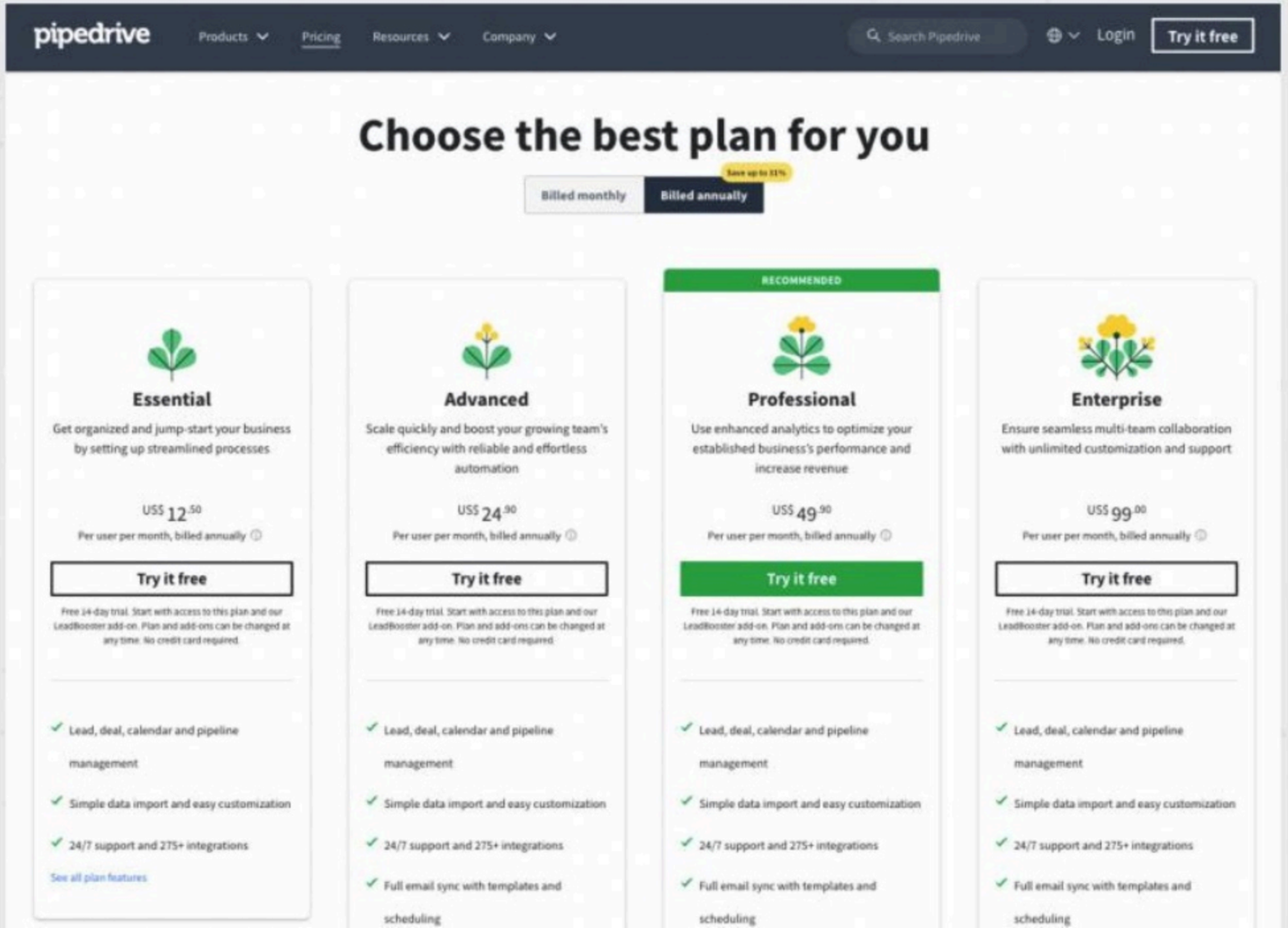
wingback

SaaS Growth Infrastructure

