

SaaS MVP Launch Checklist

The 48-item checklist PaidNinjas uses to ship investor-ready SaaS MVPs in under 10 weeks.

Product

- One sentence positioning
- Three core jobs-to-be-done
- Activation event defined
- Pricing page with 3 tiers
- Empty states designed

Engineering

- Type-safe end to end
- Auth + RBAC + SSO-ready
- Multi-tenant data model
- Background job runner
- Feature flag system
- Audit log table

Billing

- Stripe or Paddle integrated
- Free trial logic
- Usage metering hooks
- Failed payment retries
- Receipts and invoices

Growth

- SEO foundation
- OG image generation
- Sitemap and robots
- Analytics and product analytics
- Email automation set up

Launch

- Status page live
- Error monitoring wired
- Runbook for on-call
- Backup and restore tested
- SOC 2 prep documents started