
AUTHOR'S FOREWORD

So, it happened. You want to start your own tech company but have close to zero experience in tech development or website promotion. This book is here to help you. But first, let me introduce myself.

My name is Katia Myroniuk, born and raised in Kyiv, Ukraine. After getting my master's in marketing, I worked for several tech companies as an SEO¹ and project manager. This experience helped broaden my expertise in online website promotion, yet, I always wanted to work for myself. You know that gut feeling when you are not comfortable with being where you are at now? Well, I know. That is why I quit my nine to five high-paid job and went on a month-long trip to South America. My friend and I wanted to cross this continent from one coast to another, from Rio to Lima, in one month. But more than anything else — from one life to another. That is the way I entered the self-employed world and have been happy with myself ever since.

Later after the trip, I started a boutique content marketing and SEO agency for SaaS companies. Throughout years we worked with a wide range of online businesses, starting with small food blogs with no ideas for monetization to big multimillion product companies, whose programs you might use right now. This experience resulted in the knowledge of what software companies need to succeed in a market, regardless of the type of the niche.

Working with SaaS companies, I have always been curious to start something of my own. That is how I became a single non-technical founder at SaaS company and walked a journey from the search of the idea to product launch from the start. In this

¹ Search engine optimization

book, I combine my experience of high-quality business promotion, project management, and software development.

It is a guide that will walk you through all the steps of SaaS building and promotion — from the search of an idea to its implementation and running a business. This book is for people who come from different backgrounds — either you have a digital background but no technical experience; a developer who is not familiar with the marketing side of the business or simply interested in building a SaaS without revolutionary idea or investors.

Also, this book assumes that you will often go to Google search and study in parallel with reading it. I use a lot of acronyms and industry slang, which I tried to explain as clearly as possible.

Sentiments apart, this is not another self-help book to “believe in yourself and go.” Neither is it about creating passive income so you don’t have to work (and I don’t believe you can achieve happiness by doing nothing). I wrote this book for those who have a burning desire to build an online company. Only desire can balance the absence of tech or marketing experience on the way to SaaS product creation and help overcome the obstacles that will arise.

PREFACE



Did you think what SaaS globally means?

That is the electricity in our apartments, tap water, songs on the radio and many other services and products. Without them, we can no longer imagine our life.

These are all the benefits we consume here and right now, without even noticing that their source is not in our apartment, not inside our gadget, but located remotely, hundreds of miles away. That is a power station, television or radio tower or ... server.

SaaS is a product of the transition to the so-called «third wave of the Internet» — the Internet of Everything. Today, we no longer install an application or computer game from the storage medium, we do not play our favorite music on disk, and we do not care that the mobile phone does not have enough memory to download the required application — everything is online now.

So SaaS is a story about the concept of the future. In short, it sounds as follows: to get something today, you may just use it with no need to own it. That is a story about freedom — freedom to choose, to move, to consume.

So if you decide to make money or to create something incredible or something that will last for centuries — now your go-to is SaaS-business!

So now the right book is in your arms.

Rostislav Duke
*Chairman of the Board of the Ukrainian Association
of Fintech and Innovative Companies*