

Web3 SaaS 30-Day Validation Step-by-Step Cheatsheet

So, you've got a killer Web3 SaaS idea. You also probably have A LOT of questions:

- Does anyone else besides me want this?
- Should I start building right away?
- How can I know people actually want this thing?
- Where can I go for honest feedback?

The goal of this step-by-step cheatsheet is to get you from a freshly discovered Web3 SaaS idea to a confidently validated and ready to start building.

1. Don't build anything, yet.

This is the #1 mistake we see web3 SaaS founders make. It's extremely risky to build a product without validation because you are putting the cart before the horse.

If you build a product nobody wants, you have just wasted an insane amount of time or money (or both) for no reason. Don't make the same mistake that everyone else does... **validate** before you build.

When building a web3 SaaS project, your first major hurdle to overcome is:

"Can I actually drive enough traffic to make this make sense?"

If the answer to this question is "no", you're better off knowing this BEFORE you write a line of code. Not after.

NOTE: You can validate during any type of market condition. Don't allow the bear market to keep you from validating.

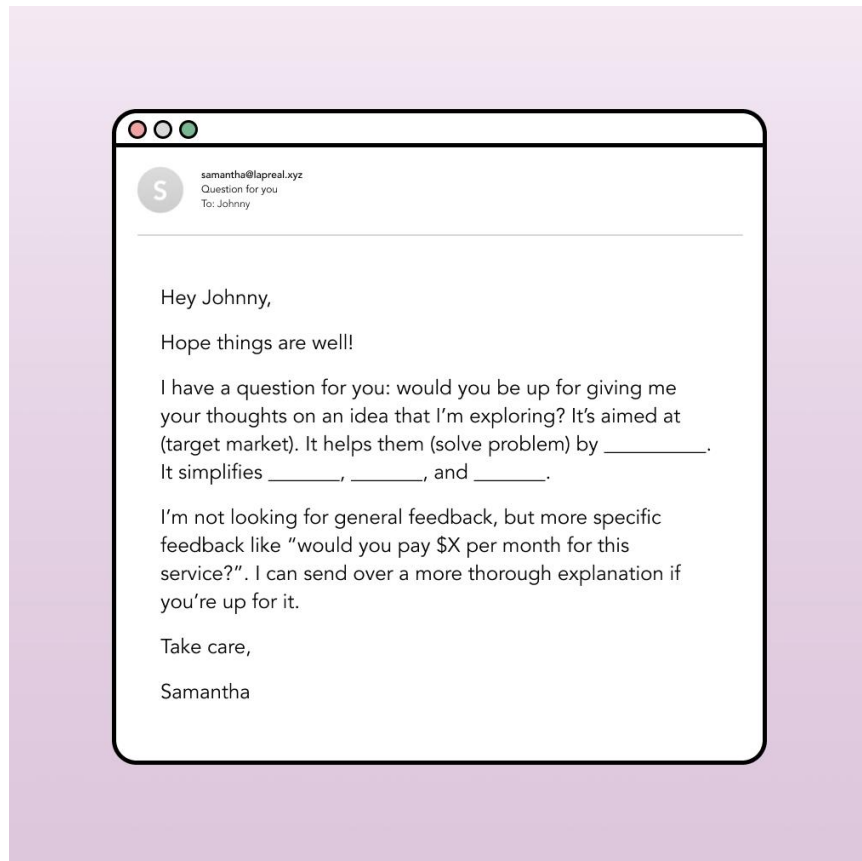
2. Validate by conversation

Talking to people is free, but takes time to prepare and execute. Regardless, this is still the easiest, cheapest, and most effective method when initially validating your web3 SaaS product idea.

Step 1: Reach out to people

Start with your warm network. Reach out to people you already know that would use your product idea and ask them for their thoughts. Make sure they know you aren't trying to sell them anything (yet 😊).

Here's an example of email/message to use when reaching out to validate by conversation:



If you have already built your web3 community, try not to reach out to them. Your community members will be your biggest fans, so it's hard to rely on them for honest feedback. Your best bet is reaching out to people you know that:

- A. Deal with the problem you solve
- B. May actually purchase the product.

Step 2: Decide on a KPI to hit

Before beginning your validation by conversation venture, set a KPI you want to hit in order to move forward with your idea. For example: I want to get 20 thumbs up before moving forward.

If you hit your "people-talked-to-who-said-yes KPI", then it's time to move forward with the next step.

NOTE: If you have exhausted your warm network and still haven't hit your KPI or you don't currently have a large network to reach out to for help, cold outreach is the next best thing.

