

LAUNCHPAD — Company Overview

The onboarding platform for B2B SaaS · Q1 2026

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Company Snapshot

Launchpad is a B2B onboarding and enablement platform that helps SaaS companies guide their customers from signup to first value through in-app tours, guided workflows, onboarding checklists, and progress tracking. Founded in 2019 and headquartered in Toronto, Launchpad serves over 280 customers ranging from mid-market startups to enterprise organizations with 1,000+ employees.

Founded	2019	Employees	145
HQ	Toronto, ON	ARR	\$18.4M
Funding	Series B (\$32M)	Customers	280+

How It Works

Launchpad sits as a layer on top of a customer's SaaS product. When end users log in, Launchpad triggers guided workflows — step-by-step tours, contextual tooltips, checklists, and progress bars — that walk them through setup, feature adoption, and key milestones. Customers configure these flows through Launchpad's admin dashboard or by working with Launchpad's implementation team.

Plan Tiers

- **Starter (\$800/mo):** Pre-built templates, basic analytics, email support. Limited flow customization.
- **Growth (\$2,400/mo):** Custom flows, A/B testing, integrations (Salesforce, HubSpot), dedicated CSM.
- **Enterprise (custom pricing, avg \$6,200/mo):** White-glove implementation, advanced analytics, SSO, dedicated implementation manager, SLA guarantees.

Market & Positioning

Launchpad operates in the digital adoption and customer onboarding market, valued at approximately \$1.8B globally and growing at 25% CAGR. The company primarily serves B2B SaaS companies in the mid-market (200–1,000 employees) and enterprise (1,000+) segments across North America, with early traction in EMEA.

Core ICP: VP/Director of Customer Success, Onboarding, or Product at B2B SaaS companies onboarding 50+ new customers per quarter. These buyers care about reducing time-to-first-value, decreasing support

ticket volume during onboarding, and proving the ROI of their onboarding investment.

Competitive Landscape

COMPETITOR	STRENGTH	WEAKNESS	HOW WE DIFFERENTIATE
WalkMe	Strong self-serve builder, enterprise brand recognition	Expensive, complex setup, heavy engineering lift	Faster deployment, lower cost, better UX for non-technical teams
Pendo	Best-in-class analytics, strong product adoption tracking	Onboarding is secondary to analytics product	Onboarding-first approach, deeper workflow capabilities
Appcues	Easy self-serve builder, quick setup, loved by mid-market	Limited enterprise features, basic analytics	Stronger enterprise support, white-glove implementation
Userpilot	Good price-to-value, solid feature set	Smaller market presence, limited integrations	Broader integration ecosystem, larger customer base
Custom-built	Full control, no vendor dependency	Engineering cost, maintenance burden, no best practices	Faster time-to-value, ongoing optimization, dedicated expertise

Current Business Challenges

Launchpad is at a strategic inflection point heading into 2026. Several compounding challenges are shaping the product and go-to-market roadmap:

- **The self-serve gap:** Launchpad's implementation-dependent model creates a bottleneck. Customers wait 2–4 weeks for flow changes that competitors let them make in hours. This is the #1 source of churn at the Starter and Growth tiers, and the #1 feature request across all segments.
- **Scaling white-glove:** Enterprise customers love the high-touch implementation service, but the team can't keep up. Implementation managers carry 12–15 accounts each, and wait times for change requests have grown from 3 days to 3 weeks over the past year. Hiring more IMs is not economically viable at current margins.
- **Mobile experience:** Launchpad's flows were built desktop-first. As more end users complete onboarding on mobile devices, the experience degrades — buttons are cut off, checklists don't render, and tours break on smaller screens. This is increasingly a dealbreaker for customers with mobile-heavy user bases.
- **Analytics & ROI proof:** Customers struggle to demonstrate the business impact of their onboarding flows. Launchpad's reporting is limited to basic completion rates — no cohort analysis, no drop-off funnels, no export for executive reporting. Competitors like Pendo are winning evaluations specifically on analytics.
- **Integration gaps:** Salesforce sync, HubSpot webhooks, and Slack notifications have recurring reliability issues. These integrations are table stakes for the ICP, and failures erode trust.

