

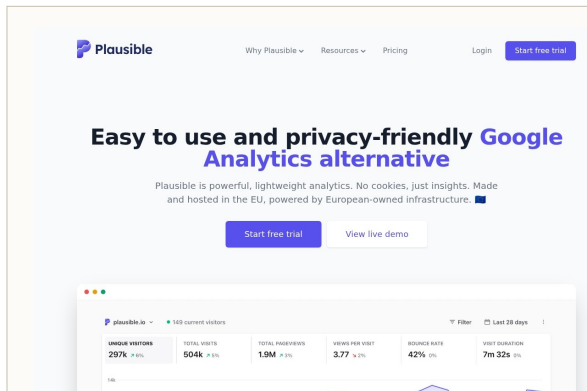
Micro-Business Library

Instrument No. F2F-LIB-001 · Version 1.0 · Twelve entries, four sectors

A forensic catalog of lean, durable micro-businesses. Each entry isolates the operating model, one verifiable hard metric, the structural moat, and a one-sentence technical justification of why the business survives. Metrics are sourced from operator-disclosed public statements; this document is descriptive, not endorsing.

01 Privacy-First Analytics

Cookieless analytics replacing Google Analytics for privacy-sensitive operators.



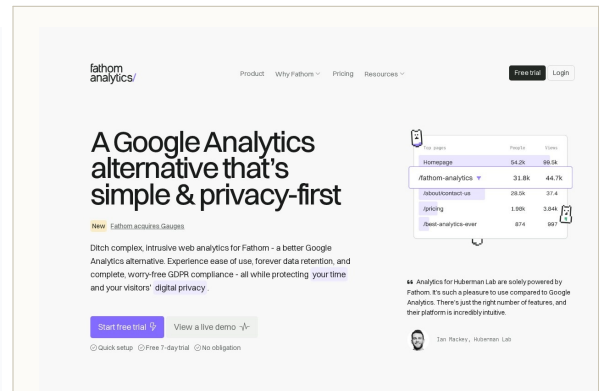
Plausible Analytics plausible.io

MODEL B2B SaaS · open-source core

METRIC ~\$2M ARR (publicly disclosed)

MOAT GDPR-native + open-source distribution

LOGIC · Cookieless lightweight script removes legal and performance liabilities Google Analytics imposes on EU operators.



Fathom Analytics usefathom.com

MODEL B2B SaaS · solo-team origin

METRIC 7-figure ARR (founder-disclosed)

MOAT Zero-cookie pipeline on global edge

LOGIC · Edge-rendered analytics removes the cookie-banner and latency cost of legacy trackers for low-overhead operators.

Simple Analytics simpleanalytics.com

MODEL B2B SaaS · EU residency

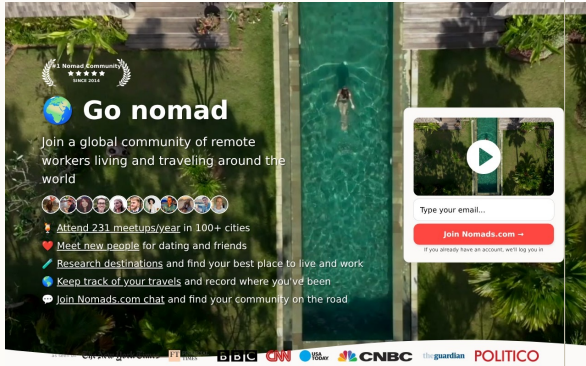
METRIC Profitable, 2-founder team

MOAT EU data residency + no-personal-data posture

LOGIC · Regulatory arbitrage: serves operators contractually unable to ship US-hosted tracking pixels.

02 Solo-Operator Web Properties

Single-founder products demonstrating maximum revenue per headcount.



