Transcript: He makes $3M a year with a $400 VPS

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**[00:00:00]** this man makes $3 million a year with a

**[00:00:03]** $400 VPS meet Peter levels and this is

**[00:00:08]** fantastic I just discovered this guy uh

**[00:00:13]** by watching The Lex fredman podcast I

**[00:00:16]** actually watched it yesterday and then I

**[00:00:18]** started following him on Twitter and

**[00:00:21]** yeah of course he's Dutch so that is

**[00:00:23]** already big bonus points for me as a

**[00:00:26]** fellow Dutchman but I started following

**[00:00:29]** him on Twitter and is he's just such a

**[00:00:32]** great guy so the thing about him is that

**[00:00:35]** he has a

**[00:00:36]** few startups that he did he did like 100

**[00:00:40]** ideas or or what is it year 70 plus

**[00:00:44]** projects and 95% of them failed so he

**[00:00:49]** did so many small little startups but

**[00:00:51]** then obviously a few of them have

**[00:00:53]** succeeded and he has a few things most

**[00:00:57]** notably the nomad.com

**[00:01:00]** was one of the first original digital

**[00:01:02]** Nomads and then he created this website

**[00:01:04]** where you can um like find places to be

**[00:01:09]** a digital Nomad in and this is bringing

**[00:01:11]** in what was it $40,000 a month and then

**[00:01:16]** later he created when AI started getting

**[00:01:20]** big and booming he created photo ai.com

**[00:01:23]** which is now 78,000 a month and no this

**[00:01:27]** is revenue not profit and this website

**[00:01:30]** is uh a website where you upload your

**[00:01:34]** own photos and then you tell it okay say

**[00:01:39]** you just upload a photo of your face and

**[00:01:42]** then you say make this make a picture of

**[00:01:44]** me in a suit with a brown background and

**[00:01:47]** then you get these very goodlooking

**[00:01:50]** pictures of yourself and it actually

**[00:01:53]** works like we've all played with these a

**[00:01:56]** AI models but they never really work but

**[00:02:00]** he has tuned it to a way that it

**[00:02:02]** actually works when you upload your

**[00:02:04]** picture and then um you get all of these

**[00:02:07]** beautiful pictures that actually look

**[00:02:09]** good and so he the the thing about him

**[00:02:13]** is that he he does everything with

**[00:02:16]** jQuery and PHP he does everything

**[00:02:19]** himself it's just a oneman show he has a

**[00:02:22]** few people who help him but it's mainly

**[00:02:25]** just him hacking around from a laptop

**[00:02:28]** and he travels all over the world

**[00:02:30]** and he does everything in jQuery and PHP

**[00:02:34]** which is already fantastic but now he is

**[00:02:37]** also posting on Twitter about his the

**[00:02:41]** rest of his Tex tag so here he posted

**[00:02:44]** this tweet uh let me see

**[00:02:47]** here my my VPS bill is the same it was

**[00:02:51]** last month and all the months before it

**[00:02:54]** 384 a

**[00:02:56]** month even with increased traffic so he

**[00:02:59]** is not now gone on Lex fredman and his

**[00:03:02]** posts were shared by Elon Musk he's

**[00:03:04]** going viral he he is already a viral

**[00:03:07]** character apparently I didn't know about

**[00:03:09]** him but he is actually going viral and

**[00:03:12]** all of the traffic is just going to this

**[00:03:16]** one VPS that runs all of his websites

**[00:03:20]** and this is just so funny to me as a

**[00:03:23]** devops engineer

**[00:03:25]** because I also love over complicating

**[00:03:28]** these things and this is just so so

**[00:03:30]** refreshing to see him do this stuff on

**[00:03:33]** one VPS

**[00:03:35]** $384 a month it's it's a uh what what is

**[00:03:39]** it a 16

**[00:03:41]** core yeah it's 16 CPU 64 gigabyte RAM uh

**[00:03:48]** VPS running on digital ocean and he has

**[00:03:51]** all of these websites that we just saw

**[00:03:53]** here in this uh top section all of this

**[00:03:57]** is running on that one VPS

**[00:04:00]** and he is

**[00:04:01]** also uh he he wrote he said in a

**[00:04:04]** different interview that I watched of

**[00:04:06]** him uh this morning he also just always

**[00:04:10]** deploys straight to production so he

**[00:04:12]** wrote all of this himself it's all him

**[00:04:16]** and it's all jQuery and PHP but he he

**[00:04:19]** doesn't even have a staging environment

**[00:04:21]** so when he changes something he he posts

**[00:04:26]** he he he makes a commit and then the

**[00:04:29]** pipeline

**[00:04:30]** just changes the static website files

**[00:04:33]** with his change