

STRATEGIC PREVIEW

SaaS Product DNA Analyzer

The DECODE Framework — a 10-dimension classification system that tells you exactly which SaaS strategies will work for your product type — and which ones will waste your runway.

THE PROBLEM

Why Most SaaS Growth Advice Fails

The SaaS advice ecosystem has a structural problem: almost none of it is contextualized. When someone says "add a free tier," they are assuming your product has instant time-to-value, individual users with purchasing authority, and a natural viral loop. Most products do not. When someone says "hire more salespeople," they are assuming your deal sizes justify CAC, your buyers need hand-holding, and your product requires configuration. Maybe yours does not.

The root cause: SaaS products are treated as a single category when they are actually dozens of distinct product types, each with different optimal strategies. Consider how different these products really are:

	FIGMA	SALESFORCE	DATADOG	CALENDLY
Pricing	Per-editor	Per-seat + modules	Usage-based	Freemium + per-seat
Growth	Product-led	Sales-led	PLG + sales	PLG + viral
Activation	Instant value	Team-dependent	Gradual build	Instant value
Moat	Network effects	Data + workflow	Data lock-in	Workflow + network

These four products are all "SaaS" — but they have almost nothing in common strategically. The pricing playbook that works for Calendly would destroy Salesforce. Three costly patterns repeat across the industry as a result of this confusion:

Strategy Mimicry: Copying a growth strategy from a product with different DNA. Most common: B2B enterprise products trying PLG because "Slack did it." Slack is a multiplayer, instant-value, network-effect product. Most enterprise tools are not.

Internal Misalignment: Your CEO thinks you are building a System of Record. Your product team is building a Workflow Tool. Your sales team is positioning as an Intelligence Layer. Everyone is right about a piece, nobody is right about the whole.

Metric Mismatch: Measuring the wrong things because you are using a metrics framework designed for a different product type. A usage-based product tracking seat growth. A network-effect product ignoring viral coefficient.

The DECODE Framework

Traditional product classification uses single-axis categories: B2B vs. B2C, horizontal vs. vertical, SMB vs. enterprise. These are too coarse to be strategically useful. DECODE works because it captures interaction effects, uses spectrums rather than boxes, reveals misalignments across dimensions, and is directly actionable.

DIMENSION 1: PRICING ARCHITECTURE

Pricing architecture is the structural model by which you charge customers — not the dollar amount, but the unit of value you price against and the mechanics of how revenue grows. A freemium model constrains growth motion to product-led. Per-seat creates expansion through team growth but penalizes collaboration. Usage-based aligns revenue with customer value but introduces billing volatility. The framework analyzes 8 pricing models with decision trees and migration guidance for each.

DIMENSION 2: USER TOPOLOGY

User topology describes how users relate to each other within your product. Single-player tools have no inherent virality — retention depends entirely on individual value. Multiplayer tools see value increase with team adoption and create natural invitation mechanics. Network-effect products become more valuable to every user as the network grows, building a compounding competitive moat. This dimension determines your viral potential, shapes retention dynamics, and defines the defensibility of your competitive position.

DIMENSION 3: GROWTH MOTION

Growth motion is the primary mechanism by which your product acquires and expands customers. Sales-led growth requires ACV above \$10K and an identifiable buyer with budget authority. Product-led growth requires fast time-to-value and users with individual purchasing power. Choosing the wrong motion is one of the most expensive mistakes in SaaS — it shapes hiring, budget allocation, and organizational structure, all of which are slow and costly to reverse.

DIMENSIONS 4–10: COMPLETING THE PROFILE

The remaining dimensions — Value Delivery Model, Buyer vs. User Map, Activation Pattern, Retention and Moat Type, Complexity and Time-to-Value, Revenue Expansion Model, and Competitive Positioning — interact with each other in ways that single-dimension analysis cannot capture. A freemium product with a team-dependent activation pattern contains a fundamental contradiction: the free tier churns before teams ever activate. The DECODE canvas makes these misalignments visible before they cost six months of runway.

