



MicroConf

The SaaS Founder's Guide to No-Code



Overview



Overview

- Definition



Overview

- Definition
- Pros + Cons



Overview

- Definition
- Pros + Cons
- Predictions



Definition

Defining No Code



Defining No Code

- Using zero code...



Defining No Code

- Using zero code...
- ...to accomplish something that used to require code.



Defining No Code

- Using zero code...
- ...to accomplish something that used to require code.
- (and usually involves linking multiple tools)



Mastermind Matching

Typeform



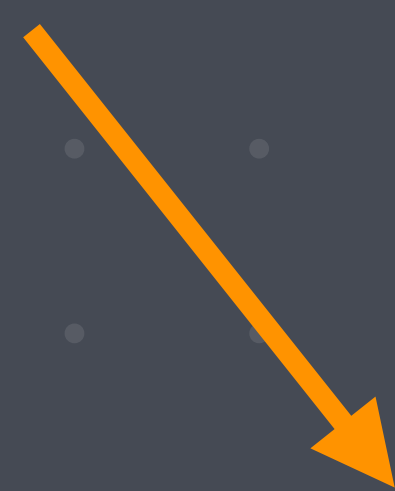
	Name	Amount	Lead Type	Stage	Date deal closed	Month deal closed	# of licenses
1	FireBasket	\$65,000	Trade Show	Closed - Win	6/21/2017	Jun	
2	Zenprospr	\$50,000	Word of Mouth	Closed - Win	7/12/2017	Jul	
3	pear.ly	\$225,000	Trade Show	Analysis/Value Proposition			
4	EnnWe	\$70,000	Word of Mouth	Closed - Win	7/26/2017	Jul	
5	Earworm	\$40,000	Word of Mouth	Closed - Lost			
6	Handcrafted Mediocrity	\$10,000	Advertisement	Closed - Win	7/13/2017	Jul	
7	Objectively Edible	\$13,000	Word of Mouth	Closed - Win	8/10/2017	Aug	
8	Consens.us	\$100,000	Advertisement	Analysis/Value Proposition			
9	EnnWe	\$80,000	Word of Mouth	Analysis/Value Proposition			
10	Exploittr	\$25,000	Trade Show	Closed - Win	8/16/2017	Aug	
11	Fastidio.us	\$40,000	Advertisement	Closed - Win	7/19/2017	Jul	
12	FireBasket	\$22,000	Advertisement	Closed - Win	6/21/2017	Jun	
13	Overeatify	\$15,000	Word of Mouth	Closed - Win	8/24/2017	Aug	
14	Quiddity	\$150,000	Word of Mouth	Closed - Lost			
15	Zeasonal	\$90,000	Word of Mouth	Closed - Win	8/16/2017	Aug	

MicroConf Remote Registration


stripe



zapier



 **drip**


SQUARESPACE

Sessions by...



Nico Cerdeira

Failory



Jessica Malnik

MicroConf



Meredith Neyrand

Stripe



Jane Portman

Userlist



Andy Cabasso

Postaga



Jay Clouse

Tweet100

Is No-Code the
future of app
development?

Think back 20 years
when we had to hand
code every website...



SQUARESPACE

Then you couldn't
accept payments
online without code...



stripe



gumroad

Then you couldn't
connect two apps
without code...

