A Non-Coder Built a SaaS With AI in Three Months of Evenings — Then Published the 314-Page Logbook

Ship It arrives on Amazon alongside Stacktube, the service it documents: a pipeline that turns YouTube channels into notes for Obsidian, reMarkable and Kindle.



Ship It records what building a SaaS without coding experience actually cost: 89 work sessions, 288 code commits, one full rebuild, and zero sign-ups on launch day.

SEOUL, SOUTH KOREA, September 15, 2026 /EINPresswire.com/ -- unstackd, a one-person software studio, has published Ship It: Portfolio of a non-coder — launching a SaaS by vibe coding on Amazon Kindle (https://www.amazon.com/dp/B0HJBS125K, US$9.99). The 314-page book was written by the studio's founder, Bumjin Cho — who had never opened a terminal before this spring — and is the working record of how he built and launched Stacktube (https://stacktube.io), a subscription service that turns YouTube channels into structured knowledge notes, using AI coding tools over roughly three months of evenings and weekends. A Japanese edition, □□□□□□□□□□□ (¥1,500), is available on Amazon.co.jp (https://www.amazon.co.jp/dp/B0HJC4VC8K); a Korean edition follows.

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>
> *Bumjin Cho, founder of unstackd*

The book is explicitly not a success story. It ends the day the service goes live, and it keeps the numbers that most founder narratives leave out: 89 work sessions, 288 code commits, one full rebuild after weeks of work had to be thrown away, and zero sign-ups on launch day. "Most of the places I got stuck weren't coding problems," Cho writes. "They were judgment problems: what to do first and what to defer; how much to hand to the AI and what to verify yourself; which tool to pick and when to switch."

"Vibe coding" — building software by instructing an AI in plain language — entered common usage in early 2025. Since then, most public accounts have come either from professional developers or from marketing that promises an app in a few prompts. Ship It sits between them: a non-developer's account of what actually happened, in the order it happened, including the two nights spent on a single toggle button.

What Stacktube does

Stacktube is the product the book documents, and it is live. Instead of summarizing single videos, it watches the YouTube channels a user chooses, runs a transcript-first AI analysis of each new upload, and files a structured note with key ideas and timestamped references. Notes are delivered to Obsidian, reMarkable, Kindle, email, Google Drive or Dropbox, and are generated in English, Japanese or Korean regardless of the video's original language. Over weeks, a library builds itself.

Sample notes can be browsed without an account at https://stacktube.io/en/notes/gallery, and a single video can be analyzed without signing up at https://stacktube.io/en/trial-analysis. The free plan covers two channels and ten analyses a month with web and email delivery; Obsidian, reMarkable and Kindle delivery are available on paid plans from US$7.99 per month.

"I did not set out to write a book. I set out to stop forgetting what I learned from YouTube on the train home," said Cho. "The book exists because the record I needed before I started — where a non-developer actually gets stuck, and why — did not. The day I pressed launch, sign-ups were zero. I kept that in."

About the book

Ship It runs through six parts — planning, design, build, launch, operation and reflection — with appendices comparing AI coding tools, models, payment providers and hosting, plus design-document templates, a glossary, command cards and checklists. Values that change quickly are kept current on a companion site (https://unstackd.io/en/book/companion). The book was written in Korean; the English and Japanese editions were produced with AI-assisted translation and editing, reviewed and approved by the author. The use of AI is disclosed to Amazon and to the book's other retailers. Each edition includes an access code for Stacktube's top plan.

Ship It (English) — Amazon Kindle, US$9.99 — https://www.amazon.com/dp/B0HJBS125K · also on Apple Books — https://books.apple.com/us/book/ship-it/id6810898995
□□□□□□□□□□□ (Japanese) — Amazon.co.jp Kindle, ¥1,500 — https://www.amazon.co.jp/dp/B0HJC4VC8K
Press kit (logos, screenshots, fact sheet): https://unstackd.io/en/log/press-kit

About unstackd

unstackd is a one-person software studio in Seoul, South Korea, run by Bumjin Cho. It builds tools for people who run something alone, and publishes the process as it goes. Stacktube is its first product; Ship It is its first book. https://unstackd.io

Media contact
Bumjin Cho, Founder — studio@unstackd.io (English, Japanese, Korean)
https://stacktube.io · https://www.linkedin.com/company/unstackd/

Bumjin Cho
unstackd
studio@unstackd.io
Visit us on social media:
LinkedIn

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