

Nailing your SaaS Product Strategy

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xelper

Über mich



Product Researcher



Gründer

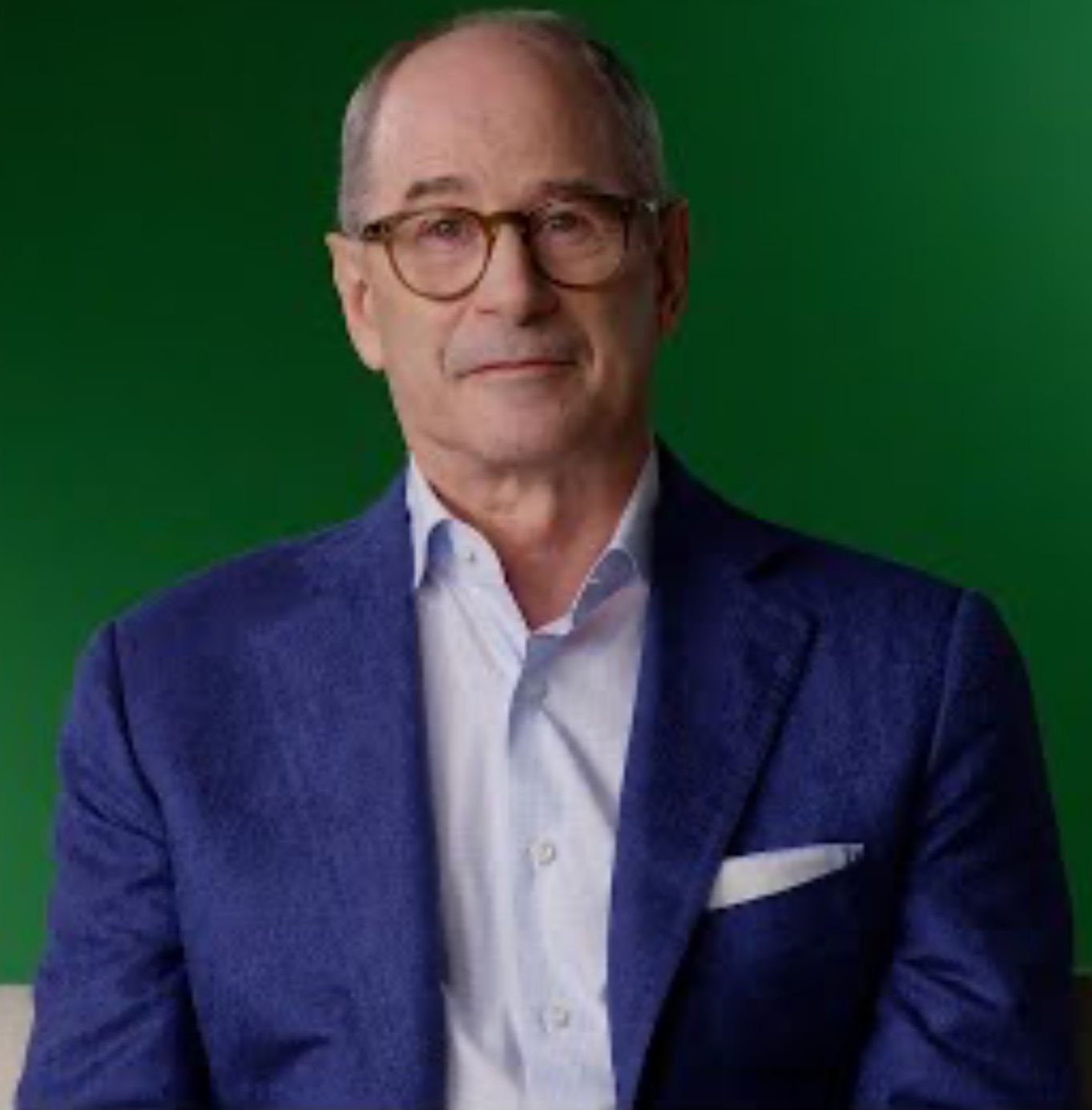


Podcast-Host



QUICK STUDY: **A Plan Is Not a Strategy**

Harvard
Business
Review



What's a **strategy**?

A strategy is

- an **integrative set of choices**
- that positions you on a **playing field of your choice**
- in a way that **you win.**



What's a **strategy**?



What's a **strategy**?



Inspiration für deine Strategie

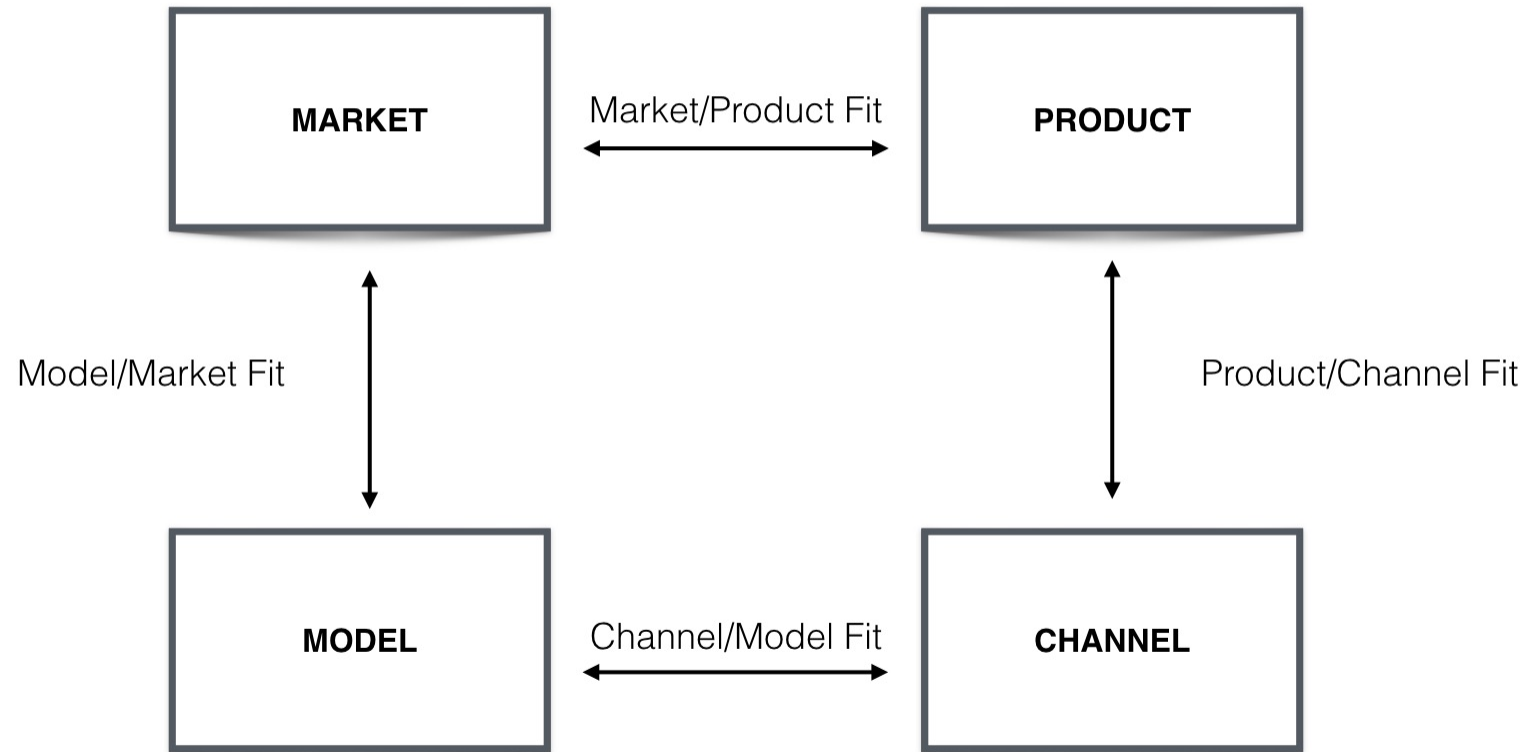
8 Konzepte, die du in deiner SaaS Produkt-Strategie bedenken solltest.