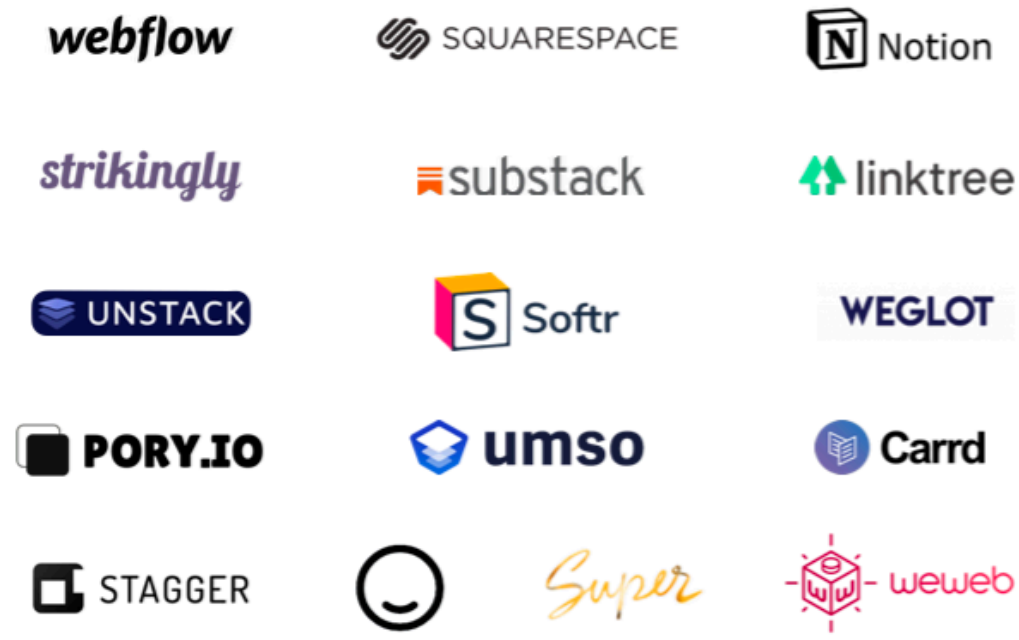
The Zapier logo is centered on a bright orange square. It features a white asterisk-like icon above the letter 'i' in the word 'zapier'. The word 'zapier' is written in a clean, lowercase, sans-serif font. The entire logo is set against a dark gray background with a subtle grid of small white dots.

zapier

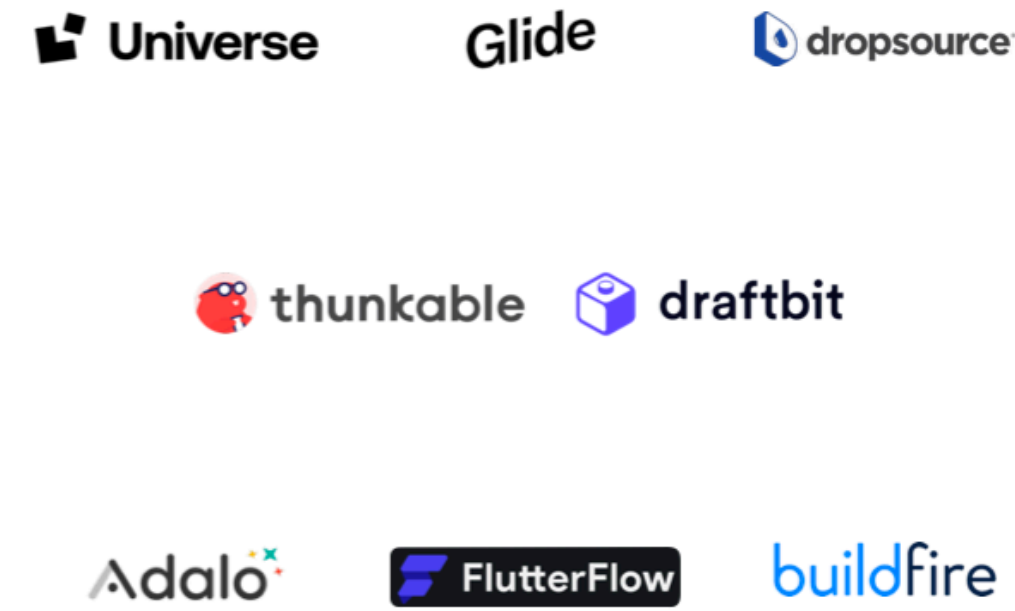
I don't believe No-Code
will replace app dev, but it
will handle more and more
use cases as time passes

