April 2026 · Prepared for Founding.dev Leadership SAMPLE

350,000 monthly searches. Zero organic presence. That's about to change.

We mapped 600+ keywords across 12 research campaigns for a SaaS-replacement platform with zero organic visibility. Four high-opportunity clusters. 15 competitors analyzed. Here's what the path to category ownership looks like.

350,000+	0 of 18	$604K
Monthly searches in addressable market	High-intent queries where client appears	Projected organic ARR by Month 12

SAMPLE REPORT — This is a redacted sample of a live client engagement. Your analysis will be fully customized with unredacted data, specific recommendations, and a complete action plan.

THE QFO REALITY CHECK

We ran 18 queries a real buyer would type. The client appeared in zero.

Competitors with narrower products — Lovable, Bubble, Softr, Retool — own the first page for every query. We mapped four keyword clusters spanning 115,000+ high-intent monthly searches. The product-market fit exists. The search-market fit doesn't — **yet.**

9,930/mo

SaaS Alternatives

High competition

64,000/mo

No-Code / Low-Code

Medium competition · fastest growing

27,060/mo

Custom CRM / Business Software

Low competition

14,130/mo

White Label / Enterprise

Low competition · high intent

COMPETITIVE POSITIONING

Feature comparison — Founding.dev vs. the field

The product has the strongest capability set in its category, but the weakest content footprint. Competitors with inferior products own search because they've i nvested in content.

CAPABILITY	LOVABLE	BUBBLE	RETOOL	FOUNDING.DEV
AI data migration from SaaS	No	No	No	Yes
Production-ready templates (18+ categories)	No	Partial	No	Yes
Full code + infrastructure ownership	Partial	No	Partial	Yes
Unlimited users (no per-seat)	No	Partial	No	Yes
Natural language customization	Yes	No	Partial	Yes
Non-technical user target	Partial	Partial	No	Yes

Redacted — Full 15-competitor analysis with market positioning, search footprint, and content gaps available in engagement

WHY NOW

Six macro forces converging on a single opportunity.

When multiple shifts converge on a single product category, the window to establish ownership is typically 6–9 months before incumbents react.

01 ### The vibe coding wave is creating 110K+ monthly searches — and no one owns the answers

"Vibe coding" went from zero to 110,000 monthly searches in under 6 months. Non-technical founders are discovering they can build software with AI — but the search results are dominated by tutorials and Twitter threads, not product solutions.

The position: Own the bridge between "I want to build software with AI" and "here's production-ready software you can customize."

02 ### The "AI replaces developers" narrative is driving non-technical buyers to search

Every headline about AI replacing developers creates a new cohort of business owners who think: "Maybe I don't need a dev team." They search for alternatives — but results send these buyers to Bubble (lock-in) or Lovable (no templates).

The position: Intercept the narrative-driven demand with content that reframes: not "replace your developers" but "own your software from day one."

03 ### Subscription fatigue is pushing SMBs to seek ownership models

04 Open source business tools are legitimizing the "build vs buy" conversation

05 Workflow automation crossover is expanding the addressable market 3×

06 AI search is rewriting software discovery — and the citation map is blank

The convergence window

Q2–Q4 2026. The vibe coding wave is peaking. AI search adoption is accelerating. Subscription fatigue is driving buyer behavior changes.

Q2 2026 — Now

2025 — Vibe coding emerges

2027 — Category defined. Late entrants face 10× harder climb.

4-STAGE OWNERSHIP PLAN

Four stages to own the category.

A compressed program designed to capture maximum ground during the Q2–Q4 2026 window. Unlike paid acquisition, every asset built continues generating leads for years.

WEEKS 1–3 · FOUNDATION SPRINT

Claim — Search foundation

Establish presence on the highest-intent queries before anyone else.

WEEKS 4–8 · VERTICAL PENETRATION

Expand — Vertical penetration

Build topical authority across high-value verticals with original data.

WEEKS 9–16 · AUTHORITY LOCK-IN

Dominate — Content velocity

Cement the brand as the cited authority for AI-built business software.

ONGOING

Own — Compound growth

Months 4–12 are where compounding takes over — each ranking reinforces the next.

STAGED REVENUE IMPACT

Revenue impact by stage.

Each stage compounds on the last. New customers from Month 1 are still paying in Month 12. Organic builds a base that never resets.

STAGE	TIMELINE	CONSERVATIVE			BEST CASE		
		NEW/MO	CUMUL	MRR	NEW/MO	CUMUL	MRR
CLAIM	Month 1–3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
EXPAND	Month 4–6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
DOMINATE	Month 7–9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
OWN	**Month 10–12**	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible] [illegible]

At $150/mo blended MRR per customer (mix of bootcamp enrollments and template deployments) and 92% monthly retention.

REVENUE MODEL

How organic compounds into real revenue — month by month.

Unlike paid ads where pipeline stops when spend stops, every page we publish keeps generating leads forever.