Key Metrics (Q1 2026)

METRIC	CURRENT	TARGET (EOY)
ARR	\$18.4M	\$24M
Net Revenue Retention	108%	115%
Logo Churn (annual)	14%	<10%
NPS	+14	+30
Avg Time-to-First-Value	18 days	10 days
Implementation Backlog	3.2 weeks avg	<1 week

Churn & Retention Deep Dive

Churn is Launchpad's most pressing business challenge. An internal analysis of 85 accounts tracked over the past 18 months reveals a stark pattern: churn is heavily concentrated in the Starter tier and strongly correlated with a small number of predictable risk factors.

Churn by Tier

TIER	ACCOUNTS	CHURNED	CHURN RATE
Starter	34	25	74%
Growth	34	14	41%
Enterprise	17	1	6%

Top Churn Reasons

- **Switched to Appcues (17 accounts):** Overwhelmingly Starter-tier customers who wanted self-serve flow editing and couldn't get it from Launchpad.
- **Mobile experience insufficient (6 accounts):** Customers with mobile-heavy end users (40%+ mobile usage) found Launchpad's flows unusable on mobile devices.
- **Switched to Pendo (5 accounts):** Mostly Growth-tier accounts that needed better analytics and ROI reporting than Launchpad could provide.
- **Built custom solution (3 accounts):** Mid-market companies that decided the engineering investment was worth it vs. waiting on Launchpad's implementation team.
- **Could not prove ROI (3 accounts):** Unable to justify renewal to leadership due to limited reporting capabilities.

Leading Indicators of Churn

The analysis identified several strong predictors that distinguish churned accounts from retained ones:

INDICATOR	ACTIVE ACCOUNTS	CHURNED ACCOUNTS
Avg NPS Score	8.0	4.1
Avg Support Tickets (90d)	2.6	9.7
Avg Mobile Usage	19.5%	47.3%
Had Dedicated CSM	80% yes	10% yes
Avg Months Before Churn	—	10.2 months

The data suggests a "valley of disillusionment" between months 4 and 9, where accounts have passed the initial honeymoon period but haven't yet built the workarounds and institutional knowledge that longer-tenured customers rely on. Accounts without a dedicated CSM churn at 80%, compared to just 10% for those with one — but CSM coverage is currently limited to Growth and Enterprise tiers.

Product Roadmap (2026)

The product team is evaluating a major strategic decision: invest in a self-serve flow builder (enabling customers to create and edit onboarding flows without implementation support) vs. doubling down on the white-glove implementation model that enterprise customers value. The current roadmap reflects a phased approach:

Q2 2026 — Foundation

- Launch visual flow editor (v1) for Growth and Enterprise tiers
- Mobile rendering engine rebuild — responsive framework for all flow types
- Salesforce integration reliability overhaul

Q3 2026 — Self-Serve & Analytics

- Self-serve flow builder GA with drag-and-drop, preview, and version control
- Analytics dashboard v2: cohort analysis, drop-off funnels, ROI calculator
- HubSpot and Slack integration rebuild

Q4 2026 — Scale

- Template marketplace — customers share and clone proven onboarding flows
- AI-assisted flow optimization (suggest improvements based on completion data)
- Starter tier self-serve only model (reduce implementation dependency)

Leadership Team

NAME	ROLE	BACKGROUND
Priya Sharma	CEO & Co-Founder	Former VP Product at Intercom. Led customer engagement platform from \$5M to \$40M ARR.
James Okoro	CTO & Co-Founder	Ex-Shopify Staff Engineer. Built real-time event systems at scale.
Maya Chen	VP Product	Former PM lead at Pendo. Deep domain expertise in digital adoption.
Noah Patel	VP Sales	Built enterprise sales at Loopio from 0 to \$15M pipeline.
Sarah Nguyen	VP Customer Success	Former Director CS at Gainsight. Scaled onboarding for 400+ accounts.

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