

# wingback

**SaaS Growth Infrastructure**

The next frontier in scaling the industry.

Torben Friehe, Co-founder & CEO, Wingback

# A typical SaaS pricing page

pipedrive [Products](#) [Pricing](#) [Resources](#) [Company](#)  [Login](#) [Try it free](#)

## Choose the best plan for you

[Billed monthly](#) **Billed annually** Save up to 21%



### Essential

Get organized and jump-start your business by setting up streamlined processes

US\$ 12<sup>50</sup>  
Per user per month, billed annually ⓘ

**Try it free**

Free 14-day trial. Start with access to this plan and our LeadBooster add-on. Plan and add-ons can be changed at any time. No credit card required.

- ✓ Lead, deal, calendar and pipeline management
- ✓ Simple data import and easy customization
- ✓ 24/7 support and 275+ integrations

[See all plan features](#)



### Advanced

Scale quickly and boost your growing team's efficiency with reliable and effortless automation

US\$ 24<sup>90</sup>  
Per user per month, billed annually ⓘ

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### Professional

Use enhanced analytics to optimize your established business's performance and increase revenue

US\$ 49<sup>90</sup>  
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### Enterprise

Ensure seamless multi-team collaboration with unlimited customization and support

US\$ 99<sup>00</sup>  
Per user per month, billed annually ⓘ

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# How was this created?

The screenshot shows the Pipedrive pricing page. At the top, there is a dark navigation bar with the Pipedrive logo, menu items (Products, Pricing, Resources, Company), a search bar, and buttons for Login and Try it free. The main heading is "Choose the best plan for you". Below this, there are two tabs for "Billed monthly" and "Billed annually", with a "Save up to 21%" badge above the "Billed annually" tab. The page features four plan cards: Essential, Advanced, Professional (marked as "RECOMMENDED"), and Enterprise. Each card includes a plant icon, a description, a price (US\$ 12.50, US\$ 24.90, US\$ 49.90, and US\$ 99.00 respectively), a "Try it free" button, a trial description, and a list of features with checkmarks.

**pipedrive** Products ▾ Pricing Resources ▾ Company ▾ Search Pipedrive Login **Try it free**

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# But pricing is not static. It's never done.

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Plan	Price (per user per month, billed annually)	Key Features
Essential	US\$ 12.50	Lead, deal, calendar and pipeline management; Simple data import and easy customization; 24/7 support and 275+ integrations
Advanced	US\$ 24.90	Lead, deal, calendar and pipeline management; Simple data import and easy customization; 24/7 support and 275+ integrations; Full email sync with templates and scheduling
Professional	US\$ 49.90	Lead, deal, calendar and pipeline management; Simple data import and easy customization; 24/7 support and 275+ integrations; Full email sync with templates and scheduling
Enterprise	US\$ 99.00	Lead, deal, calendar and pipeline management; Simple data import and easy customization; 24/7 support and 275+ integrations; Full email sync with templates and scheduling

**But if you're a SaaS founder and you talk to your engineers they will say...**

**Not a priority, we're "focused on product"**

**Let's wait for the next major release**

**Nah let's do it later**

**wingback**

**Wingback gives non-technical teams  
total control over pricing & packaging.**

**We enable you to deploy any set of features of your  
SaaS product at any price.**

**wingback**

## Build, Manage & Deploy Pricing Plans

Select features of your product, bundle them in a package, and price them.

## Minimum Engineering Involvement

Allow your developers to focus on your core product instead of building pricing & packaging.

## Integrates with Billing & Payment Providers

Bill your clients using Stripe (or any other billing solution).

**wingback**

## Our Plan Editor

The screenshot shows the 'Plan Editor' interface in the Wingback dashboard. The top navigation bar includes 'wingback', 'Dashboard', 'Plans', 'Reports', 'SaaS', and 'Contact support'. The main content area is titled 'Plan Editor' and is divided into two sections: 'Plan essentials' and 'Features'.

**Plan essentials**

- Plan name:** A text input field with the placeholder 'e.g. Basic Plan'.
- Plan description:** A text area with the placeholder 'Short description of your plan (max 200 characters)'.

**Features**

You can add multiple feature groups to your plan. Organizing features into groups helps to reuse them later.

- Feature group:** A dropdown menu with 'Basic features' selected and a plus icon to the right.
- 7 features:** A list of features with checkboxes, including 'Cash basis accounting', 'Daily revenue, and expense categorization', 'Real time bank reconciliation, and credit card reco...', 'Multiple users', 'Receipt storage, and document storage', 'Financial reports on demand', and 'Communication by video, text, email, phone'.
- Import from library:** A button to the right of the feature list.
- + Add feature:** A button at the bottom of the feature list.

# Why now?

1. Pricing is the next frontier after billing.

Stripe, Adyen, and Zuora have platformized the billing layer. Previously, companies had to handle payments themselves - same with pricing and packaging today.

2. Every SaaS startup has to implement and modify pricing plans.

Implementing pricing plans takes time and SaaS startups want to focus on their core product.

3. Product-led growth is super hot.

SaaS companies want to implement product-led growth strategies. Wingback platformizes product-led growth.

**wingback**

# Wingback is the first SaaS growth infrastructure.

Create custom pricing plans for specific customers

Make your sales team work more efficiently

Drive product-led growth with campaign tools

**wingback**

# We raised a \$1.9m Pre-Seed round.

Led by 42cap with participation from various funds, angels, and programs.



**Nicolas  
Dessaigne**



**Dan  
Widmaier**



**Sergei  
Anikin**



**George  
Arison**

and other angels

**wingback**

# Team

We both gained extensive entrepreneurial experience and have the relevant technical and operational skills to grow Wingback into the leading player in SaaS pricing and packaging.



## Yann Leretaille - CTO

- Previously co-founder & CTO of B2B startup 1aim
- Full-Stack developer with infrastructure focus
- Hired and led software teams



## Torben Friehe - CEO

- Previously co-founder & CEO of B2B startup 1aim
- Scaled company to \$1m in revenues and raised \$6m
- Fellow at On Deck ODF7



On Deck



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