NO-CODE & LOW-CODE STARTUPS, by @pinverrr & @bentossell

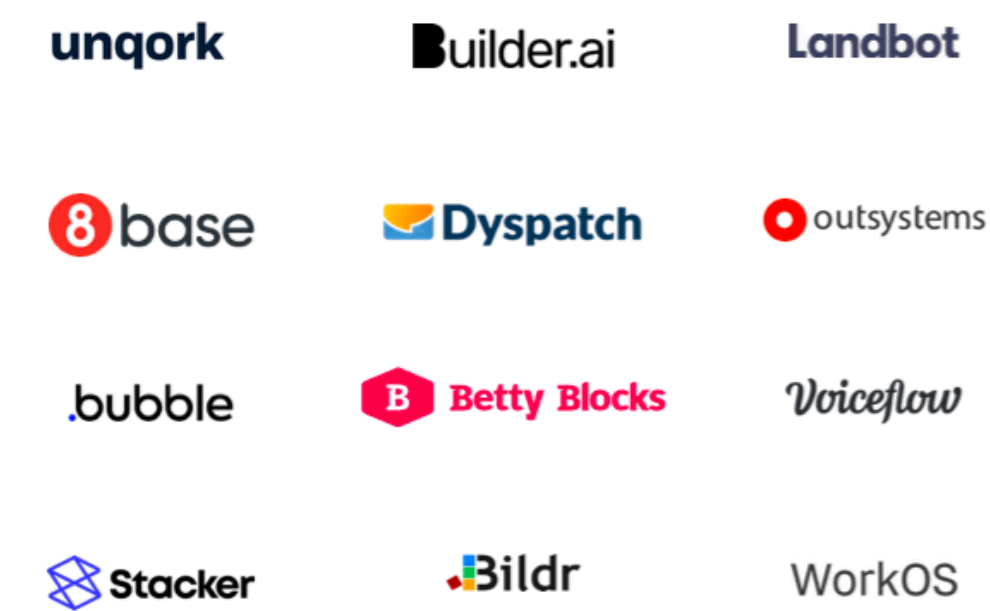
1. Website Builders & Enhancers



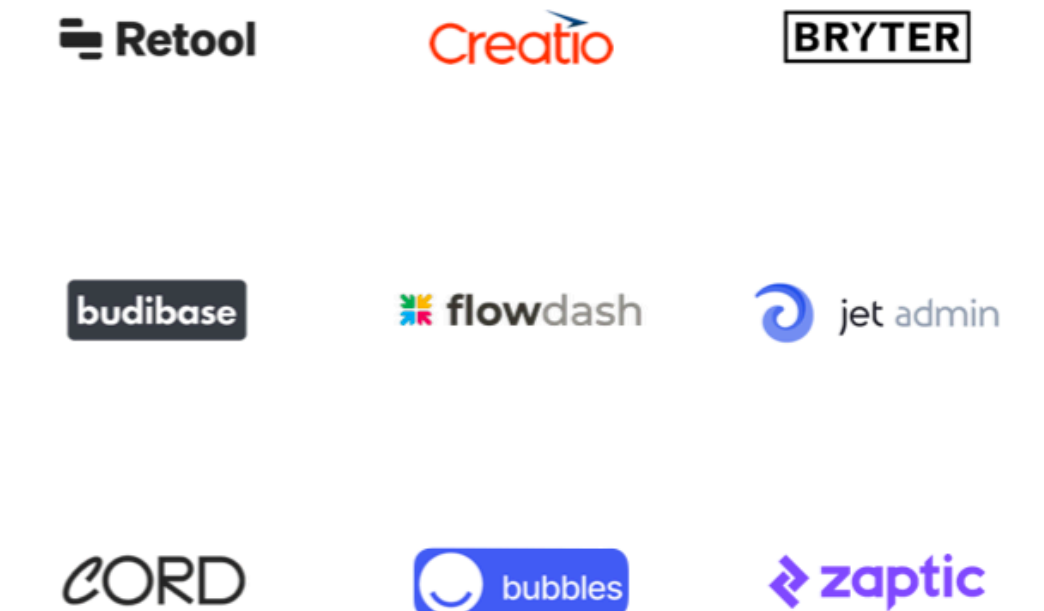
2. App Builders, Mobile-first



3. App Builders & Enhancers, Web-first



4. Internal Tools & Internal App Builders



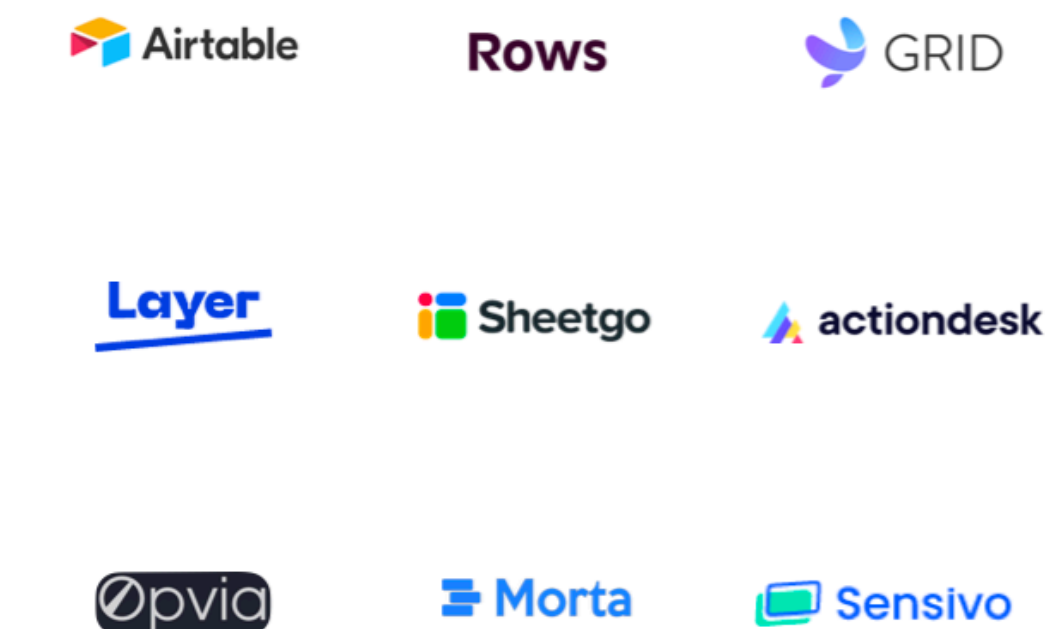
5. Workflow Automation Tools



6. Data & Developer Productivity



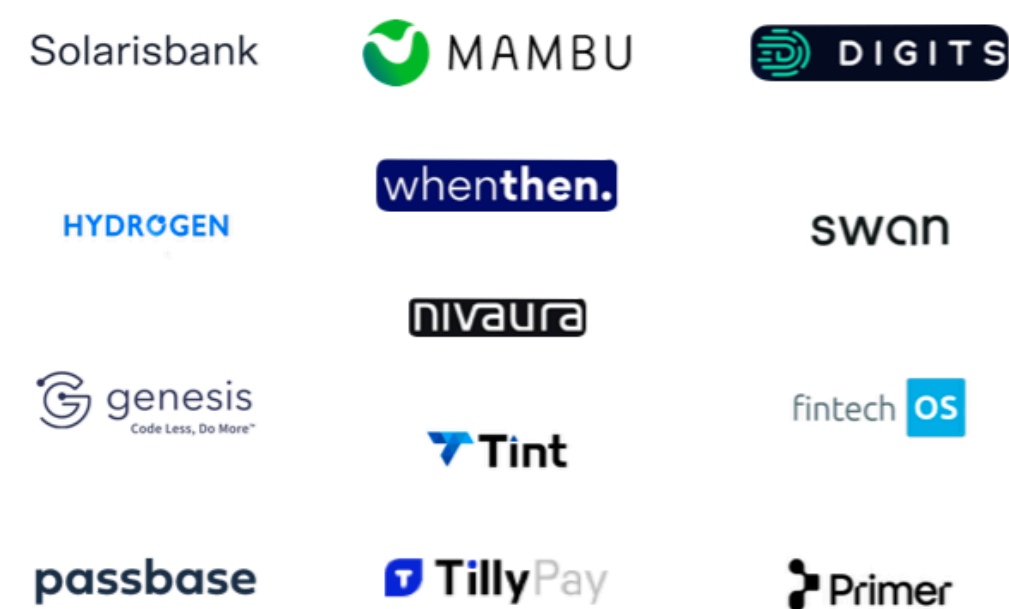
7. Spreadsheets on Steroids



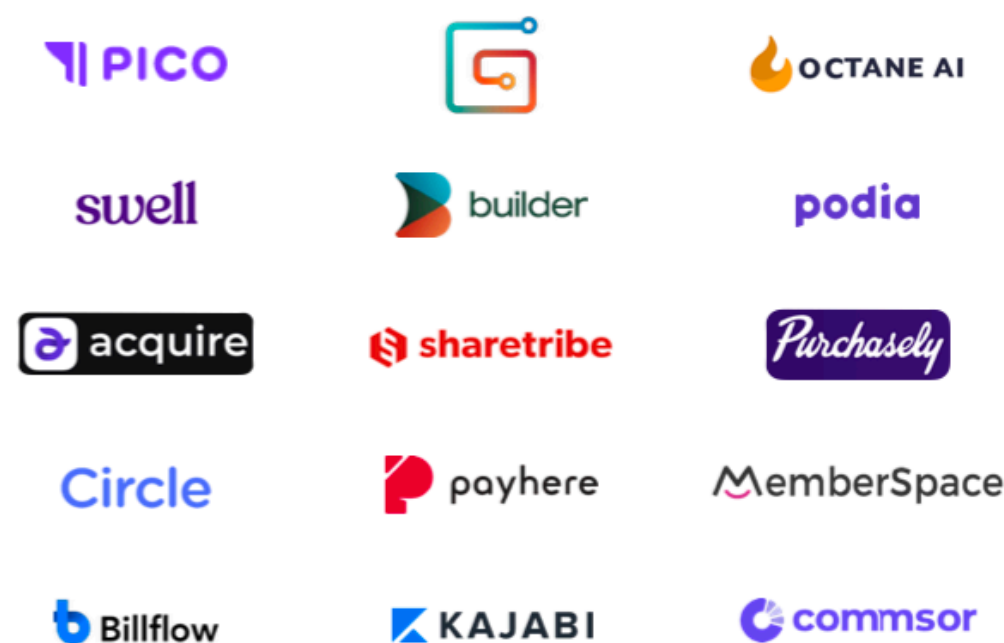
8. Numbers, Finance & Modelling



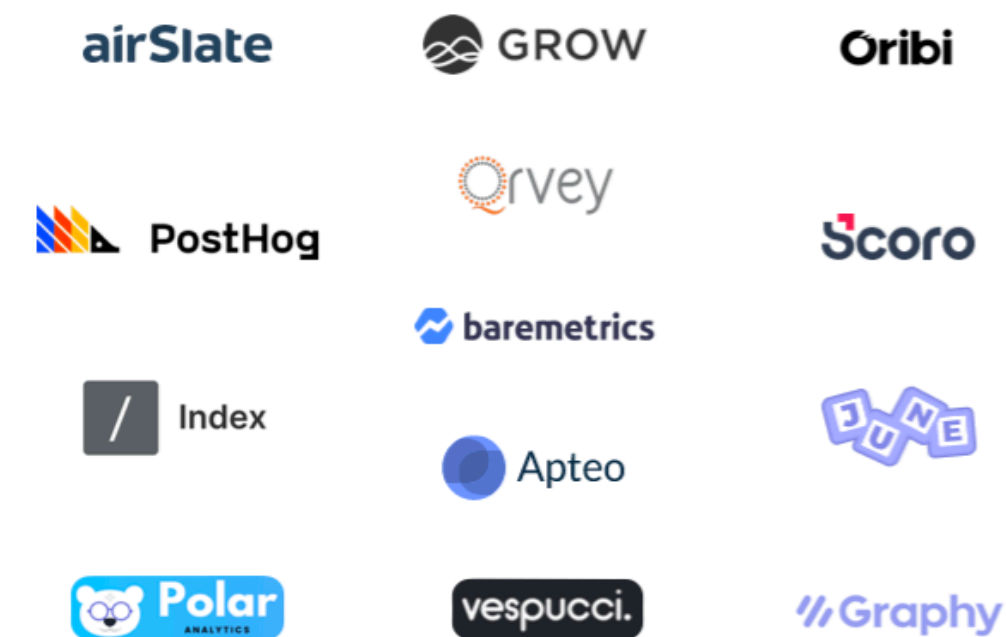
9. Payments & Transactions



10. Checkouts, Subscriptions & Commerce



11. Low-Code Analytics & Dashboards