and boom it's out in

**[00:04:35]** production so it's all on one server and

**[00:04:38]** it's all on one place uh he's deploying

**[00:04:42]** straight to production no staging

**[00:04:45]** nothing and it's working I mean he's

**[00:04:49]** making $3 million a month how much money

**[00:04:52]** are you making

**[00:04:54]** right and I think it's just so

**[00:04:57]** refreshing to see what this guy do with

**[00:05:01]** just one VPS and some coding and

**[00:05:05]** creating web apps I mean it's just

**[00:05:07]** fantastic and like I'm I'm going to be

**[00:05:10]** the first one to confess that I have

**[00:05:12]** also recommended people sometimes to do

**[00:05:17]** technical changes that maybe weren't

**[00:05:19]** even necessary in hindsight like you

**[00:05:22]** don't not like this is going to be

**[00:05:24]** sounding Blasphemous to many of my

**[00:05:26]** audience members but not everything

**[00:05:28]** needs to run in a container not

**[00:05:31]** everything needs to run on kubernetes

**[00:05:33]** and I am the first one to say that I'm

**[00:05:35]** very guilty of this I always like try to

**[00:05:38]** run everything Cloud native and on

**[00:05:40]** kubernetes but this guy is just showing

**[00:05:43]** that many things don't actually need it

**[00:05:47]** so there is a bit more depth to this of

**[00:05:50]** course of so doing a little bit of more

**[00:05:53]** analysis we just saw when we go to these

**[00:05:56]** websites he is using um Cloud flare uh

**[00:06:01]** let me see can I can I visit one of

**[00:06:04]** these again to to get we just saw I just

**[00:06:08]** clicked it but I didn't show it here

**[00:06:10]** therapist AI let's see no now it's also

**[00:06:14]** maybe Cloud fair is cached me but we did

**[00:06:16]** see when I was clicking on these

**[00:06:18]** previous ones that you needed to click

**[00:06:22]** on cloud flare to verify so he is using

**[00:06:25]** that as a layer of security that already

**[00:06:28]** helps a lot if you have cloudflare as a

**[00:06:31]** CDN uh making the content available all

**[00:06:34]** over the world or caching it all over

**[00:06:36]** the world and then handling the security

**[00:06:39]** that is of course a much deeper layer

**[00:06:41]** than than just opening your VPS straight

**[00:06:44]** to the Internet so that's number one and

**[00:06:47]** then secondly this photo AI uh thing

**[00:06:50]** that he does he is not running that on

**[00:06:53]** that VPS I saw him he spoke to it on a

**[00:06:57]** different uh uh interview

**[00:07:00]** uh he is using some um other AI backend

**[00:07:04]** service that he has a deal with so this

**[00:07:07]** front end is basically just to accept

**[00:07:09]** the files and to handle the payment and

**[00:07:12]** then those files are being forwarded to

**[00:07:16]** another service that he uses so in that

**[00:07:20]** sense uh this this one VPS is just

**[00:07:23]** handling the web front end and the

**[00:07:26]** databases that he uses he's also using

**[00:07:28]** only SQL light for all of this stuff

**[00:07:31]** he's not using postest it's just SQL

**[00:07:34]** light so it's not just running on the

**[00:07:38]** VPS there there are a few more layers to

**[00:07:40]** it and having Cloud flare definitely

**[00:07:43]** helps with the security and the safety

**[00:07:45]** of things but still it is a really

**[00:07:48]** refreshing take to see him do this and

**[00:07:51]** then just openly saying yeah I just use

**[00:07:53]** jQuery and PHP and he he he speaks about

**[00:07:58]** how complicated things get with

**[00:08:00]** Frameworks and how big companies will

**[00:08:02]** start promoting Frameworks and how

**[00:08:03]** developers make things much more

**[00:08:06]** complicated than necessary and I am also

**[00:08:10]** uh guilty of this so I think he is a

**[00:08:13]** very inspiring guy absolutely highly

**[00:08:16]** recommended to check out this episode

**[00:08:19]** I'll link it in the the video

**[00:08:22]** description and uh check him out he's

**[00:08:24]** he's an indie hacker who and what I

**[00:08:27]** learned from him is that uh it doesn't

**[00:08:31]** have to be perfect in the beginning when

**[00:08:32]** you have an idea you have a startup idea

**[00:08:35]** just build it just do it yourself it

**[00:08:38]** doesn't have to be pretty just get it up

**[00:08:40]** there with a payment link and try it out

**[00:08:43]** and then see maybe see if you need to

**[00:08:45]** optimize things whereas people like me

**[00:08:48]** and maybe you too we would rather do all

