

RAMP PRODUCT OVERVIEW



ABOUT FLOOK

Flook is a cutting-edge SaaS platform designed to help product-led teams boost user engagement and optimise user experiences directly within web applications. By creating “widgets” – such as tooltips, popups, banners, tours, and more – Flook empowers companies to guide and educate users seamlessly across their digital platforms. It offers an intuitive builder to design, customise, and manage in-app experiences without needing coding skills, making it accessible for both product managers and non-technical teams alike.

Positioned as a competitor to AppCues, Product Fruits, and Usetiful, Flook is an ideal solution for teams seeking to improve user onboarding, feature adoption, and in-app engagement.

In 2024, we successfully launched the beta version and raised \$17,000 through a Lifetime Deal (LTD) in the first month, validating demand, bootstrapping further development and creating an initial customer base for iterative improvement.

Using a well defined GTM strategy, we've already fostered a loyal base of early adopters who actively provide feedback and referrals. We are continuing to build on this by engaging product and growth-focused communities on platforms like Product Hunt, LinkedIn, and SaaS forums.

We aim to reach Monthly Recurring Revenue (MRR) by early 2025. Our tiered pricing model includes a 14-day free trial, followed by flexible paid plans, targeting teams looking to adopt and scale their in-app experiences without a heavy upfront investment.

Our goal to reach \$100k in MRR by 2028 is rooted in strategic product development, customer expansion, and a consistent release cycle.

FACTSHEET

- ✓ Beta release September 2024
- ✓ Web app and Chrome Extension
- ✓ \$17k raised from LTD in first month
- ✓ MRR by early 2025
- ✓ Plan for \$100k MRR by 2028

