

# Building a SaaS around WooCommerce

# Good Morning!

I am **Bryce Adams**



Previously



Currently: **Metorik**



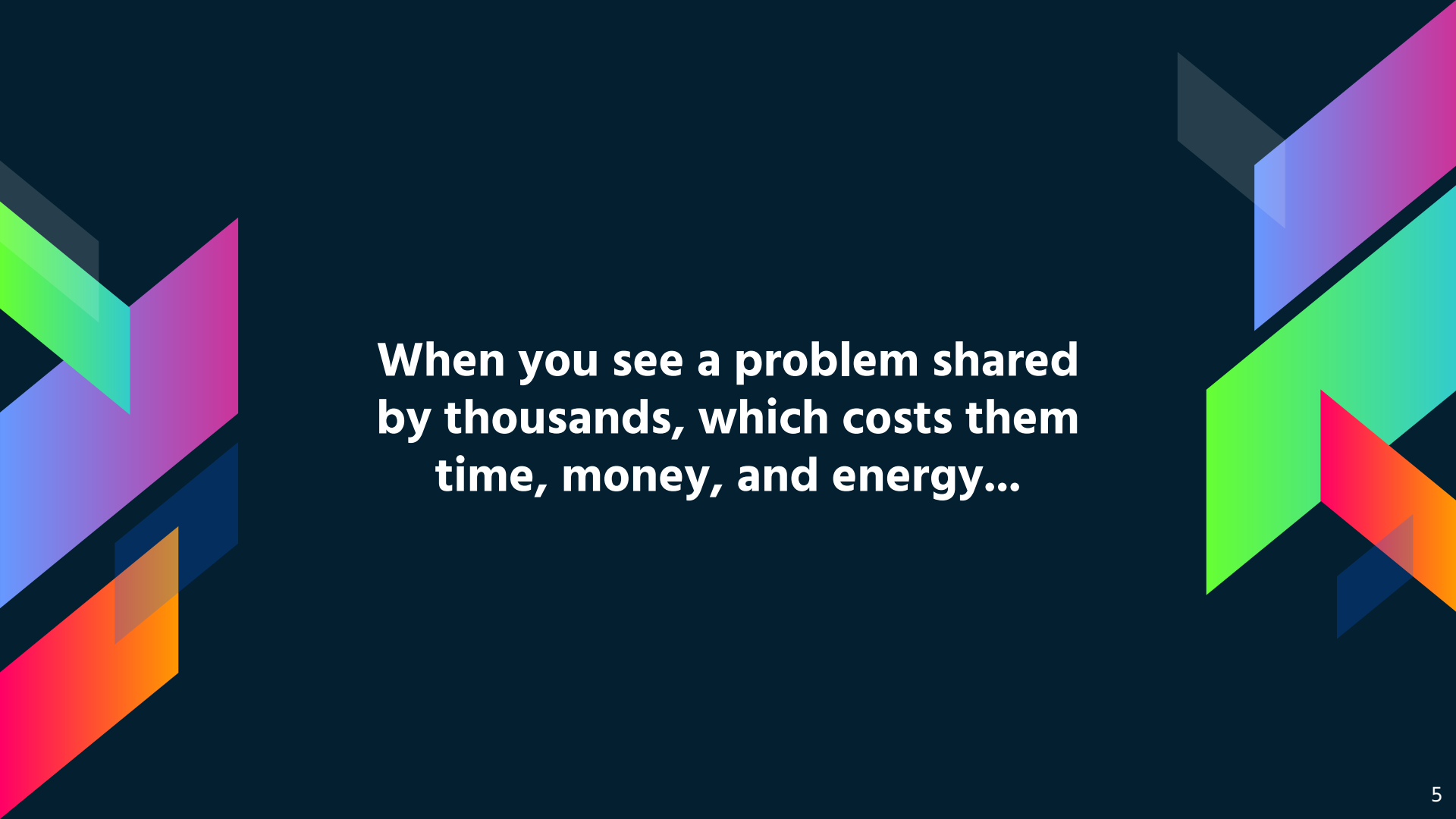


**Analytics**  
**Email Automation**  
**Segmenting**  
**Exporting**  
**Integrations**  
**Subscriptions**



# Origins


Where it began



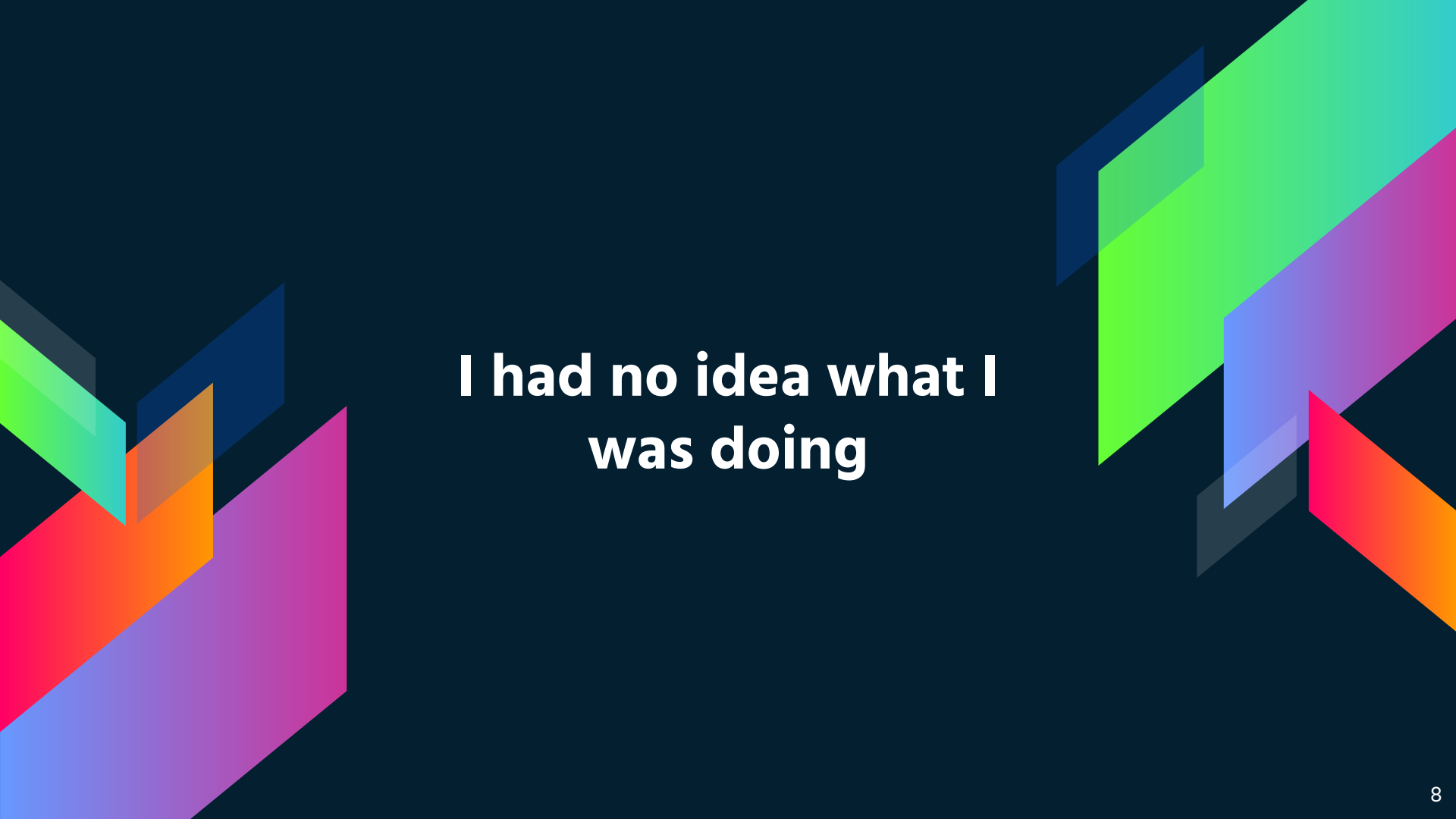
**When you see a problem shared  
by thousands, which costs them  
time, money, and energy...**



**Build the *solution!***



**But years later....**  
**I left my job**  
**To build the solution**

The background features a dark blue field with several overlapping, semi-transparent geometric shapes. On the left, there are shapes in shades of green, blue, orange, and pink. On the right, there are shapes in shades of green, blue, purple, and red. The shapes are layered, creating a sense of depth and movement.

