

Launch Cat – Product Requirements Document

Version: 0.9

Last updated: 2025-05-17

1. Purpose & Vision

Launch Cat is a two-sided marketplace that lets independent software developers monetise their SaaS tools, and enables solopreneurs to license or outright acquire those tools to build businesses. Inspired by AppSumo's deal-driven discovery experience, Launch Cat extends the model by offering (a) subscription-tiered SaaS licences and (b) one-off asset purchases ("full buyout").

2. Target Users

- Developers ("Sellers")
 - Indie devs and small product studios
 - Goals: generate recurring revenue, reduce support overhead, optionally exit products
- Solopreneurs ("Buyers")
 - Side-hustlers and micro-SaaS operators
 - Goals: find ready-to-launch tools, validate ideas quickly, reduce build cost & time

3. User Stories (MVP)

As a **Buyer** I can...

- Browse homepage carousels: **Deals**, **Top Picks**, **Most Purchased**
- Use filters (category, pricing tier, deal type, popularity) on Products page
- View a Product Detail page with demo screenshots, video, feature list, roadmap, pricing tiers, and an optional Buyout tab
 - Purchase a licence tier (recurring Stripe subscription) or complete a one-time buyout
 - Access a unified Dashboard to manage active licences, cancel/upgrade tiers, download code (when buyout)

As a **Seller** I can...

- Onboard via "Sell on Launch Cat" flow; connect Stripe and GitHub
- List a product with images, description, tiers (price, limits), and optional buyout reserve price
 - View analytics (sales, churn, top referrers)
 - Issue coupon codes and set limited-time **Deals**

4. Functional Requirements

- FR1 Home page with hero banner + product carousel (autoplay, manual swipe)
- FR2 Three dynamic sections: Deals, Top Picks (editor-curated), Most Purchased (sales rank)
- FR3 Global search with type-ahead across title, tags, seller
- FR4 Categorised product catalogue with left-rail filters and sort order
- FR5 Product detail page with tier comparison table and "Full Buyout" tab
- FR6 Auth (email / OAuth) and role-based dashboard (Buyer vs Seller)
- FR7 Secure checkout via Stripe: subscriptions & one-time
- FR8 Automated licence provisioning via webhooks; download link / API key issuance
- FR9 Review & rating system (5-star + text)
- FR10 Admin back-office for curation, refunds, dispute management

5. Non-Functional Requirements

- Performance: FCP < 1.5s on 4G; image lazy-loading
- SEO: Structured metadata (OpenGraph, JSON-LD Product)
- Scalability: >10k concurrent users via serverless edge
- Security: SOC2-ready; Stripe-handled PCI
- Accessibility: WCAG 2.1 AA
- Internationalisation: currency & locale switching (Phase 2)

6. Information Architecture

/ → Home (carousel + sections)

/software → Catalogue with filters
/software/[slug] → Product detail
/cart → Checkout
/dashboard → Buyer dashboard
/seller → Seller onboarding & dashboard
/legal/* → Terms, Privacy
/api → REST/GraphQL endpoints (authenticated)

7. Tech Stack

- **Frontend**: Next.js 14 (App Router) + TypeScript + TailwindCSS + shadcn/ui
- **Backend**: Supabase Postgres (row-level security), Edge Functions
- **Payments**: Stripe Billing & Connect (express accounts for sellers)
- **Storage**: Supabase Storage (images, code bundles)
- **Search**: Algolia (Phase 2; MVP uses Postgres full-text)
- **Auth**: Supabase Auth (magic link, GitHub)
- **Infra**: Vercel; observability via Sentry + Metronome (billing metrics)

8. KPIs & Success Metrics

- Gross Merchandise Value (GMV)
- Subscription MRR (seller + platform)
- Average transaction size
- Buyer conversion rate (% add to cart → purchase)
- Seller activation rate (#products listed / #signups)
- Churn (seller & buyer)

9. Risks & Mitigations

- Supply liquidity: recruit “anchor” indie devs pre-launch; offer 0% fee for first 3 months
- Trust & quality: vet sellers, require demo, 14-day refund guarantee
- Feature creep: lock scope to FR1 – FR10 for MVP; roadmap managed in Linear

Q3 2025 MVP build, closed alpha with 20 sellers / 100 buyers

Q4 2025 Public beta, add referral program & reviews

Q1 2026 Launch v1, marketing partnerships, Algolia search, multi-currency

Q2 2026 Marketplace API, white-label storefronts for sellers

Appendix A – Design Inspiration

- Component patterns from shadcn/ui (Card, Carousel, Tabs, Badge)
- Hero & product grid layout inspiration: Tailark “Hero #2”, “Products Grid #3”
- Color palette: Neutral100 background, primary600 accents, accessible contrast

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