

SaaS Product Success Strategy Framework™

A framework driven approach that has been successful
for 100+ B2B and B2C SaaS products worldwide



What is SaaS Success Strategy Framework?

90% of product startups fail today, not because their ideas were bad, but because of the wrong strategies, they opt for. Most Product Startups operate in this fashion:

- they got a great idea,
- they document the features (or not),
- arrange an product development team,
- develop and launch the product (web app, mobile app, website...) and
- then spend some money on marketing to get users.

This is a sure shot failure formula for any product.

If you are an entrepreneur and your startup strategy is something similar, then it's time to revisit your plan. You must opt for a fail-proof formula that will ensure above 70% success rate.



What is SaaS Success Strategy Framework?

A clear business and product strategy can raise your chances of success by 400%. And that is where **SaaS Product Success Strategy Framework™** comes.

From idea to product launch, there are way more steps that you need to tick before you even think of starting the product development. Do not start spending your time and money on Product creation till you have each of these steps sorted. Let's see what *Product Success Strategy Framework™* is and how it solves these problems:



SaaS Product Success Strategy Framework™

1

Business Discovery & Validation

This stage includes defining vision, idea validation, target audience and market research, assumption mapping & revenue model validation

2

Tech Product Discovery

This stage includes defining product roadmap, user flow, product features, technology analysis, user experience and UI design

3

Continuous Agile Development

This stage includes MVP development, product launch, continuous development and testing

4

Seamless Product & Business Scaling

In this stage, we do product enhancements, product scaling, and continuous performance improvement,

5

Product Promotion

This stage includes growth marketing tactics, post launch growth hacking strategies, inbound marketing, sales channels discovery



Stages of SaaS Product Success Strategy Framework™

1. Business Discovery & Validation

1. Business Idea Validation
2. Define Business & Product Vision
3. Target Audience and Market Research
4. Business & Revenue Model Validation
5. Fundraising Strategies (Optional)

These often include assumption mapping, study of the organizational structure, interviewing the stakeholders, efficient revenue model strategy and competitor analysis.



2. SaaS Product Discovery

1. Define Product Roadmap
2. Define User Flow
3. Define Product Features
4. Technology and Integrations Analysis
5. Define User Experience

We call it the **SaaS Rapid Concept Workshop™** where we identify the requirement in detail, refine the scope & objectives, do feasibility study, analyse technology & 3rd parties services and then define the priority based development phases to initiate product development



3. Continuous Agile Development

1. Product Design
2. MVP Product Development
3. Product Launch
4. Continuous Testing and Relaunch

The product design and development starts under the product owner. We follow a **SaaS Rapid Agile Development™** approach with continuous testing and re-launching the product.



4. Seamless Product & Business Scaling

1. Features Enhancements and Upgrade
2. Improved Testing and Data Analytics
3. Continuous Performance Improvements

Business scaling is directly linked to product scaling. Post product launch, we look for ways to improve the product with a **Data-driven Development** approach and that is achieved with better testing, improved features with AI and data analytics and continuous performance improvement.



5. SaaS Promotion & Growth Hacking

1. Flywheel Growth Funnel Strategy
2. Post Launch Growth Hacking Strategy
3. Inbound Marketing
4. Sales Channels Discovery and Product Distribution
5. CX & Personalization

We have a **Flywheel Growth Funnel Strategy™** - a growth hacking process that provides pre-launch strategies, fast user acquisition, 360 degree marketing & sales funnel plans, personalization & customer experience, ASO, and PR tactics.





Our Clients

Here are some of our clients who have used SaaS Product Success Strategy Framework™ to successfully build and launch their apps.





What Our Clients Say

“Thanks to their effort, the app managed to successfully launch. The team managed to communicate effectively and successfully interact us. In the end, they created a solid application that is useful for the advancement of the company.”

- Edvaldo Ferro, Merari & Sons Group



What Our Clients Say

“The team successfully delivered a very detailed product discovery process. They maintained a seamless workflow throughout the timeline marked by their well-structured process.”

- Bryan Jordan, CEO, Nless Dreams, LLC



Want to launch a Kickass Product?

Give our **SaaS Product Success Strategy Framework™** a try and see how we transform your idea to a great app that gets trending on the app stores, have millions of downloads and becomes a revenue generating one. Join our **SaaS Product Success Community** and become the top 10% successful apppreneur.





Thank you.

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