SaaS Strategy Cheat Sheet

- The Market
 - The Product
 - The Channel
 - The Model
 - The Fit
- Scale Economies
 - Switching Costs
 - Network Effects

Das **MPCM**-Framework



Das **MPCM**-Framework

Löse **1 Problem**

für **1 Kundensegment**

über **1 Channel**

mit **1 Business Model**.

→ Das ist ein skalierbares Business!

The Market

“The thing that surprised me is when we looked back at our own data, all of our successes, I think literally all, started with capturing a large part of a small market.”

— Sam Altman, Y Combinator

The Market

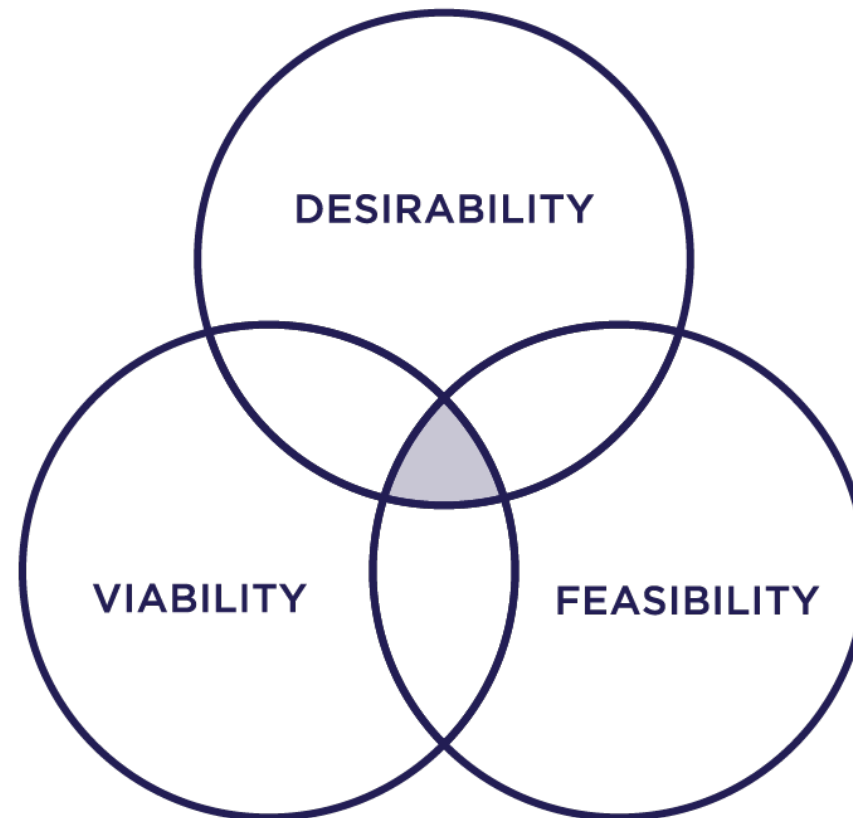
Think about:

- Wie sieht das schmalste Markt-Segment aus?
- Welches Segment braucht genau meine Lösung?
- Welchen Zugang habe ich zu diesem Markt?

The Market

stripe

The Product



The Product

Think about:

- Welche Fähigkeiten habe ich als Organisation?
- Worin bin ich besser als der Wettbewerb?

