

Your journey. Our expertise.

# Build & scale with Paddle SaaS Launchpad

Unlock the full potential of your SaaS business in 5 weeks

5

Weeks

75

Global SaaS founders

\$10,000

Cash prize



Elevate your SaaS ambitions

## The knowledge and insights to transform your startup into a thriving SaaS business

Tailored guidance, practical insights, and industry expertise to accelerate your path to market dominance

### Expert mentorship

Leverage mentorship from leaders across Paddle and the wider SaaS industry

### Exclusive access

Unlock exclusive benefits and masterclasses to scale your product and go-to-market strategies

### Collaborative community

Connect with other SaaS founders and innovators with a diverse range of experience

Program outline

## Build. Innovate. Scale.

5 weeks. 75 SaaS founders. Working together to set your path towards sustainable growth.

### Product strategy

Test and learn to find your product market fit

### Go-to-market strategy

Find and reach your target customers

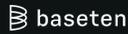
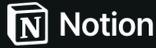
### Finance & operations

Build a solid financial footing to scale



Paddy  
Virtual SDR Agent

Hi there! I'm Paddy, a Virtual SDR Agent from Paddle. I see you checked out our launchpad page. What questions do you have about our solutions?



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Ask a question

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We started Launchpad to help a new generation of software founders that are building in one of the world's fastest-moving categories. We were blown away by the ambition and innovation shown by our AI founders so we're thrilled to be expanding the program to other exciting sectors within SaaS.

Karthik Puvvada (KP), Senior Founder Relations Manager

## Hesse.ai

How Paddle helped Hesse.ai unlock +20% MoM revenue growth

60+ Countries unlocked

## Addmable

AddMable unlocked global enterprise clients from launch

45X Year-on-year revenue growth

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Results

# Discover how the 5 week programme unlocks real growth for SaaS startups



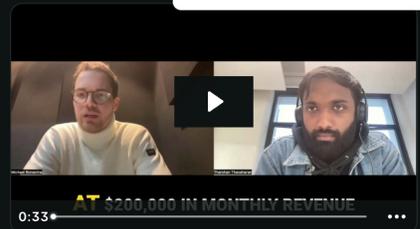
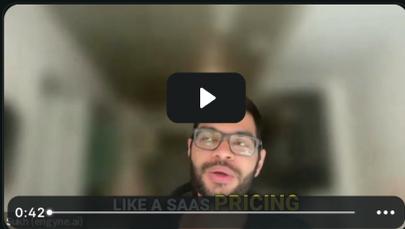
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## FAQs

What is the Paddle SaaS Launchpad program?

How long are the applications open and when does the Paddle Launchpad program begin?

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Launchpad program begin

Ask a question

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Do participants need to pay to join the program?

Is the program conducted online or in-person?

What is the application process?

Who is eligible to apply for the SaaS Launchpad program?

Do you need to be using Paddle to participate?

I have more questions. How can I get in touch?

How long does the program last? What happens after the program?

Is there any funding provided as part of the program?

What is the time commitment required from founders during the program?

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Why has Paddle charged me? Merchant of record explained

Platform status

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Products

- Recurring billing software
- Online checkout
- SaaS subscription management
- Sales tax and VAT compliance
- Payment fraud detection
- Payment analytics
- In-app purchase
- Subscription analytics
- Dunning management software

Solutions

- SaaS billing
- Sell digital products
- Sell software
- Online gaming payments
- Sell outside the App Store
- App studios

Resources

- Resource hub
- Blog
- Engineering blog
- Paddle Studios
- Webinars
- Customer stories
- A-Z of SaaS metrics
- Paddle news
- Tax Agony

Support

- Help center
- Developer docs
- Developer sandbox
- SOC 2 compliance
- GDPR compliance

Company

- About us
- Careers [We're hiring](#)
- Press
- Partnerships
- Procurement

Compare

- Stripe
- Lemon Squeezy
- FastSpring
- Chargebee
- Avalara
- Digital River
- Compare all



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