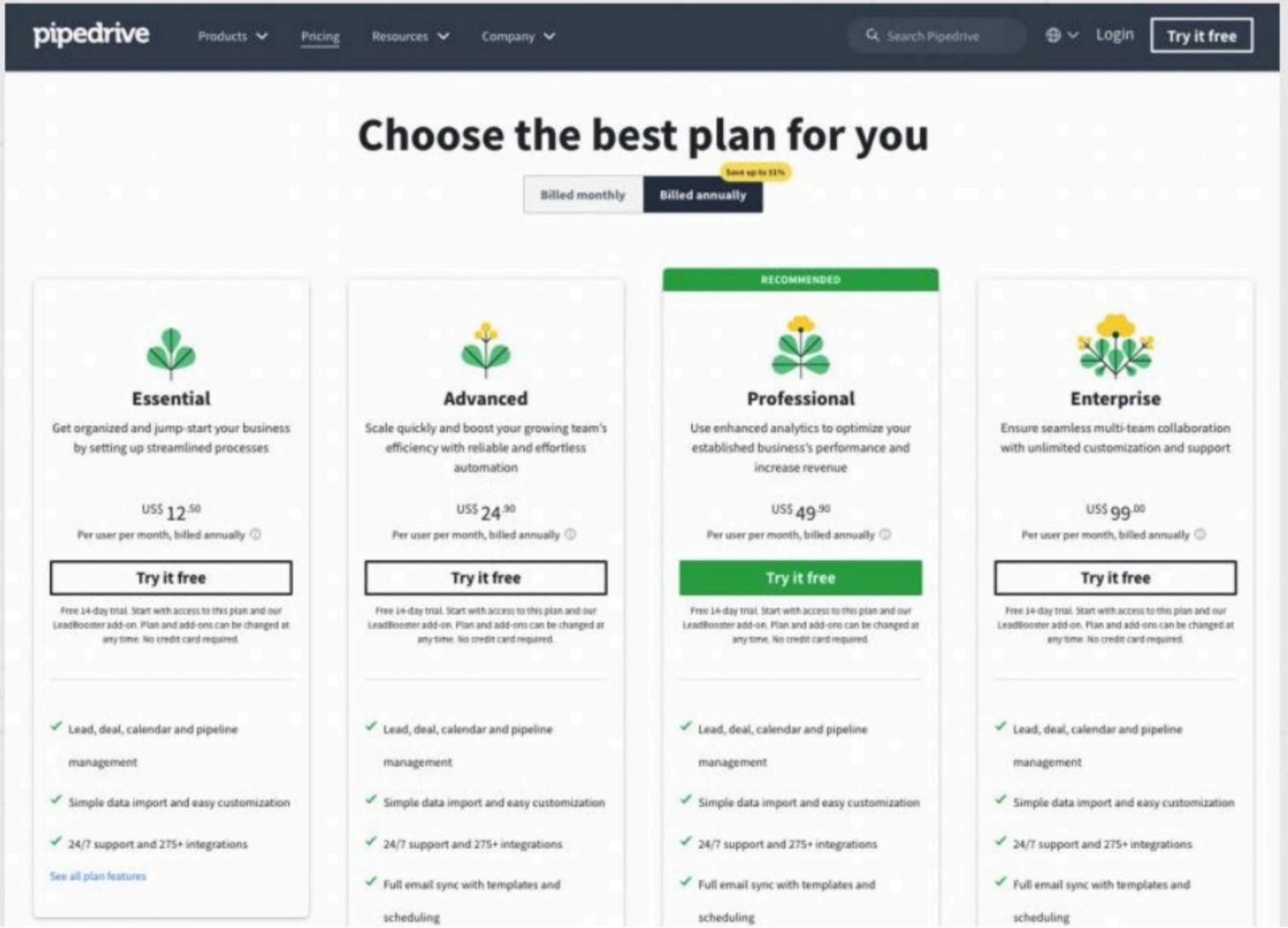
The next frontier in scaling the industry.

