

Software and subscriptions

Start from nothing, grow on other people's effort

Subscription software is the classic model for this: build it once, sell it to many, and let a free version or a referral scheme do the selling.

How it earns: where the money comes from. **Who grows it:** the people whose effort brings the next customer. **Build:** Low is days, Medium is weeks, High is months.

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
1	Fast website hosting for small businesses	Monthly hosting fee	Agencies and freelancers who resell it	Medium
2	WordPress-to-static-site converter	Per-site or monthly fee	Affiliates and plugin directory listings	Medium
3	Website uptime and broken-link monitor	Tiered monthly plans	Agencies adding it to client packages	Low
4	Page speed audit and fix report	Free check, paid reports	Users sharing their public score badge	Low
5	Invoicing and payments app for sole traders	Monthly subscription	Accountants and bookkeepers who recommend it	High
6	Online booking and appointments	Per-business subscription	Customers who see the "booked with" link	Medium
7	Link-in-bio and mini landing page builder	Free plan, paid upgrades	Every free page advertises the product	Low
8	Form builder that takes payments	Free plan, transaction fee	Every embedded form carries a link	Medium
9	Email signature generator	One-off or team subscription	Every email sent shows the brand	Low
10	Review collection widget for local firms	Monthly subscription	The widget's link, and agency resellers	Low
11	Social post scheduler for one niche (clubs, choirs, trades)	Monthly subscription	Associations and their members	Medium
12	Membership and club management	Per-club subscription	Members who move clubs, and governing bodies	Medium
13	Course and training delivery platform	Per seat, or a share of sales	Course creators marketing their own courses	High
14	Event ticketing for small organisers	Fee per ticket	Organisers selling to their own audiences	Medium
15	Screen recording and video messages	Paid plans for storage and extras	Every shared link shows the brand	Medium

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
16	Animated social video maker	Credits or subscription	Free-plan videos carry a small watermark	Medium
17	Browser-based graphics tool	Free plan, template packs	Users sharing designs, template makers	Medium
18	Developer tool sold by use (screenshots, PDFs, share images)	Usage-based billing	Developers building it into their apps	Medium
19	Error and uptime monitoring for small hosting companies	Per-site subscription	Hosting companies bundling it	Medium
20	Desktop or phone utility app	One-off price or subscription	App store search and reviews	Medium

Where to start

- Pick one painful job for one kind of business. Narrow beats broad at the start.
- Give away a free version that shows your name every time it is used.
- Add a referral or reseller scheme from day one, so other people have a reason to sell it.

Thinking of building one?

Most of these ideas are, at heart, a well-built website: a directory, a booking system, a membership site, a course platform or an online shop. That is the part we build. Tell us what you have in mind and we will give you an honest view of what the first version should do.

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Ideas to think with, not financial advice. What any business earns depends on the market, the work put in and many things outside anyone's control.