12. Form Builders



Pros + Cons

Pros



Pros

- Quick to build



Pros

- Quick to build
- Easy to maintain



Pros

- Quick to build
- Easy to maintain
- No coding skills required



Great for...



Great for...

- An MVP



Great for...

- An MVP
- Simple CRUD



Great for...

- An MVP
- Simple CRUD
- Internal tools (line of business apps)



Great for...

- An MVP
- Simple CRUD
- Internal tools (line of business apps)
- Automating simple tasks



Great for...

- An MVP
- Simple CRUD
- Internal tools (line of business apps)
- Automating simple tasks
- Back-end to a productized service



Cons



Cons

- Scalability



Cons

- Scalability
- Brittleness



Not Great for...



Not Great for...

- Large or complex systems



Not Great for...

- Large or complex systems
- Systems that need to scale



Not Great for...

- Large or complex systems
- Systems that need to scale
- For the most part, external-facing apps



Predictions

**No-Code software
companies**

"80% of tech could
be built outside IT
by 2024"

Source: <https://venturebeat.com/2021/06/14/80-of-tech-could-be-built-outside-it-by-2024-thanks-to-low-code-tools/>

No-Code freelancers

AR/VR dev with
No-Code

App development agencies will use no (and low) code as a starting point

Sources

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<https://www.makerpad.co/blog/the-future-of-no-code-2021-and-beyond>



Questions

@robwalling ● microconf.com