UX Design

(Deep) Tech

Service
Orientation

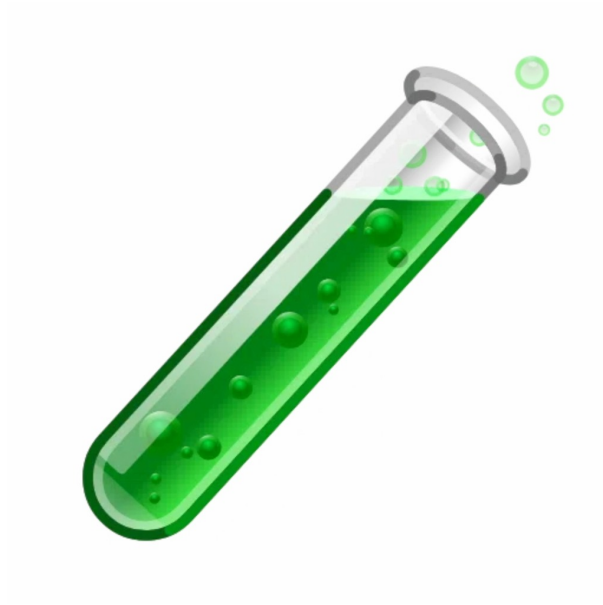
Regulatorische
Anforderungen

Domänen-
Wissen

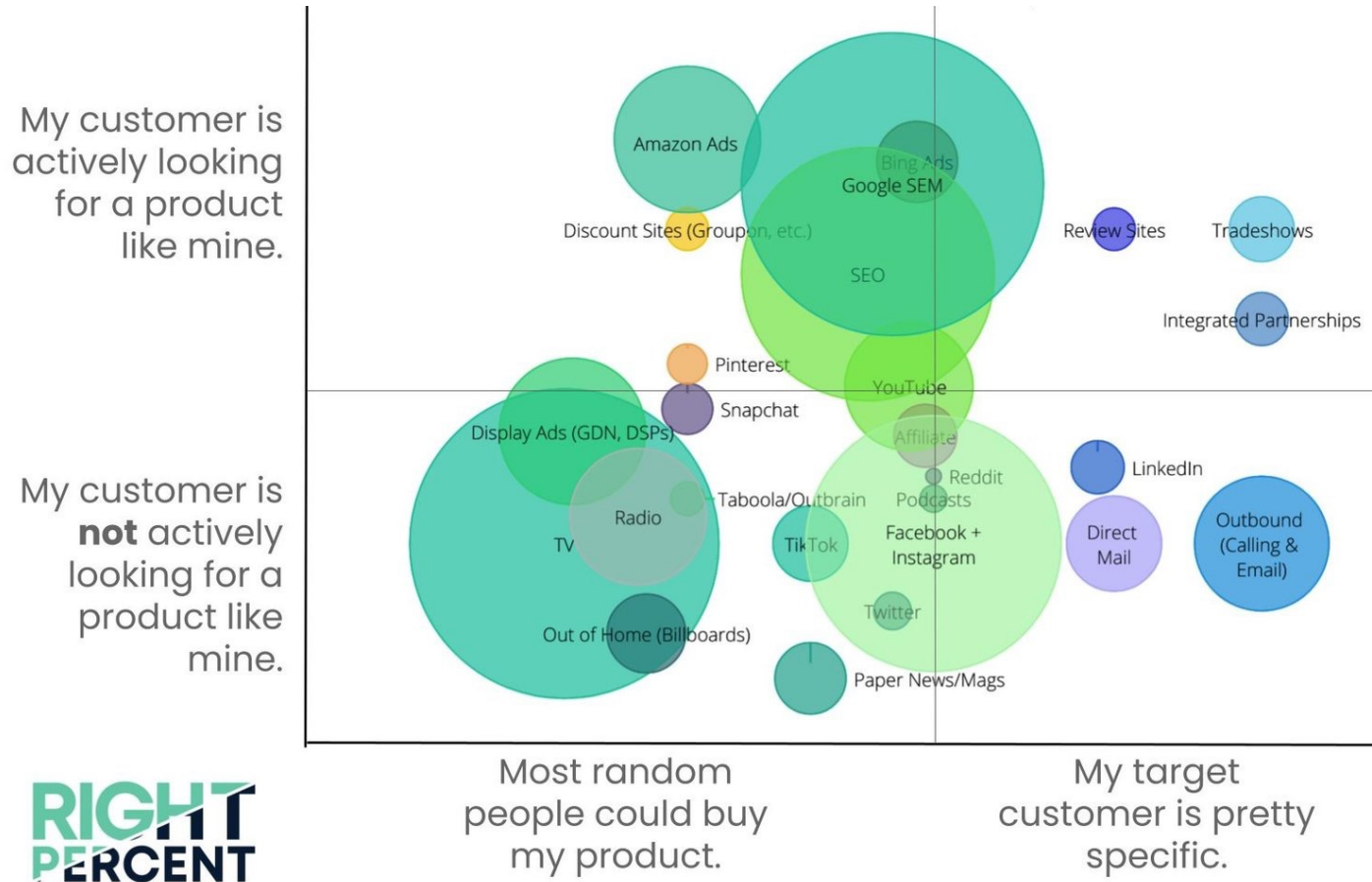
The Product

zoom

The Channel



The Channel



The Channel

Think about:

- Welche Fähigkeiten habe ich als Organisation?
- Was passt zu meinem Produkt?

