

SaaS Planning Checklist

The decisions to make before building a SaaS product — so your MVP is lean, sellable and built to grow. By Bracket Coder.

Problem and market

- The specific problem and who has it
- Who pays, and why now
- Primary competitor and your difference
- The one core workflow of your MVP

Product scope

- Must-have features for a first release
- Explicitly deferred (v2) features
- User roles and permissions
- Onboarding and empty states

The four expensive systems

- Authentication and account management
- Billing and subscription plans
- Multi-tenancy / data isolation
- Third-party integrations

Business model

- Pricing tiers and trial approach
- Payment provider (e.g. Stripe) and fees
- Key metrics to track from day one

Technical and launch

- Tech stack and hosting decision
- Data model sketch
- Security and backup plan
- Support and feedback channel

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