

BUILDING AND LAUNCHING A SAAS PRODUCT IN 2 WEEKS
A SHOPIFY APP POSTMORTEM

I WANT TO HELP YOU...

> ...AVOID MY MISTAKES 🐼

> ...EVALUATE SHOPIFY'S APP STORE AS A PRODUCT TEST BED

MICROPRENEUR . . . NANOPRENEUR?



IT'S BEEN SUPER
EXCITING!

SHOPIFY APP STORE

- > SHOPIFY 🇨🇦: HOSTED E-COMMERCE PLATFORM
- > SHOPIFY APP STORE: "SAASY WORDPRESS PLUGINS"

JANE'S SHOPIFY STORE ← [API] → YOUR (WEB) APP

SHOPIFY...

- > ...HANDLES PLUMBING, LIKE BILLING, USER MANAGEMENT, ...
 - > ...LETS YOU ADVERTISE IN THEIR APP STORE
 - > ...AND TAKES 20% OF YOUR REVENUE

SHOULD YOU CARE ABOUT SHOPIFY'S APP STORE?

TEST OUT AN IDEA → GRADUATE TO STANDALONE SAAS
PRODUCT

MY APP: NEARBY STORE NOTIFICATION

The #1 Online Women's Clo... x Daniel

https://www.lotusboutique.com


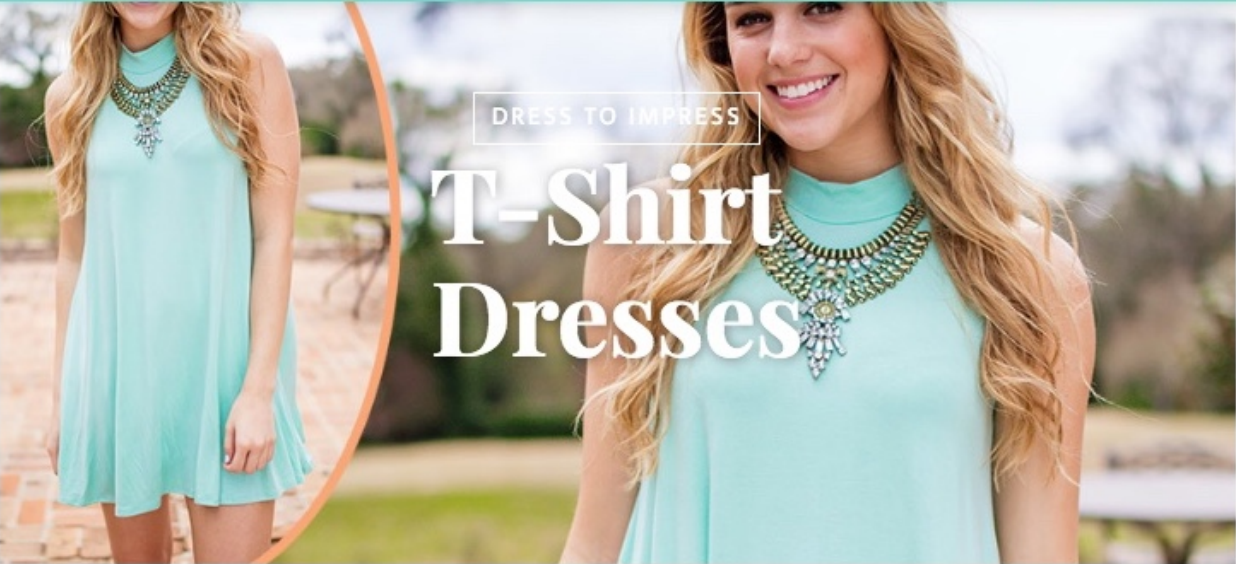
Hey Beautiful! Did you know we have a retail store in Vienna?

Ok, thanks Store Locator

DRESS TO IMPRESS

T-Shirt Dresses

daily GIVEAWAY happening now!
FACEBOOK EXCLUSIVE




Withings Activite Pop Activi... x Daniel

www.heartratemonitorsusa.com/collections/new-releases/products/withings-activite-pop?variant=18679229446

Did you know we have a retail store near Hartsville?

