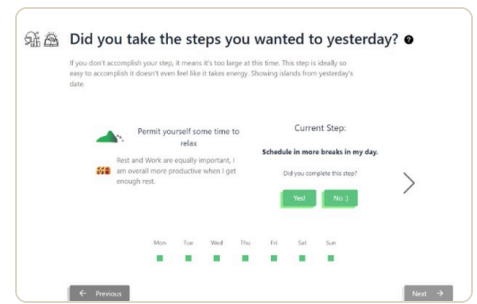
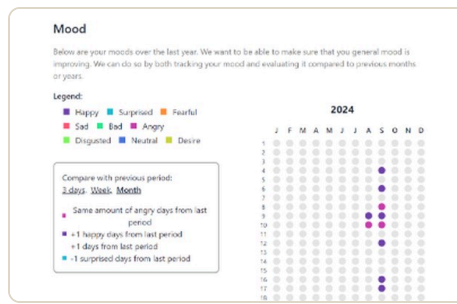
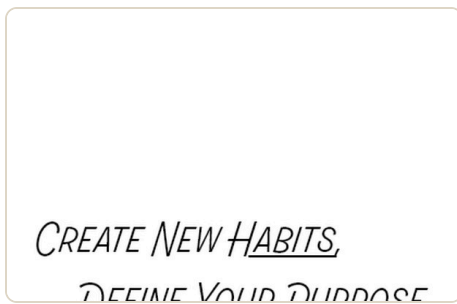


CASE STUDY · WELLNESS SAAS

# Start with Self

How Prototype helped move from ambiguous goals to shipped software.

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## Situation

Prototype needed to prove it could ship and scale its own product — a founder-led wellness SaaS from ideation through launch.

## Constraints

Sensitive consumer category, privacy-aware UX, payments, compliance, and end-to-end delivery without a large team.

## What we did

Founded and built daily reflection, mood tracking, journaling, Stripe integration, launch campaigns, and early acquisition — ideation through production.

## Deliverables

Production wellness SaaS with reflection tools, mood tracking, journaling, payment infrastructure, and launch-ready UX.

## Highlights

- End-to-end: ideation, UX, architecture, engineering, compliance, launch
- Daily reflection, mood tracking, and journaling in one product
- Stripe integration and early user acquisition
- 30+ early adopters at scaling phase

**Outcome:** Fully funded from client profits; product in scaling phase with early adopters and ongoing market traction.

**Live product:** <https://startwithself.io>

## Talk about a similar build

<https://prototypevshop.ca/contact/?interest=build>