NomadList

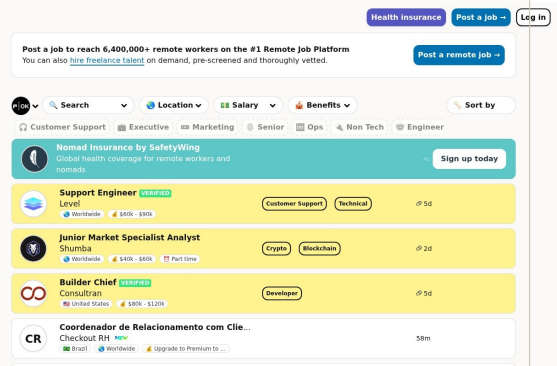
nomadlist.com

MODEL Membership community

METRIC \$3M+ ARR (operator open-stats)

MOAT 13-year network effects · proprietary dataset

***LOGIC** · Compounded UGC and ranking data are non-replicable; community moat absorbs every subsequent entrant.*



RemoteOK

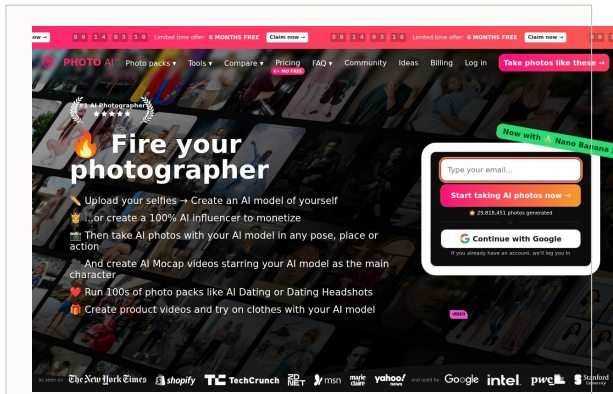
remoteok.com

MODEL Niche job board

METRIC \$1M+ ARR (open-stats)

MOAT SEO incumbency for remote-work queries

***LOGIC** · Owns top-of-funnel organic ranking for a category whose total search volume continues to expand.*



PhotoAI

photoai.com ■

MODEL AI consumer SaaS

METRIC \$1M+ ARR in <12 months

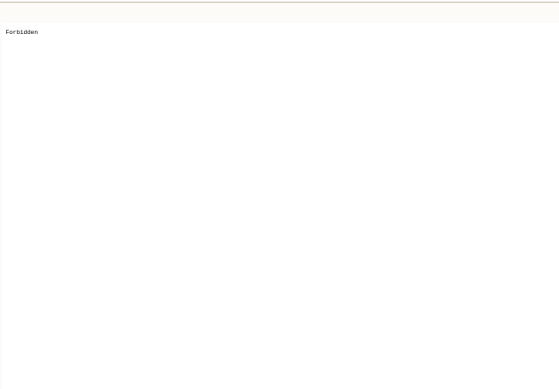
MOAT Time-to-market + cross-property distribution

***LOGIC** · Shipped at the front edge of consumer diffusion models, monetized through an existing audience funnel.*

03 Creator-Economy Infrastructure

Publishing and distribution primitives sold to independent operators.

Forstaden

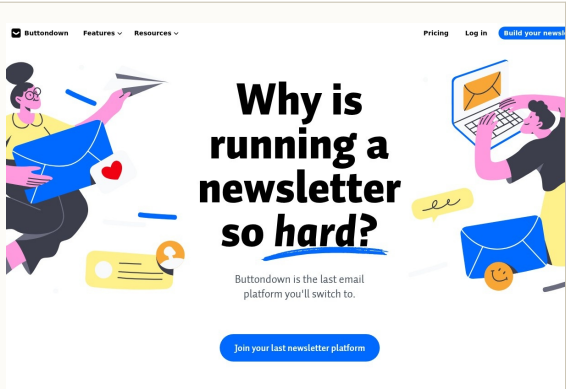


Bear Blog

bearblog.dev

MODEL	Freemium publishing
METRIC	100k+ active blogs · solo-operated
MOAT	Zero-JS, anti-bloat positioning

LOGIC · Negates the operating cost of bloated CMS stacks for writers indifferent to plugins and themes.