The Channel



The Model

SaaS

=

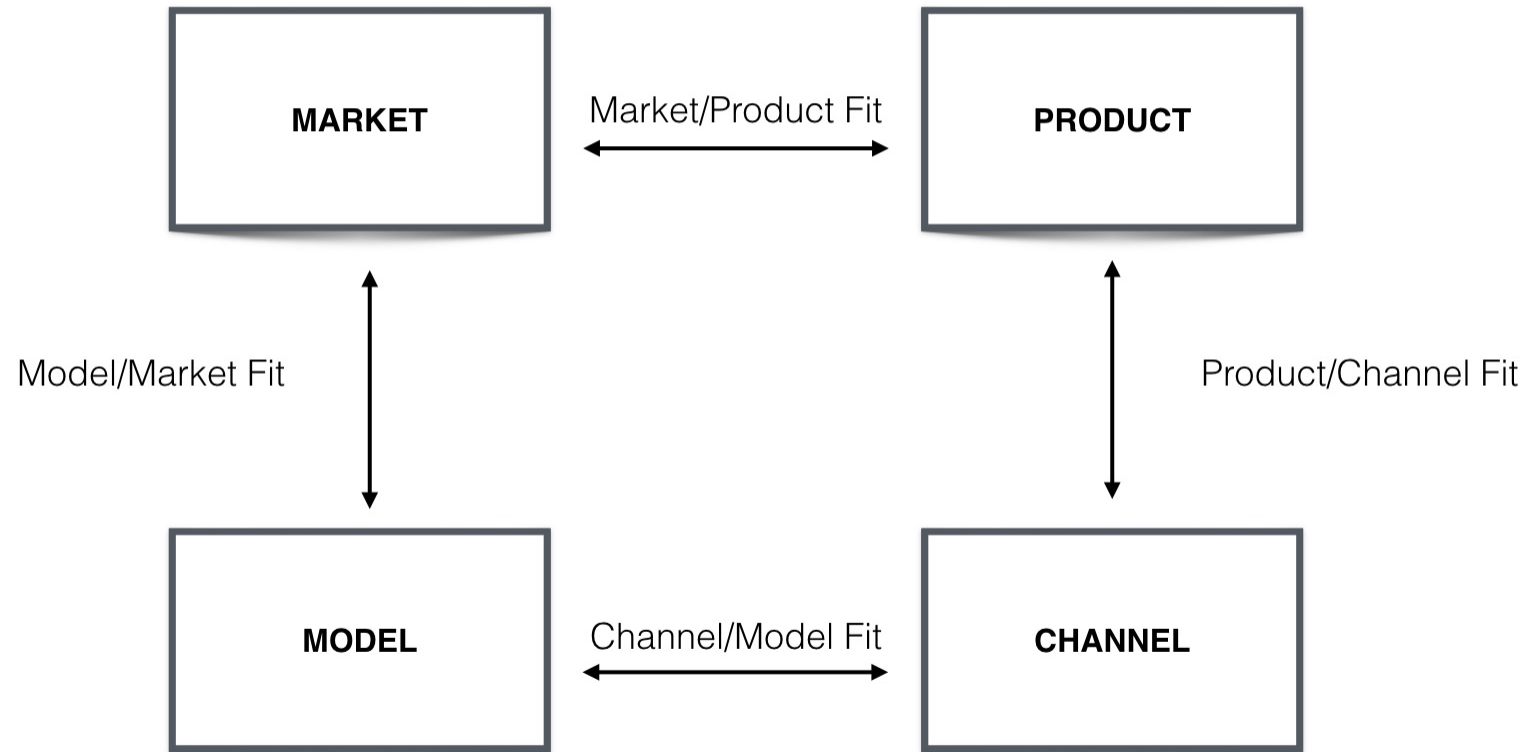
Software **as a Service**

The Model

Keep in mind:

- Du versprichst deinem Kunden eine stetige Weiterentwicklung des Produkts!

The Fit



What's a **strategy**?

A strategy is

- an **integrative set of choices**
- that positions you on a **playing field of your choice**
- in a way that **you win.**



The Fit

MPCM-Fit is your first
“integrative set of choices”.



The Fit

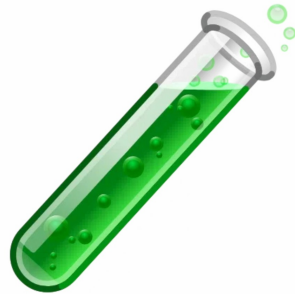
Think about:

- Passt das alles zusammen?

The Fit

~~Think about:~~ Experiment!

– Passt das alles zusammen?



Building a Moat

Wie du dein funktionierendes Business effektiv vor Angreifern schützt.