**I had no idea what I  
was doing**





**No experience...**

**Building a huge app.  
Running an online startup.  
Bootstrapping.  
Marketing.  
Etc.**

# But I had enough to get started

1. Time.
2. Money to survive 6-9 months.
3. Energy.
4. Support from those around me.
5. Enough knowledge.

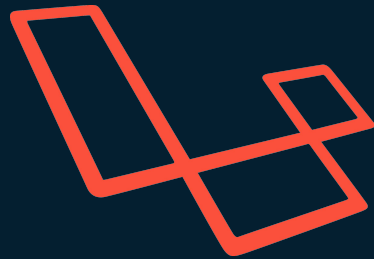


**Funding?**



**Funding?**  
**NO!**

**And because everyone asks, I used...**



# SaaS

*Software as a service*

1. Lives in the cloud.
2. Paid monthly/annually.
3. Regular app updates.



The background features a dark blue gradient with several overlapping, semi-transparent geometric shapes in various colors including green, cyan, blue, orange, red, and pink. These shapes are arranged in a way that creates a sense of depth and movement, with some appearing to recede into the background and others coming forward.

**Why SaaS?**



# Why SaaS

## For WooCommerce?





# What is SaaS

## For WooCommerce?



# Advantages

And **disadvantages**

*Because both exist!*



# Advantages

*More fun!*

# Scaling

1. WooCommerce plugins are difficult to scale because every environment is different.
2. Running reports on the same site/database that is used for orders = potential to impact customers.

# Money

1. Paid monthly or annually, recurring subscription basis.
2. Charge more as you're offering more.
3. Just need to grow more than you shrink (sustainable).
4. Can offer a complete free trial vs. plugins.

# Development

1. API - barely need to make changes for each WooCommerce update.
2. Choose your flavour. Laravel, or Ruby, or Vue.js, or React. No limit on tech.
3. Instant updates for everyone at once.

# Support

1. Fix a problem once and it's fixed for all.
2. You have all the information needed about their data, store, etc.
3. Less customers needed = less support.

# Customers love it

1. No customisations or changes needed on their end.
2. No touching code.
3. Fast support.
4. Their site stays fast and stable.





# Disadvantages

*Because nothing's perfect*

# Marketing

1. The Woo space is primarily plugins so the infrastructure for SaaS apps is new.
2. Hard to show that you're an exclusive-for-Woo product while SaaS.
3. Terminology. Not a plugin - an app, etc.

# Money

1. Costs more to run.
2. Normally only get a month paid in advance vs. plugins 1x year.
3. Additional work for failed payments etc.
4. Customers need to pay more = harder to acquire new customers.

# Customers get confused

1. Install the plugin without the app.
2. Pricing confuses them (“why is it not a one-time purchase?”)
3. Logging in with a new account that’s separate from their site login (tip: Use WP.com OAuth for SSO).



# Mistakes made

More than a few, but all for the  
greater good

# Underestimating

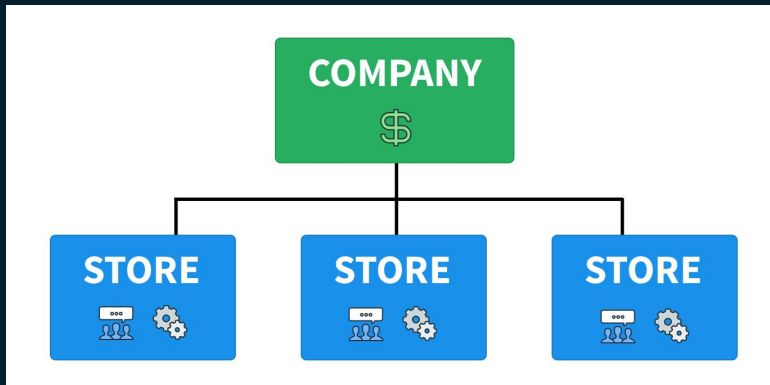
1. Work involved (both with development and also overall marketing/brand/etc.).
2. \$ required (not much but still, servers).
3. Scaling issues (related to next slide but hard to plan ahead too much).

# Plan for high-availability (HA)

1. Can you scale horizontally? Vertical okay too, eg. Basecamp, but not ideal.
2. Your app going down cannot impact customer sites in any way - eg. cart tracking, checkout code.
3. Learn server ops or hire someone.

# Structuring pricing/plans

1. Changed prices later.
2. Company/store change.







# THANKS!

**Any questions?**

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