


How we to \$100k MRR

 presented by
SquadCast

for our friends at
 **MicroConf**

Who are we?

Zach & Rock from SquadCast



Zach Moreno
CEO



Rockwell Felder
CFO



What is Our Story?

- High-school friends
- Avid podcast listeners
- Attempted to create a sci-fi audio drama
- Found a real problem & decided to solve it
- Pivoted to a SaaS startup



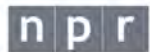


What do we do?

Record **Studio-Quality**
Podcasts from Anywhere



Who do we get to work with?



We Need to be
Real



We Are All on the Same Journey

- First-time founders
- 2 years with day jobs
- 3 years to \$10k MRR
- 4 years before paychecks



May 2019
\$10k MRR



May 2020
\$100k MRR



How it Happened



Overview



Focus



Reputation





Focus

Singleness of purpose

Build something that matters

Embrace the JOMO



Community investments

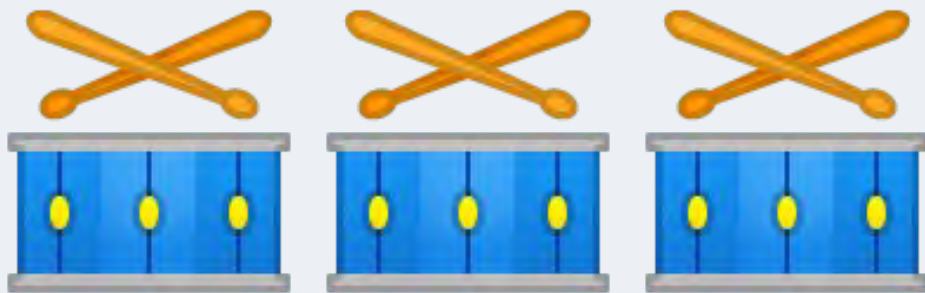
Radical listening

Show up everyday

~~700~~

Reputation







Luck

Opportunities come, SiP was ours

Luck rewards diligence

Will you be ready?



What now?

We are **Figuring** that out again...



Recap



Focus



Reputation



Luck





Thank You!