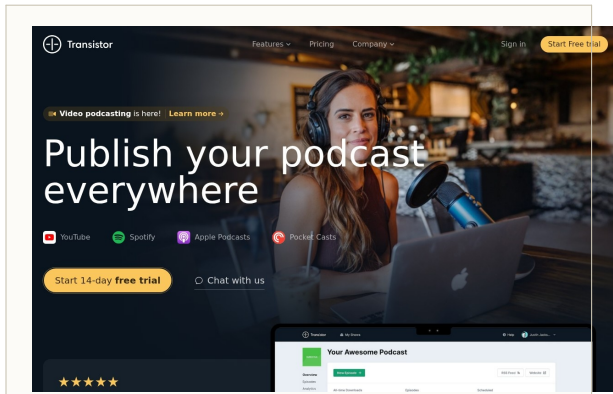


Buttdown

buttdown.com

MODEL	B2B/B2C newsletter SaaS
METRIC	\$50k+ MRR (founder open metrics)
MOAT	Markdown-first developer ergonomics

LOGIC · Captures technically literate senders rejecting WYSIWYG-only platforms; low support load per dollar.



Transistor.fm

transistor.fm

MODEL B2B SaaS

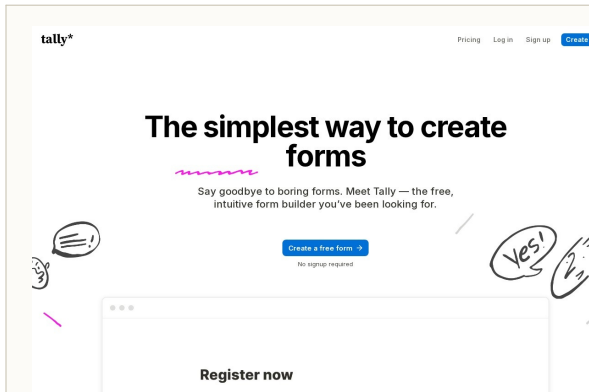
METRIC \$130k+ MRR (open dashboard)

MOAT Multi-show pricing for podcast networks

LOGIC · Pricing geometry favors agencies and networks priced punitively on per-show competitors.

04 No-Code & Lightweight Tools

Single-purpose tools that compress an enterprise feature into a \$/mo primitive.

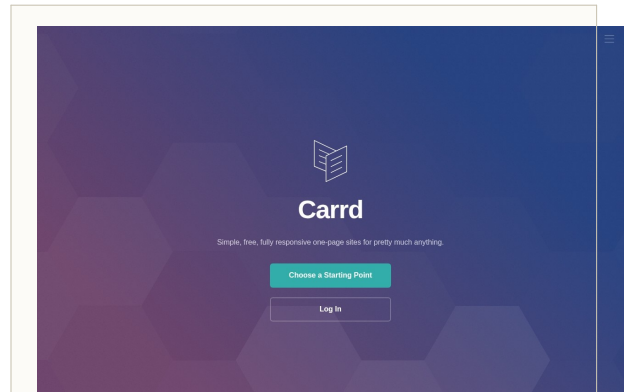


Tally

tally.so ■

MODEL	Freemium SaaS
METRIC	500k+ users · sub-5 person team
MOAT	Unlimited free tier as acquisition wedge

LOGIC · Free-tier ceiling exceeds paid competitors' floors, neutralizing CAC for the upgrade-path segment.

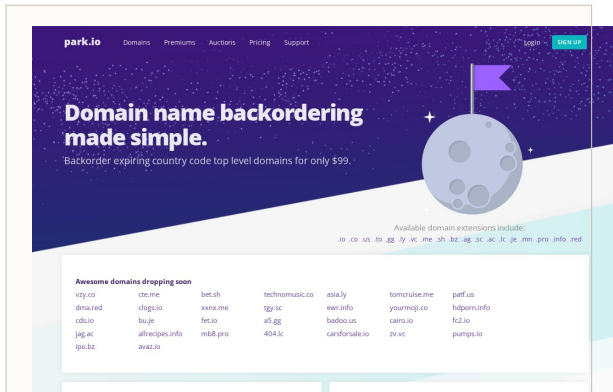


Carrd

carrd.co ■

MODEL	Annual subscription
METRIC	~\$1M ARR (founder-disclosed)
MOAT	\$19/yr price floor for one-page sites

LOGIC · Price point makes evaluation trivial; long-tail volume substitutes for enterprise contract value.



Park.io

park.io ■■

MODEL	Domain backorder service
METRIC	8-figure acquisition
MOAT	Scripted technical pre-registration

***LOGIC** · Operator's automation captures domains at the registry drop boundary faster than manual competitors.*