**[00:08:52]** of the coding beforehand we build the

**[00:08:54]** product we make it perfect and then we

**[00:08:57]** maybe try to ship it to the public and

**[00:08:59]** if you're trying to make it as a uh

**[00:09:02]** entrepreneur or an indie hacker that is

**[00:09:05]** not the way to go about it I mean if you

**[00:09:07]** look on product

**[00:09:09]** hunt uh there are just so many projects

**[00:09:14]** every day being released and they are

**[00:09:17]** completely beautiful and they are

**[00:09:19]** completely fully engineered but they are

**[00:09:21]** never going to make it they are never

**[00:09:23]** going to make bring in the money that

**[00:09:25]** the Creator should get right so very

**[00:09:30]** refreshing take check him out and I just

**[00:09:32]** thought it was so funny as a devops

**[00:09:34]** engineer who has a huge kubernetes

**[00:09:37]** cluster relatively running in his closet

**[00:09:40]** here to run a few web apps to see him

**[00:09:44]** run a 3 million business on one VPS very

**[00:09:48]** inspiring check him out thank you so

**[00:09:51]** much for watching and let me know in the

**[00:09:52]** comments what you think about this would

**[00:09:54]** you run a 3 million business on one VPS

**[00:09:58]** I would probably have at least one

**[00:09:59]** backup if if [ \_\_ ] goes [ \_\_ ] hits the fan

**[00:10:02]** and you want to back up to a different

**[00:10:04]** region but who am I to say he is making

**[00:10:08]** a thousand times more money than I do so

**[00:10:11]** all the best to you Peter all the best

**[00:10:13]** of luck thank you for watching see you

**[00:10:15]** in the next one

# Full Text (without timestamps)

this man makes $3 million a year with a $400 VPS meet Peter levels and this is fantastic I just discovered this guy uh by watching The Lex fredman podcast I actually watched it yesterday and then I started following him on Twitter and yeah of course he's Dutch so that is already big bonus points for me as a fellow Dutchman but I started following him on Twitter and is he's just such a great guy so the thing about him is that he has a few startups that he did he did like 100 ideas or or what is it year 70 plus projects and 95% of them failed so he did so many small little startups but then obviously a few of them have succeeded and he has a few things most notably the nomad.com was one of the first original digital Nomads and then he created this website where you can um like find places to be a digital Nomad in and this is bringing in what was it $40,000 a month and then later he created when AI started getting big and booming he created photo ai.com which is now 78,000 a month and no this is revenue not profit and this website is uh a website where you upload your own photos and then you tell it okay say you just upload a photo of your face and then you say make this make a picture of me in a suit with a brown background and then you get these very goodlooking pictures of yourself and it actually works like we've all played with these a AI models but they never really work but he has tuned it to a way that it actually works when you upload your picture and then um you get all of these beautiful pictures that actually look good and so he the the thing about him is that he he does everything with jQuery and PHP he does everything himself it's just a oneman show he has a few people who help him but it's mainly just him hacking around from a laptop and he travels all over the world and he does everything in jQuery and PHP which is already fantastic but now he is also posting on Twitter about his the rest of his Tex tag so here he posted this tweet uh let me see here my my VPS bill is the same it was last month and all the months before it 384 a month even with increased traffic so he is not now gone on Lex fredman and his posts were shared by Elon Musk he's going viral he he is already a viral character apparently I didn't know about him but he is actually going viral and all of the traffic is just going to this one VPS that runs all of his websites and this is just so funny to me as a devops engineer because I also love over complicating these things and this is just so so refreshing to see him do this stuff on one VPS $384 a month it's it's a uh what what is it a 16 core yeah it's 16 CPU 64 gigabyte RAM uh VPS running on digital ocean and he has all of these websites that we just saw here in this uh top section all of this is running on that one VPS and he is also uh he he wrote he said in a different interview that I watched of him uh this morning he also just always deploys straight to production so he wrote all of this himself it's all him and it's