Building a Moat

Scale

Economies



Building a Moat

Scale
Economies



Switching
Costs



Building a Moat

Scale
Economies



Switching
Costs



Network
Effects



Scale Economies

Software

=

Zero Marginal Costs

=

Scale

Scale Economies



vs

Western Digital



Scale Economies

amazon.com
EARTH'S BIGGEST BOOKSTORE

1995

amazon marketplace

2000

amazon kindle

2007

 amazon
web services

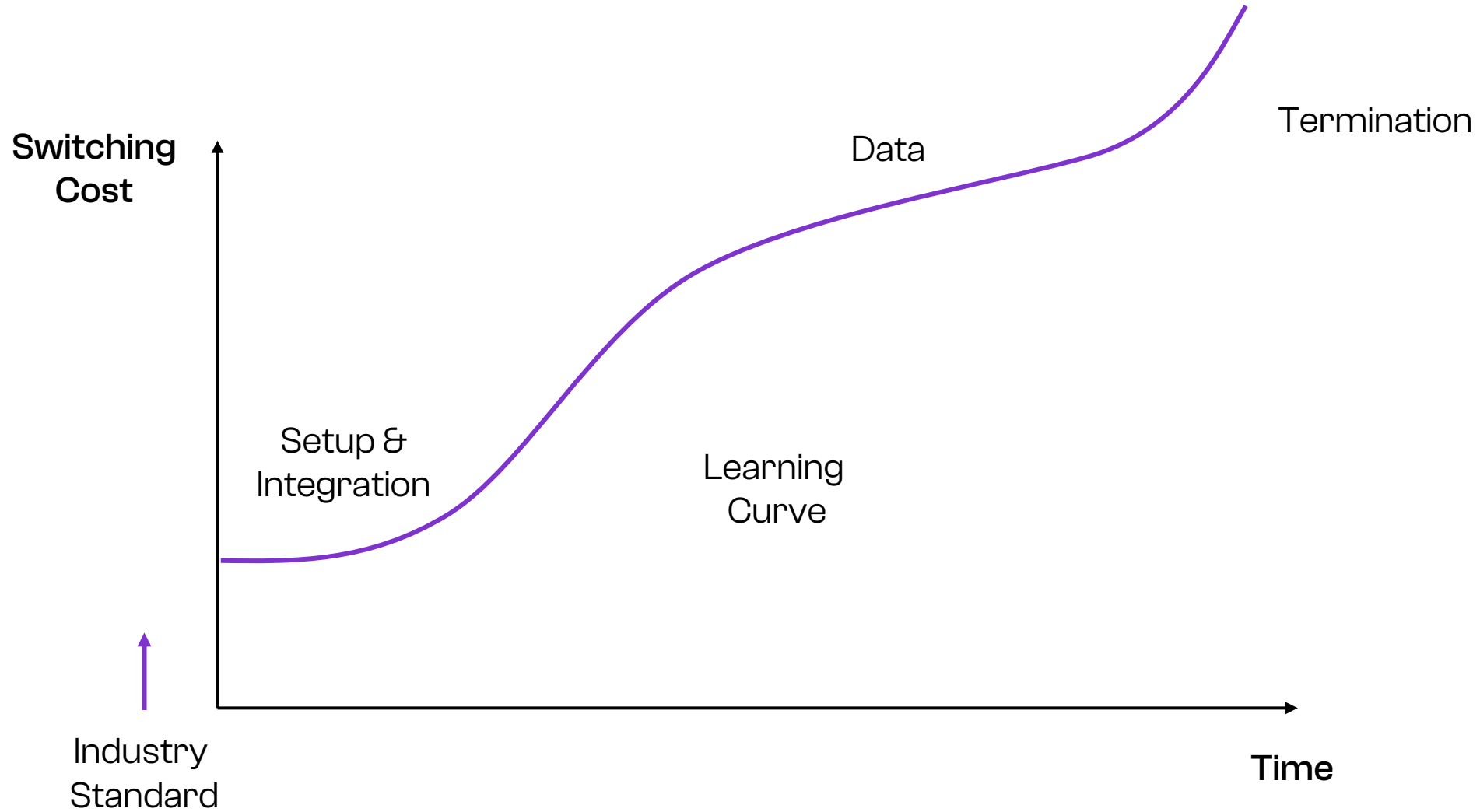
2006

Scale Economies

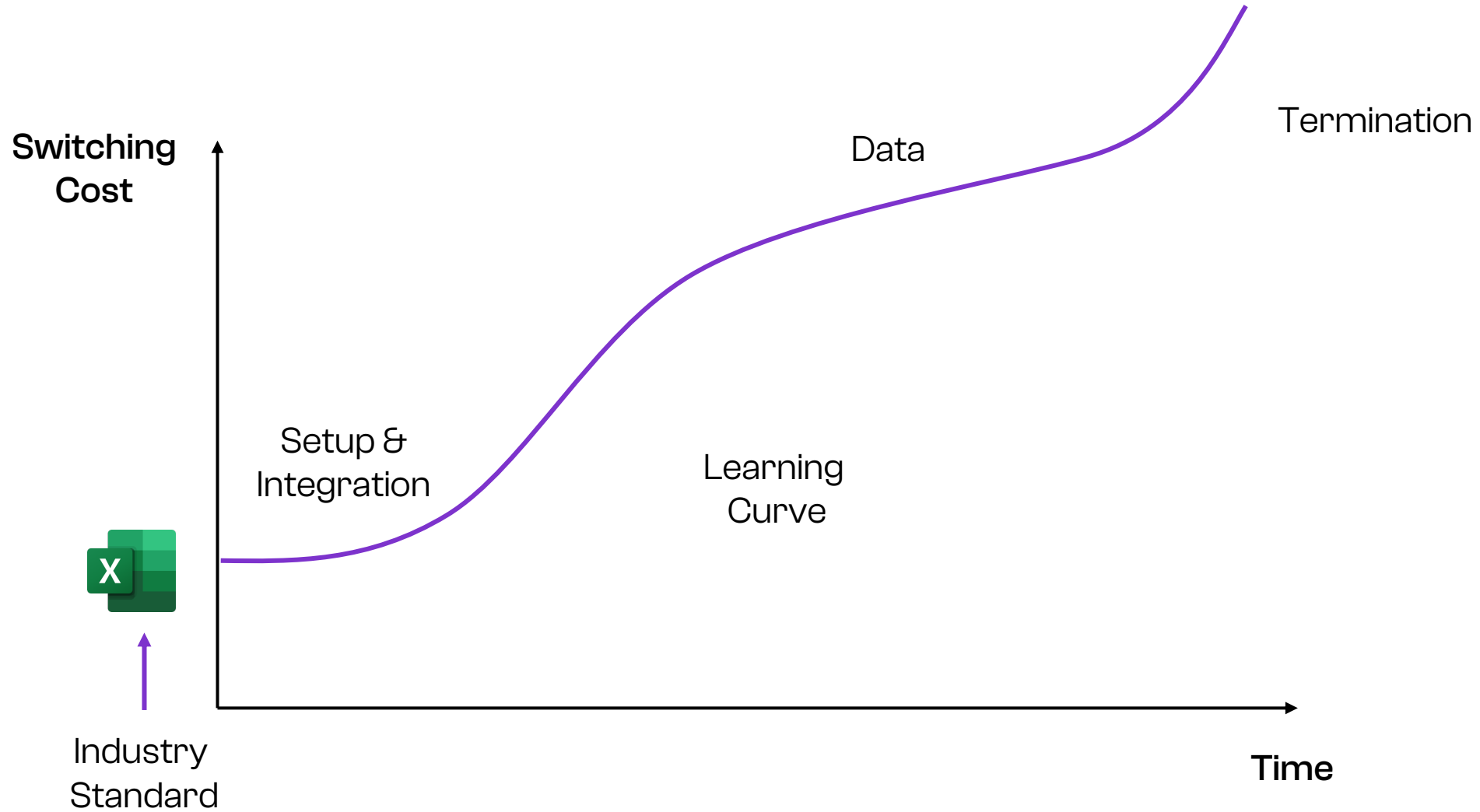
Think about:

- Wie erreiche ich Zero Marginal Costs?

