



SaaS, A new way of living

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At that moment when the technological boom exploded, when the big software companies emerged, the most required assets were money and people. Money to rent an office, buy servers, pay salaries. People to create the software, to do marketing, finance, etc. Nowadays with the proliferation of the Start Ups what do you really need is a unique or at least complementary business idea.

With \$2k and around five SaaS providers under the freemium models (start small and grow) you can start your own business online, no need for big investments or too many people.

This will change the panorama a lot, the issue here is the amount of people migrating to the technological growing cities is bigger than the jobs offered, job seekers cannot rely on the well-known KPI that cities use to measure their growth: "Number of companies created", what if 80% of those are Start Ups? No much money in there, not too much people required.

The economic and social impact will be huge but positive: salaries will go down which encourages creativity, investors will need to risk more and be more flexible, banks will need to open their portfolio models to Start Ups and people will be looking for B2B relationships instead of jobs, Start Ups will be sharing software services.

The era of an entrepreneurial model of living is now.