WHAT'S INSIDE

8 Working Documents

MODULE	WHAT IT DOES
Methodology Guide	Complete 10-dimension framework with real SaaS examples, classification exercises, and strategy implications for each position on each spectrum.
Product Profile Canvas	Blank canvas to map your product across all 10 dimensions, with a radar chart and competitor comparison template.
Pricing Architecture Deep Dive	8 pricing models analyzed with decision tree, migration considerations, and metrics framework per model.
Growth Motion Selector	4 growth motions plus hybrid patterns. Prerequisite checklists and decision framework for choosing and transitioning between motions.
Activation & Retention Map	4 activation patterns mapped to onboarding strategies. 5 moat types with strength assessment and defensibility analysis.
Competitive Positioning Kit	4 positioning strategies with positioning canvas, market map template, and messaging alignment checklist.
Strategy Implications Matrix	Master matrix translating each classification into analytics, feature, GTM, pricing, and retention decisions — plus a 90-day action plan template.
Quick Start Checklist	5-day implementation plan with a fastest path to insight under 2 hours and a team workshop format with facilitation guide.

\$147

One-time purchase · Immediate download · Full team license · 30-day money-back guarantee

Get the full toolkit at productquant.dev — classify your product, find the misalignments, and build the strategy that fits what you actually built.

ABOUT

ProductQuant

ProductQuant is the Growth OS for B2B SaaS — an end-to-end operating system that installs competitive intelligence, product experimentation, churn prevention, and go-to-market into one connected system. Founded on a single conviction: **Growth is a system, not a department.**

The SaaS industry's default answer to "how do we grow faster" has always been "hire more people." ProductQuant's answer: install the system. The same outputs that once required a full growth department — positioning, activation, retention, go-to-market — run as a compound operating system without the headcount.

The product toolkit you're holding is the front-end of that system. It gives you the diagnostic frameworks, worksheets, and strategic language to identify exactly what's limiting your growth — and what to do about it.

THE OFFER STACK

Front-End Audits

\$3,497-\$7,997

The Foundation

\$15K-\$25K

Growth LAB

\$7K-\$14K/mo

Growth OS

\$32K-\$55K/mo

FOR B2B SAAS COMPANIES

\$10M-\$80M ARR

Performance guarantee:

60% of projected targets

or work continues free

productquant.dev

ABOUT THE AUTHOR

Jake McMahon



Jake McMahon

GROWTH & DATA STRATEGIST · FOUNDER, PRODUCTQUANT

10 years working at the intersection of product strategy, growth systems, pricing, and competitive intelligence for B2B SaaS companies from \$1M to \$80M ARR. BSc Behavioural Psychology. MSc Data Science.

Jake's work focuses on building operating systems that turn strategic insight into measurable execution — not one-off advice decks. That typically covers monetization redesign, activation instrumentation, retention diagnostics, and go-to-market sequencing for B2B SaaS teams that need sharper decisions before they add headcount or chase enterprise motions too early.

The product toolkits are the self-serve front-end of that system — the same frameworks used in ProductQuant engagements, packaged for teams who want to run their own analysis first.

EDUCATION

BSc Behavioural Psychology
MSc Data Science

EXPERTISE

Growth systems · Pricing · PLG
Competitive intelligence · Churn

WORK WITH PRODUCTQUANT

This toolkit is the diagnostic. The Foundation is how you implement it.

Competitive intelligence, activation instrumentation, retention systems, and go-to-market — built and running in 4–6 weeks. Front-End Audits from \$3,497. The Foundation from \$15K.

productquant.dev

THE FULL TOOLKIT

This preview covers the framework and why it works. The full SaaS Product DNA Analyzer includes 9 chapters — Methodology Guide, Product Profile Canvas, Pricing Architecture, User Topology Deep Dive, Growth Motion Selector, Activation & Retention Map, Competitive Positioning, Strategy Implications, and Quick-Start Checklist — to run the complete classification yourself. Available free during launch at productquant.dev/products/saas-product-dna