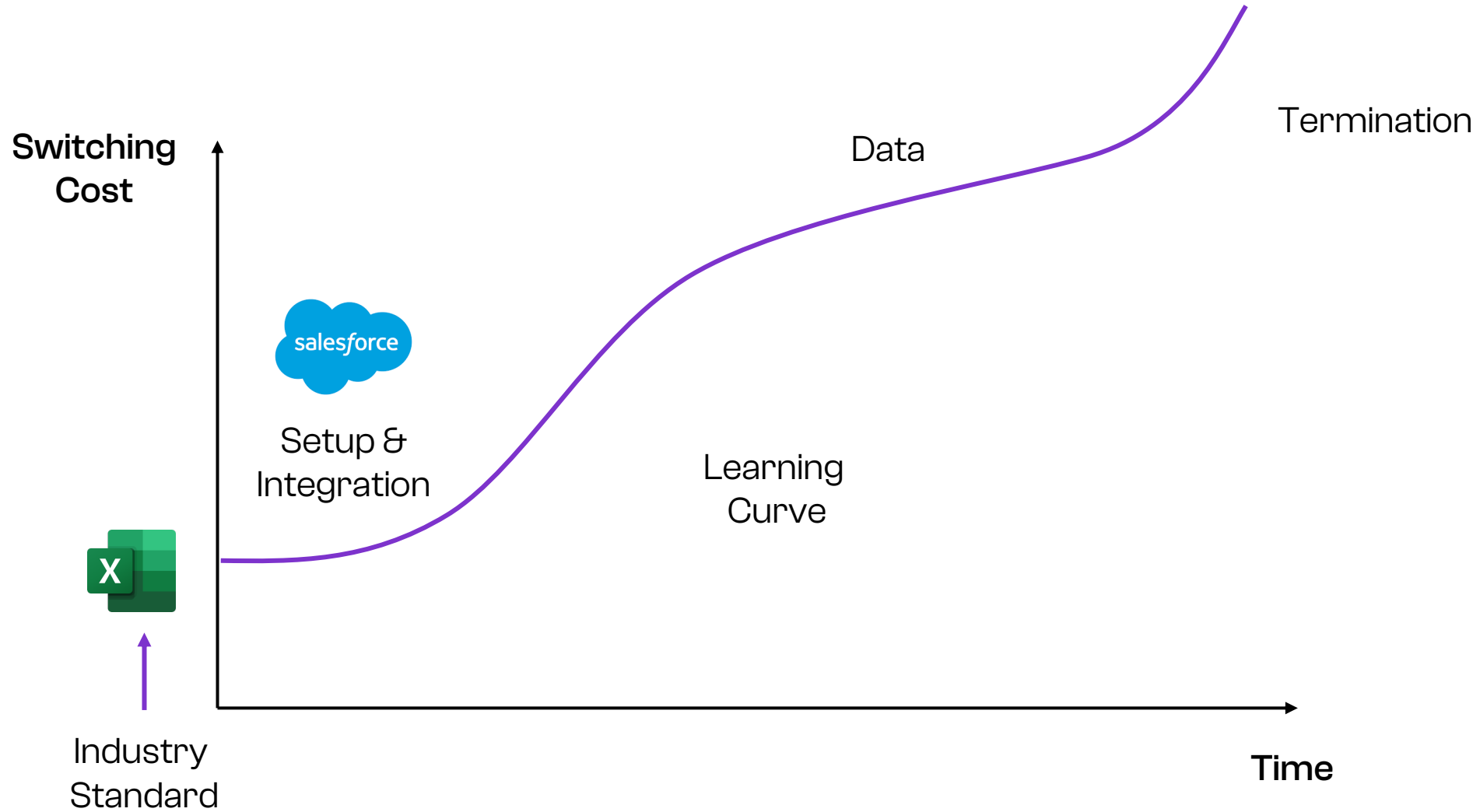
Switching Costs



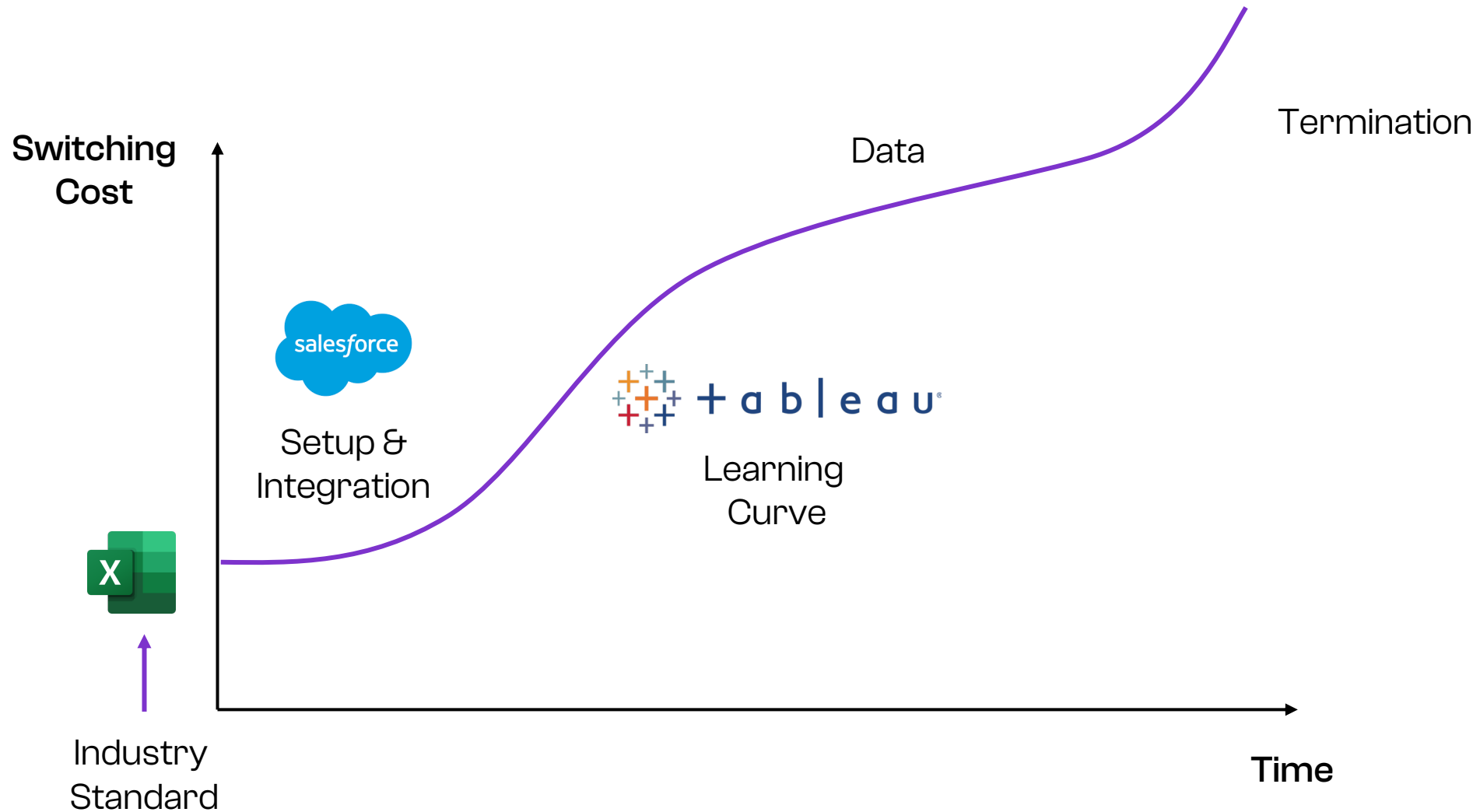
Switching Costs



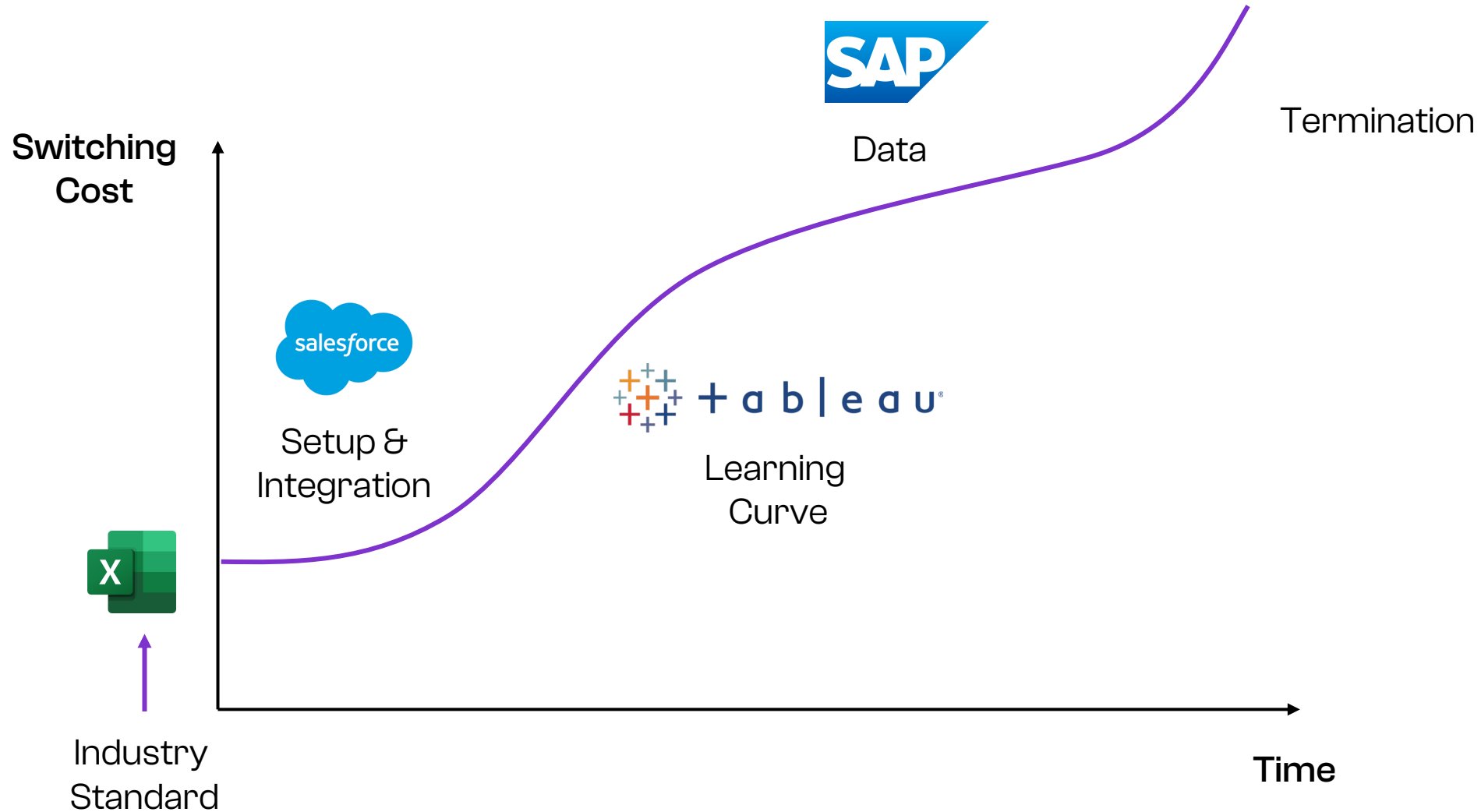
Switching Costs



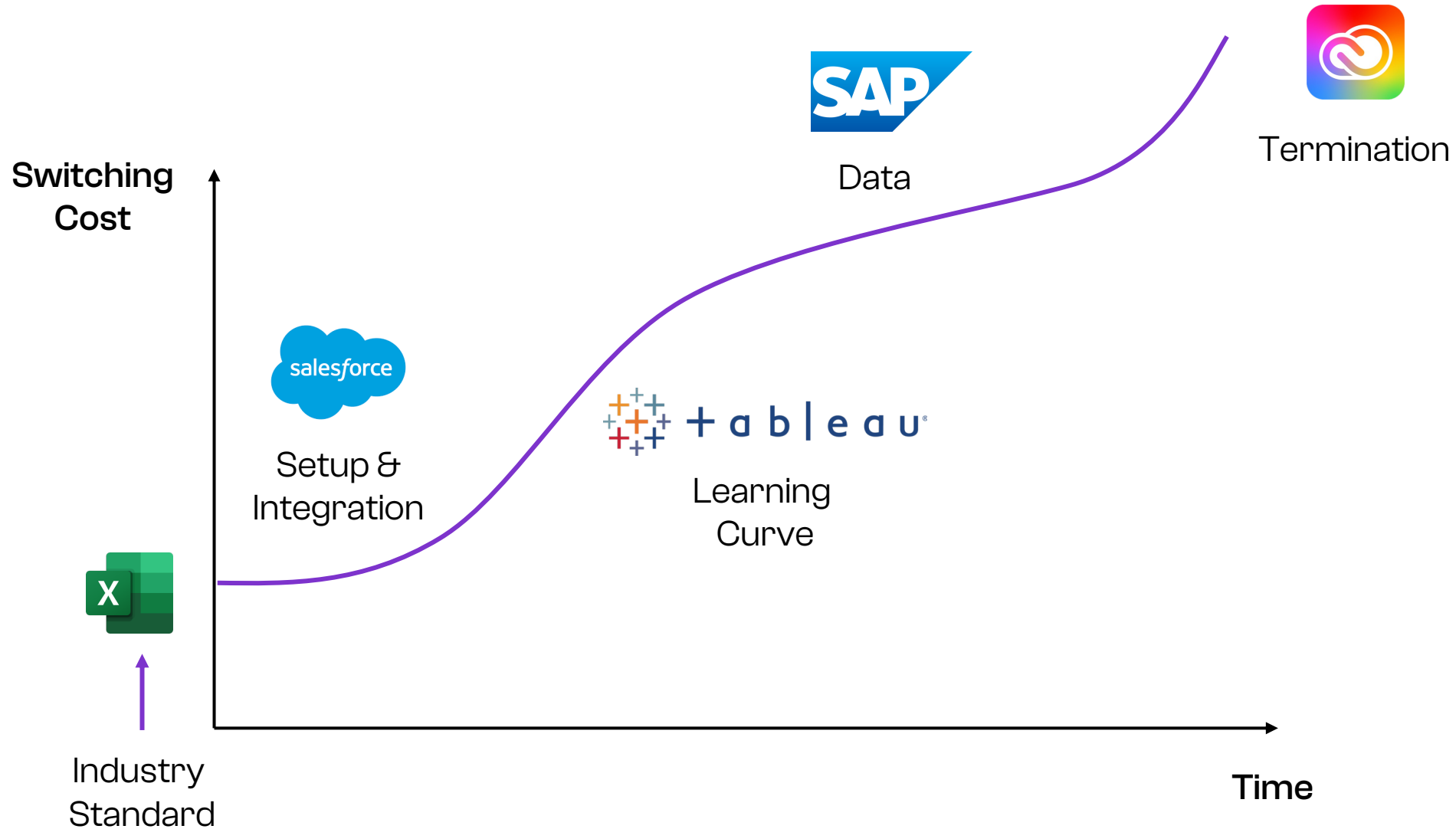
Switching Costs



Switching Costs



Switching Costs



Switching Costs

Think about:

- Welche Switching Costs haben meine Kunden?
- Wie Switching Costs für Neukunden reduzieren?
- Einfluss auf meine Kundenzufriedenheit & Brand?

Network Effects

More Users

=

More Value

Network Effects

More Users

=

More Value

=

More Users

=

More Value

Network Effects



Network Effects

More Users

=

More Value

=

More Users

=

More Value

Network Effects

Two-sided

More ~~Users~~ Customers

=

More ~~Value~~ Sellers

=

More ~~Users~~ Customers

=

More ~~Value~~ Sellers

Network Effects



