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Micro SaaS*

*Software as a Service

SaaS industry is going leaps-and-bounds with the overall industry growing almost 500% over past seven years. SaaS is nothing but an application that is served from cloud, and users pay per use. Salesforce, Zendesk are some major examples. Micro SaaS is a smaller and a niche application serving a very specific need and clientele. Sketchnote below gives an overview of the landscape.



51



1





Focuses on a very specific need, niche market, developed and marketed by, typically a single person or a small team

Focus : small of big category

Usage : daily need, painpoint

Goal : Value proposition



niche should be expanding, forever Evergreen



Users need to have money, willingness to pay, (clear ROI)

Target

B2B (Business to Business)
Needs sales team

B2C (Business to Consumers)
Needs scalability

Do you like potential users?

Sample Starter Stack

Design : Figma, Canva

Front-End : React.js

Back-End : Node.js

Payments : Stripe

Hosting : Heroku, cloud functions

Follow / References : Indie Hackers

Rick Blyth, Microconf, Simon Høiberg

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Steps to build

1. Find niche (no/less competition)
2. Identify specific problem
3. Validate by MVP (most viable product)
4. Pre-launch Hype
5. Launch - find first 100
6. Keep handles for scaling
7. Scale as you go
8. Upgrade/Sell-move-on

Good to have

1. No setup needed ✓
2. On demand scaling =
3. Flexible payment plans \$10 \$100
4. Access anytime anywhere
5. Smooth upgrades 0.2 0.3
6. Security, data privacy
7. Decent MRR (monthly recurring revenue) 1k-10k

Current Trends

1. Artificial Intelligence (AI)
2. User Experience (UX)
3. 3rd Party Integrations
4. Cloud based Solutions
5. Low/No code solutions

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