all jQuery and PHP but he he doesn't even have a staging environment so when he changes something he he posts he he he makes a commit and then the pipeline just changes the static website files with his change and boom it's out in production so it's all on one server and it's all on one place uh he's deploying straight to production no staging nothing and it's working I mean he's making $3 million a month how much money are you making right and I think it's just so refreshing to see what this guy do with just one VPS and some coding and creating web apps I mean it's just fantastic and like I'm I'm going to be the first one to confess that I have also recommended people sometimes to do technical changes that maybe weren't even necessary in hindsight like you don't not like this is going to be sounding Blasphemous to many of my audience members but not everything needs to run in a container not everything needs to run on kubernetes and I am the first one to say that I'm very guilty of this I always like try to run everything Cloud native and on kubernetes but this guy is just showing that many things don't actually need it so there is a bit more depth to this of course of so doing a little bit of more analysis we just saw when we go to these websites he is using um Cloud flare uh let me see can I can I visit one of these again to to get we just saw I just clicked it but I didn't show it here therapist AI let's see no now it's also maybe Cloud fair is cached me but we did see when I was clicking on these previous ones that you needed to click on cloud flare to verify so he is using that as a layer of security that already helps a lot if you have cloudflare as a CDN uh making the content available all over the world or caching it all over the world and then handling the security that is of course a much deeper layer than than just opening your VPS straight to the Internet so that's number one and then secondly this photo AI uh thing that he does he is not running that on that VPS I saw him he spoke to it on a different uh uh interview uh he is using some um other AI backend service that he has a deal with so this front end is basically just to accept the files and to handle the payment and then those files are being forwarded to another service that he uses so in that sense uh this this one VPS is just handling the web front end and the databases that he uses he's also using only SQL light for all of this stuff he's not using postest it's just SQL light so it's not just running on the VPS there there are a few more layers to it and having Cloud flare definitely helps with the security and the safety of things but still it is a really refreshing take to see him do this and then just openly saying yeah I just use jQuery and PHP and he he he speaks about how complicated things get with Frameworks and how big companies will start promoting Frameworks and how developers make things much more complicated than necessary and I am also uh guilty of this so I think he is a very inspiring guy absolutely highly recommended to check out this episode I'll link it in the the video description and uh check him out he's he's an indie hacker who and what I learned from him is that uh it doesn't have to be perfect in the beginning when you have an idea you have a startup idea just build it just do it yourself it doesn't have to be pretty just get it up there with a payment link and try it out and then see maybe see if you need to optimize things whereas people like me and maybe you too we would rather do all of the coding beforehand we build the product we make it perfect and then we maybe try to ship it to the public and if you're trying to make it as a uh entrepreneur or an indie hacker that is not the way to go about it I mean if you look on product hunt uh there are just so many projects every day being released and they are completely beautiful and they are completely fully engineered but they are never going to make it they are never going to make bring in the money that the Creator should get right so very refreshing take check him out and I just thought it was so funny as a devops engineer who has a huge kubernetes cluster relatively running in his closet here to run a few web apps to see him run a 3 million business on one VPS very inspiring check him out thank you so much for watching and let me know in the comments what you think about this would you run a 3 million business on one VPS I would probably have at least one backup if if [ \_\_ ] goes [ \_\_ ] hits the fan and you want to back up to a different region but who am I to say he is making a thousand times more money than I do so all the best to you Peter all the best of luck thank you for watching see you in the next one