Torben Friehe, Co-founder & CEO, Wingback

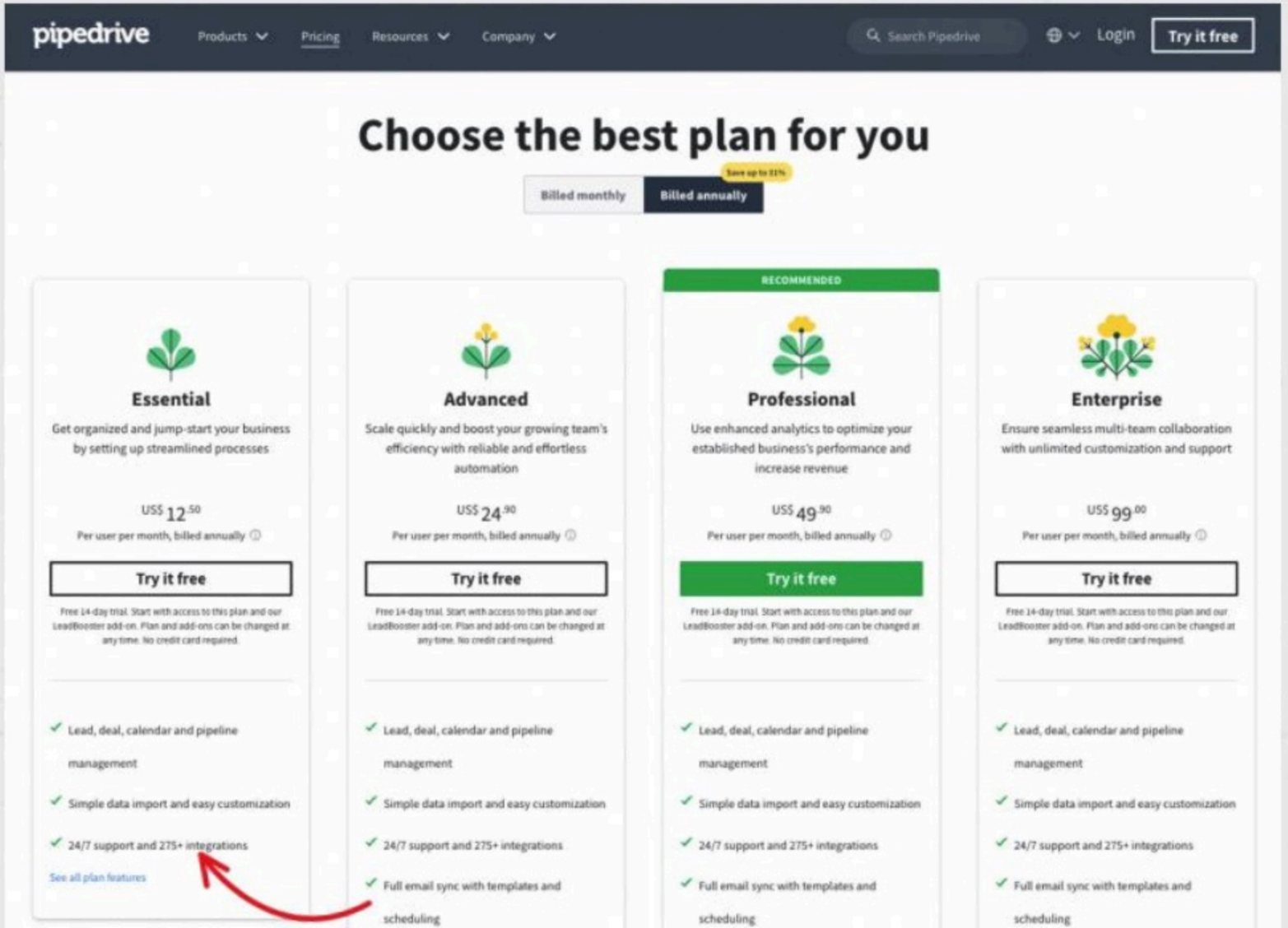
A typical SaaS pricing page



How was this created?



But pricing is not static. It’s never done.



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

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.

42 CAP

On Deck

Y

UV Unpopular Ventures

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

ENTREPRENEUR FIRST
JOINEF.COM

1AIM

Contact Us

wingback.com
hi@wingback.com

wingback

Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

Read more →

Follow us @pitchdecks