Ok, thanks Learn more



Starting at \$14 a month. [Learn More](#)

Order now, and IN STOCK items ship within the next :
1 hours 28 minutes 10 seconds [Click For Details](#)

Quantity: **2 in stock.**

Color:
Shark Grey ▾


ADD TO CART

See more: [Activity Monitors](#)

[Pin it](#) [Like](#) [Share](#) [G+](#) [Fancy](#)

DANIEL BADER - DBADER.ORG / VIDEOCONF 2016

Features: [Activity monitors](#), [Nmrp](#), [Withings](#)



WHAT WENT RIGHT

I BUILT & SHIPPED IT...
& I CHARGED MONEY FOR IT!

re Notification

TOTAL EARNINGS

\$31.92



WHAT WENT RIGHT:

CONCIERGE ONBOARDING

WHAT WENT RIGHT:

**"PROGRAMMER
MARKETING"**

App Store

Powerful new features, services and plugins for your Shopify store

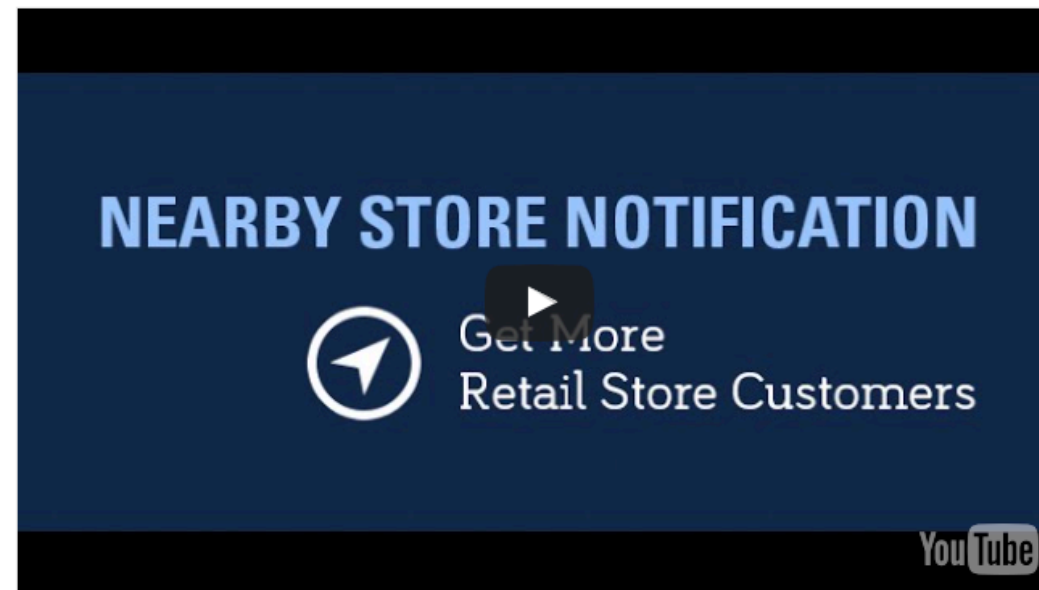
[Sell your own app](#)

Category: All Price: All Sort by: Popular Collections Search

[All Apps](#) / [Tools](#) / Nearby Store Notification

Nearby Store Notification

Developed by [dbader software co.](#)



- ✓ Sell more with targeted banners that won't annoy your customers
- ✓ Leverage your Shopify store for Local Store Marketing
- ✓ Promote your retail store to the customers who care

Run location-targeted promotions for your retail and pop-up stores on your Shopify site!

What the app does, in a nutshell...

This app detects the **location** of your Shopify store visitors. If they're **near one of your retail store locations** it shows them a customizable notification

Get

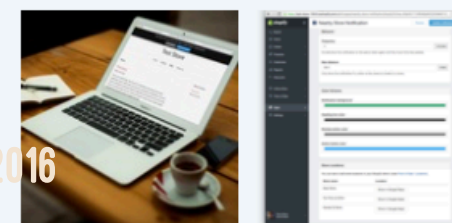
Price	\$4.99 / month
Introductory launch price for a limited time only!	
Free Trial	14 days

Support & Sales

Developer	dbader software co.
Phone	+1 (510) 470-6211
Email	mail@dbader.org
Website	nearbystorenotification.c...

Get Support

Screenshots



App Store

Powerful new features, services and plugins for your Shopify store

[Sell your own app](#)

Welcome to the Shopify App Store

This app listing is currently published

Congratulations! Your app is listed in the App Store. Merchants can search for it, install it and leave reviews. If you need to unpublish this app, please contact apps@shopify.com.

A. General

1. App name

To change this, update the app name in your [Partner Dashboard](#), and then come back to save this form.

2. App icon



To change this, update the app icon in your [Partner Dashboard](#), and then come back to save this form.

Tips for a great app icon:

- Keep the corners square. We round the corners for you when we display the icon.
- Don't use a white background. Use bold colors and patterns that are recognizable.
- Make it simple. Focus on one or two visual elements — no one likes clutter.
- Be consistent. The icon and banners for your app should look like they belong to the same brand and product.