MONTH-BY-MONTH ORGANIC REVENUE GROWTH

Mo 1	+3 new	$0.5K
Mo 2	+5 new	$1K
Mo 3	+7 new	**$2K**
Mo 4	+9 new	$3K
Mo 5	+12 new	$5K
Mo 6	+16 new	**$8K**
Mo 7	+18 new	$11K
Mo 8	+20 new	$14K
Mo 9	+22 new	$17K
Mo 10	+24 new	$21K
Mo 11	+26 new	$25K
Mo 12	+28 new	**$28K**

$1.4K – $2.1K

Monthly recurring revenue by Month 3

$7.7K – $11.7K

Monthly recurring revenue by Month 6

$27.9K – $41.9K

Monthly recurring revenue by Month 12

$335K – $604K

12-month ARR run rate (MRR × 12)

How this works: Every page starts ranking and bringing in visitors. A percentage convert through bootcamp enrollments, template purchases, or deployment services. **$150/mo avg per customer** with 92% retention.
Why it compounds: Mo 1: 3 customers. Mo 6: 51 stacked. Mo 12: 186 cumulative = **$27.9K MRR, $335K annualized.** Best case: 279 = **$41.9K MRR, $604K ARR.**

WHAT FOUNDING.DEV IS MISSING

Keywords buyers search every month that never reach founding.dev.

Every row below is a search where the client has zero presence. The "Owned by" column shows who gets the traffic instead.

KEYWORD	VOLUME	CPC	WHO GETS THIS TRAFFIC TODAY
ai coding assistant	18,100	$12	GitHub Copilot, Cursor, generic listicles
no code app builder	14,800	$18	Bubble, Softr, Glide
free online scheduling tool	12,100	$8	Calendly, generic listicles
ai app builder	8,100	$22	Lovable, Bolt (VC-funded)
enterprise software	8,100	$35	Generic content, Gartner
crm software for small businesses	6,600	$28	HubSpot, Salesforce blogs
workflow automation tools	3,600	$32	Zapier, Make, generic listicles
subscription fatigue	320	$4	**No dominant player** — open gap
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

Combined volume: 83,000+/mo of buyer searches that never reach founding.dev. Across 600+ keywords mapped, total addressable search market exceeds 350,000/mo.

WHY REMAP

We don't build generic SEO playbooks.

This assessment is based on primary research completed April 2026. The competitive landscape is mapped. The keyword opportunity is sized. The inflection points are identified. The roadmap is ready to execute.

01

600+ keywords researched, 12 campaigns run

Mapped the full competitive landscape with live Google Ads Keyword Planner data across 12 research campaigns. Not estimates — actual search volume, CPC, and competition data from Google's own systems.

02

QFO-first methodology

We don't guess what ranks. We run every query a buyer would type and document who shows up, their content structure, depth, and why they rank. 18 queries mapped — that's how we know the gap is real.

03

Six inflection points mapped

Including the vibe coding wave, AI search rewriting discovery, and subscription fatigue pushing buyers toward ownership models. We identified the convergence window and the competitive moves required.

04

Category creation expertise

Multiple terms that don't exist yet as keywords but will define the space: SaaS replacement templates, owned business software, AI-deployed CRM. We build the content that creates the category.

EXPANSION POTENTIAL

Untapped verticals — not included in projections above.

The core projections cover the four primary clusters. These expansion verticals represent entirely separate addressable markets.

◆

No-Code AI Platforms

42,000+/mo

Avg $16 CPC

no code ai	8,100/mo · $14
ai app builder free	6,600/mo · $12
build ai app without coding	3,600/mo · $18
ai automation no code	2,900/mo · $22

The fastest-growing segment. Every "no code AI" search is a buyer who wants to build with AI but doesn't know production-ready templates exist.

★

White Label / Agency

14,130/mo

Avg $28 CPC

white label software	1,900/mo · $38
white label saas platform	1,300/mo · $32
agency management tools	880/mo · $24
resell software platform	590/mo · $20

Agencies deploying client solutions need white-label capabilities. The template + full code ownership model turns every agency into a high-LTV channel partner.

EXPANSION POTENTIAL — CONTINUED

$

SMB Operations & Scheduling

18,400+/mo

Avg $22 CPC

⚙

Developer Tools & Infrastructure

22,600+/mo

Avg $18 CPC

COMBINED EXPANSION VOLUME

97,000+/mo

across all expansion verticals

ADDITIONAL ARR POTENTIAL

$200K – $400K

not included in core projections

remap × Founding.dev

April 2026 · Sample Report

Based on primary research: Google Ads Keyword Planner (12 campaigns, 600+ keywords), QFO SERP analysis (18 queries), competitive intelligence across 15 competitors, market reports. All search volume and CPC figures are from Google's own systems.

This is a redacted sample. Your engagement will include fully unredacted data, specific keyword targets, detailed competitor strategies, and a complete execution roadmap.