Email Collection: ConvertKit, Mailchimp
- Analytics: Google Analytics, Mixpanel
- Payment Processing: Stripe, Paddle

LEARNING RESOURCES

•	Communities:	
•	Podcasts:	
•	YouTube Channels:	
	D. I	

MY SUPPORT NETWORK

Accountability Partner:	_
Technical Advisor:	
First Beta Testers:	
1	
2	
3	
4	
5	

Mistake Logger

MISTAKE #1

Every mistake is a lesson. Document them to avoid repeating!

What happened:
What I learned:
How I'll avoid this next time:
MISTAKE #2
What happened:
What I learned:
How I'll avoid this next time:
MISTAKE #3
What happened:

What I learned:		
How I'll avoid this next time:		
PRO TIP		

The founders who succeed fastest are the ones who fail the most and learn from each failure. Embrace mistakes as data!

I	
Week 1 Review	
Week of:	
DDOCDECC CHECK	
PROGRESS CHECK	
Tasks completed this week:	
Tasks missed (and why):	
METRICS	
Hours worked:	Customer conversations:
Code written: lines	Marketing actions:
Features completed:	Revenue generated: \$
WINS & CHALLENGES	
Biggest win this week:	
Biggest challenge faced:	

NEXT WEEK FOCUS

Top 3 priorities:

1. ______

2. _____

3

Energy level (1-10):	1 2	3 4	5 6	7 8 9	10 Page 14

Deep Reflection Questions

1. What surprised me most about the idea validation process?
2. What limiting belief did I overcome during this module?
3. If I could only give one piece of advice to someone starting Module 1, what would it be?
4. What skill do I need to develop most before starting Module 2?
5. On a scale of 1-10, how confident am I in my chosen tool idea?
1 2 3 4 5 6 7 8 9 10

MODULE 1 COMPLETE!

You've laid the foundation for your MicroSaaS empire.

You've brainstormed ideas, validated concepts, and chosen your winner.

Ready for Module 2?

I understand my target audience I have a clear competitive advantage I'm committed to the 30-day implementation plan	get audience etitive advantage
I have a clear competitive advantage	etitive advantage ne 30-day implementation plan
	ne 30-day implementation plan
☐ I'm committed to the 30-day implementation plan	
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