

How to Get Your First 100 Beta Users as a Solo Filipino Developer

A 90-day, introvert-friendly playbook based on research across 20+ sources including Indie Hackers launch data, Filipino purchase behavior studies, and ACM Digital Library research on GCash/Maya usability. Published by Crafty CRM.

92%

Filipinos trust peer recommendations over ads

3–8x

Indie Hackers converts better than Product Hunt

100 min

Weekly effort needed — no camera required

30–50

Target beta users in 90 days

1. The Honest Landscape

Product Hunt is not your first move

Product Hunt's feature rate collapsed to ~10% after a 2024 algorithm change. Without a pre-built audience, you're shouting into a lobby full of people also shouting.

Indie Hackers converts 3–8x better

OpenHunts study of 387 launches: 23.1% conversion rate vs 3.1% for Product Hunt. Requires 4–6 months of participation, not a one-day launch.

Your first 10 users come from personal, direct contact

This is good news for introverts — 1-on-1 written Messenger chat, not stage performance.

2. Where Your Users Are (Facebook Groups)

Photobooth Suppliers Philippines

Operators exactly like the founder — highest trust, lowest barrier. Your beachhead group.

Event Photographers and Videographers Philippines

Direct target users with high booking volume and the exact pain your product solves.

Getting Married Wedding Coordinators & Event Planners

39,000+ members. Coordinators manage 10–30 bookings/month — exactly when Messenger + GSheets breaks down.

3. The 90-Day Beta User Plan

Days 1–14 — Personal ask (Goal: 5 users)

Message 10 people you know: 'Kumusta? Paano mo nini-manage ang bookings mo?' Have a real conversation. After they describe their pain: 'Eto yung ginawa ko — libre i-try.'

Days 15–30 — Community seeding

Join 3 groups. Lurk week 1. Answer questions helpfully, zero product mention. Share one free resource (booking contract template).

Days 31–60 — Soft intro (Goal: 10 more users)

"Filipino developer ako from Zamboanga. Open beta na, libre. Gusto ninyong subukan?" Respond to every comment in Taglish.

Days 61–90 — Referrals (Goal: 30–50 users)

Ask first users: 'May kakilala kang photographer na puwede naming tulungan?' Post founder story on Indie Hackers (23% conversion rate).

4. Why Introverts Have an Advantage

Written 1-on-1 is the highest-converting channel

Every successful indie hacker got their first 10 users from direct personal conversations — written Messenger chat, not stage performance.

Taglish writing IS your marketing voice

You write how your users talk. Pure English sounds corporate. Your natural voice converts better than polished ad copy.

You don't market yourself — you market the problem

You're not asking people to care about you. You're asking Filipino photographers if they're tired of losing leads in Messenger threads. Completely different ask.