Network Effects

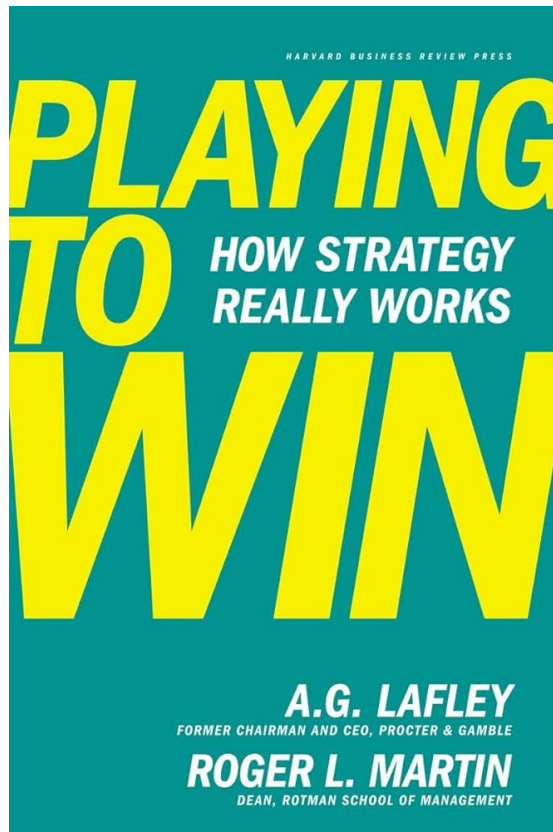
Think about:

- Welchen Wert könnten zusätzliche User haben?
- Kann ich einen Marktplatz rund um mein Produkt etablieren?

SaaS Strategy Cheat Sheet

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Good Reads



Why Product Market Fit Isn't Enough

Written By [Brian Balfour](#)
Posted On June 28, 2017

[Follow @bbalfour](#)

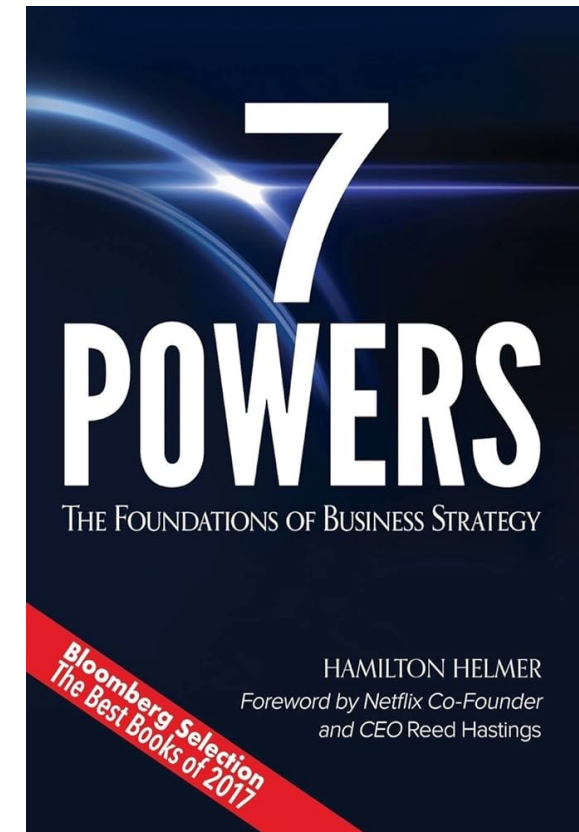
This post is an introduction to a five part series where I explain for frameworks you need to align to grow to a \$100M+ company. [Subscribe](#) to receive the rest of the series.

What's Needed To Build \$100M+

The diagram illustrates the four components of a business model: Market, Product, Model, and Channel. These are arranged in a square, with arrows connecting them in a clockwise cycle. The arrows are labeled: 'Market/Product Fit' (top), 'Product/Channel Fit' (right), 'Channel/Model Fit' (bottom), and 'Model/Market Fit' (left). A large blue play button is centered over the diagram.

I've been lucky to have been part of building, advising, or investing in 40+ tech companies in the past 10 years. Some \$100M+ wins. Some, complete losses. Most end up in the middle.

One of my main observations is that there are certain companies where growth seems to come easily, like guiding a boulder down hill. These companies grow despite having organizational chaos, not executing the "best" growth practices, and missing low hanging fruit. I refer to these companies as Smooth Sailors - a little effort for lots of speed.



Check this out!

Mein Podcast



Mein Startup

xelper

AI-moderierte
User Interviews