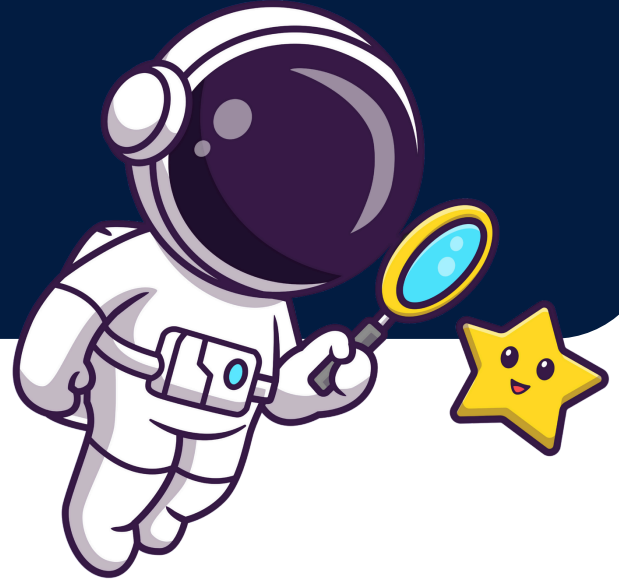


White Space Opportunity Pulse Check



PROGRAM OVERVIEW

Explore the Build Space to Drive ACV & Grow Accounts

Navigate the uncharted build space where Salesforce thrives—but Heroku isn't in the conversation (yet). LaunchPad Lab will provide complimentary consultation services to help identify opportunities that uncover when, why, and how to build products for clients.

Our Three-Step Process

1 Data Download

Share 2 - 3 client accounts where you're feeling stuck along with a brief summary of key pain points that need to be resolved.

2 Account Analysis

The LaunchPad Lab team will plug the data into [Mission Control](#) - our custom AI product - for analysis and create an opportunity readout for each account.

3 Pulse Check-In

Together, we'll review the results and refine the analysis in real-time (30 minutes max). It won't take long, promise!

You'll walk away with customized opportunity assessments that you can use for growing accounts and driving ACV.

Win More Deals with Heroku

Heroku opens up opportunities to invest in Salesforce without competing with core CRM spend, while increasing deal size. You can use the tech as the connective tissue between Salesforce Clouds, Mulesoft, Slack, and more!

LIMITED SPOTS AVAILABLE

Book a White Space Opportunity Pulse Check!

SCAN ME

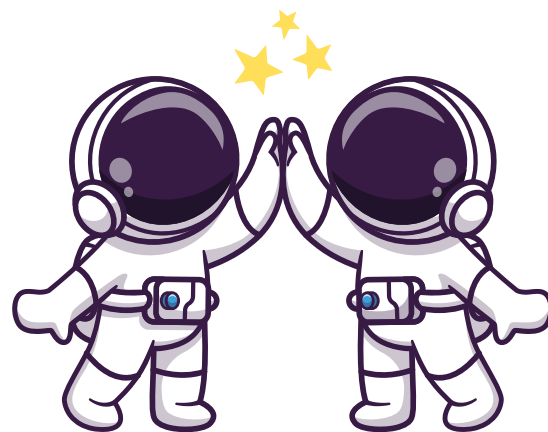


OR CLICK HERE

THE BENEFITS

Identify Opportunities Where Everyone Wins

In a SaaS world, it can be hard to figure out when to build and why—that's where we come in. Our experts will help you identify smart plays for building software to solve business problems and get results.



App development is happening off-platform or duct-taped together.

 **You're leaving dollars on the table.**

Clients can build with or without you. Those budgets should be directed to Heroku and tied to Salesforce deals.

Internal teams lack an easy way to extend Salesforce with customized experiences.

 **Adoption blockers waste time and money.**

Heroku removes the “Salesforce is too rigid” narrative by giving devs flexibility and letting you protect the core.

Teams want more agility, but struggle to move fast inside Salesforce core.

 **Speed to market is a signal they'll benefit from Heroku.**

Capture app velocity spend (often tied to Line-of-Business buyers) while reinforcing the Salesforce CRM as the system of record.

Your clients are evaluating AI use cases or considering Agentforce.

 **AI offers more than dev, it's smart integration.**

Heroku is the gateway to deploy AI logic, serve LLMs, or build service-centric experiences that supercharge Agentforce.

Tech-Driven Solutions. Results that Matter.

LaunchPad Lab is a technology consulting firm that brings an advanced product skill set to design, develop, and deliver high-impact software applications. Our dedicated product teams empower companies to leverage technology to gain a competitive edge.



Web Application Development
Bespoke, redefining experiences



Mobile Application Development
Meeting users where they are



Salesforce Development
Solving business problems



AI Automation & Agentforce
Enabling an autonomous digital workforce



Product Strategy & Design
Agile, cross-functional expertise



Managed Support & Enhancement
Operating as an extension of your team

12

Years in business

240

Clients Since 2012

730

Successful Projects

55+

Salesforce Certifications