3. Validate by landing page

The next step is creating a landing page. The sole purpose of this landing page is to build an email launch list for your web3 SaaS product. Like we mentioned before, you're first obstacle to overcome when building a web3 SaaS project is to answer the question:

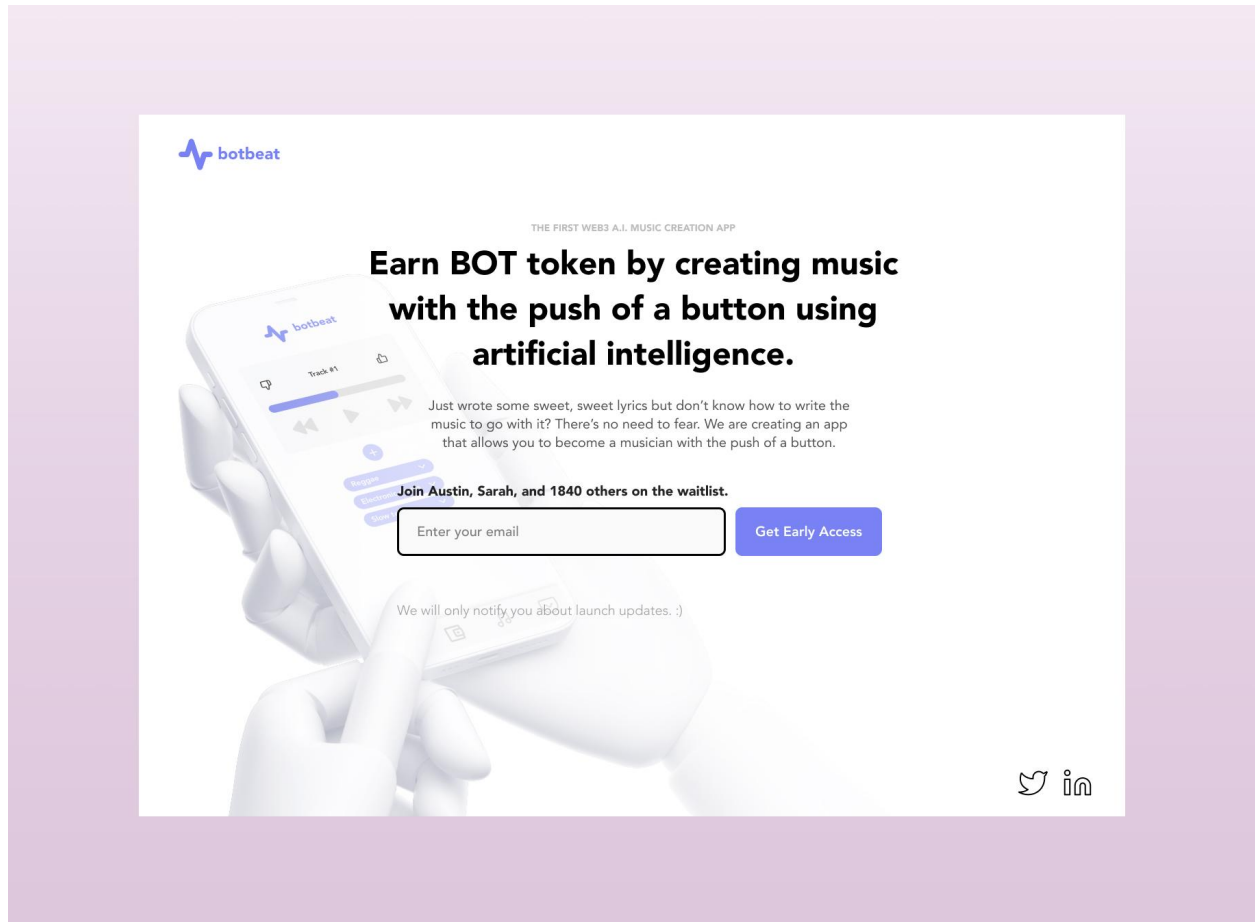
"Can we actually market this thing?"

Validation by landing page will give you a clear answer.

Step 1: Build a high-conversion landing page.

There's tons of resources online on how to design and build a simple landing page for free. It will take more time and effort if you DIY rather than hiring this out, but still doable.

Here's an example of a high-conversion web3 SaaS "coming soon" landing page:



Feel free to use this as a template for your waitlist landing page. Remember the only goal of your landing page is to build your email launch list. Everything about your landing page should be optimized to meet this goal and persuade every visitor to sign up for your waitlist.

Don't get distracted by things that don't matter when building your landing page. Only add features to your site that will help persuade your visitors to sign up for your launch.

Less = More.

Step 2: Drive traffic to your landing page

The best way to do this is by talking about your product idea on social media. Start with your personal network first (if you have one). Then, create a company Twitter or LinkedIn page. Ideally, you'll want to tap into existing audiences as much as you can (especially on Twitter).

Create and post content daily that adds value to the target audience of your web3 SaaS product.

Step 3: Wait and watch

This next part is patiently waiting and watching the results coming in. A good rule of thumb is a 5-10% conversion rate. If you hit this KPI, that's a good signal for you to move forward with the product idea.

If you don't, take a look at how much traffic you drove to your landing page. Depending on the numbers, you might want to tweak your outreach strategies and continue the validation a little longer.

Keep in mind, you'll never be able to 100% validate a business idea. There's still a chance the project idea won't work, even after validation.

However, the odds will be much more in your favor if you validate. And you'll already be ahead of 99% of other web3 projects.

BONUS TIP: Start building your community and reach out to people on the list

After a successful validation by conversation and landing page, it's time to start building your community (if you already haven't) and reach out to people on your list.

Ask them:

- What might you be willing to pay for (your product idea)?
- What exactly do you want me to build?