Dimensions: 60px by 60px

[Download Photoshop template](#)

Nearby Store Notification in the App Store

A. General

1. App name
2. App icon
3. Category
4. Review notification email

B. App Card

1. App banner
2. Short description

C. App Listing

1. YouTube URL
2. Selling points
3. Full description
4. Pricing
5. Free trial
6. Requirements
7. Sales and support
8. Screenshots
9. Integrations

D. Extras

1. Featured banner
2. Search terms
3. Google analytics code
4. Google remarketing code
5. Adroll retargeting code

[View app listing](#)

[Save](#)

WHAT WENT WRONG

WHAT WENT WRONG:

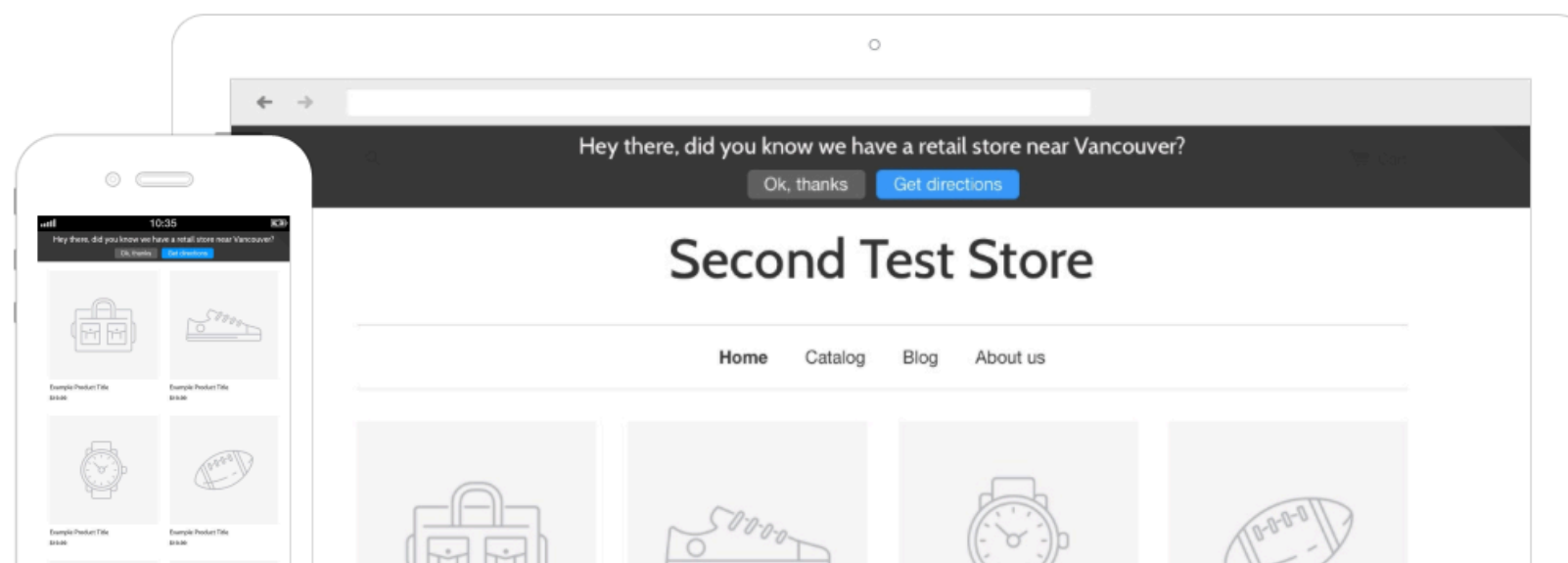
USELESS
LANDING PAGE

Nearby Store Notification

for Shopify

Turn your web shop visitors into
retail store customers

Free Trial



1

Leverage your Shopify store for Local Store Marketing

Nearby Store Notification detects the **location** of your web-shop visitors. If they're **near one of our retail stores** we invite them to visit.

2

Build strong relationships with your local customers

Get to know your local customers to help market research. **Meet your local customers face to face** and

3

Promote your retail store to local customers

Running a pop-up store? Kickstart your sales with **personalized and location-targeted promotions**.

WHAT WENT WRONG:

I JUST BUILT
WHAT I WANTED
TO BUILD

Dan ♥ MicroConf

What is this? Share this text.



SAY HI! 

[DBADER.ORG/MICROCONF16](https://dbader.org/microconf16)