

## Product Teardown

# Gumloop

AI Automation Framework

nextleap | PM | C-39

Kruthika Ramesh

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# About Gumloop

Gumloop is a rapidly growing technology startup specializing in no-code AI-powered workflow automation.



- Founded in April 2023 as AgentHub.
- Founded by McGill University classmates Max Brodeur-Urbas and Rahul Behal.
- Renamed to Gumloop in May 2024 to be more approachable to non-developers.
- Aimed to make AI automation accessible to a small community on Discord. As the interest peaked, the company was formally launched to address automation needs for both technical and non-technical users.
- Originally located in Vancouver, Canada; Relocated to San Francisco.
- Gumloop has raised substantial venture funding: over \$24 million by early 2025, including a \$17 million Series A round.

# Gumloop: Key Facts



## Product Focus

- Gumloop offers a visual, no-code workflow builder to automate tasks by integrating with tools like Gmail, Google Sheets, and Slack.
- It serves everyone from freelancers to Fortune 100 companies, helping streamline processes like lead management and document handling.



## Growth and Customers

- Thousands of businesses reportedly use Gumloop for core operations, including prominent companies such as Instacart, Rippling and Webflow.
- The company's mission is to enable Gumloop to anyone, regardless of technical background.



## Business Model

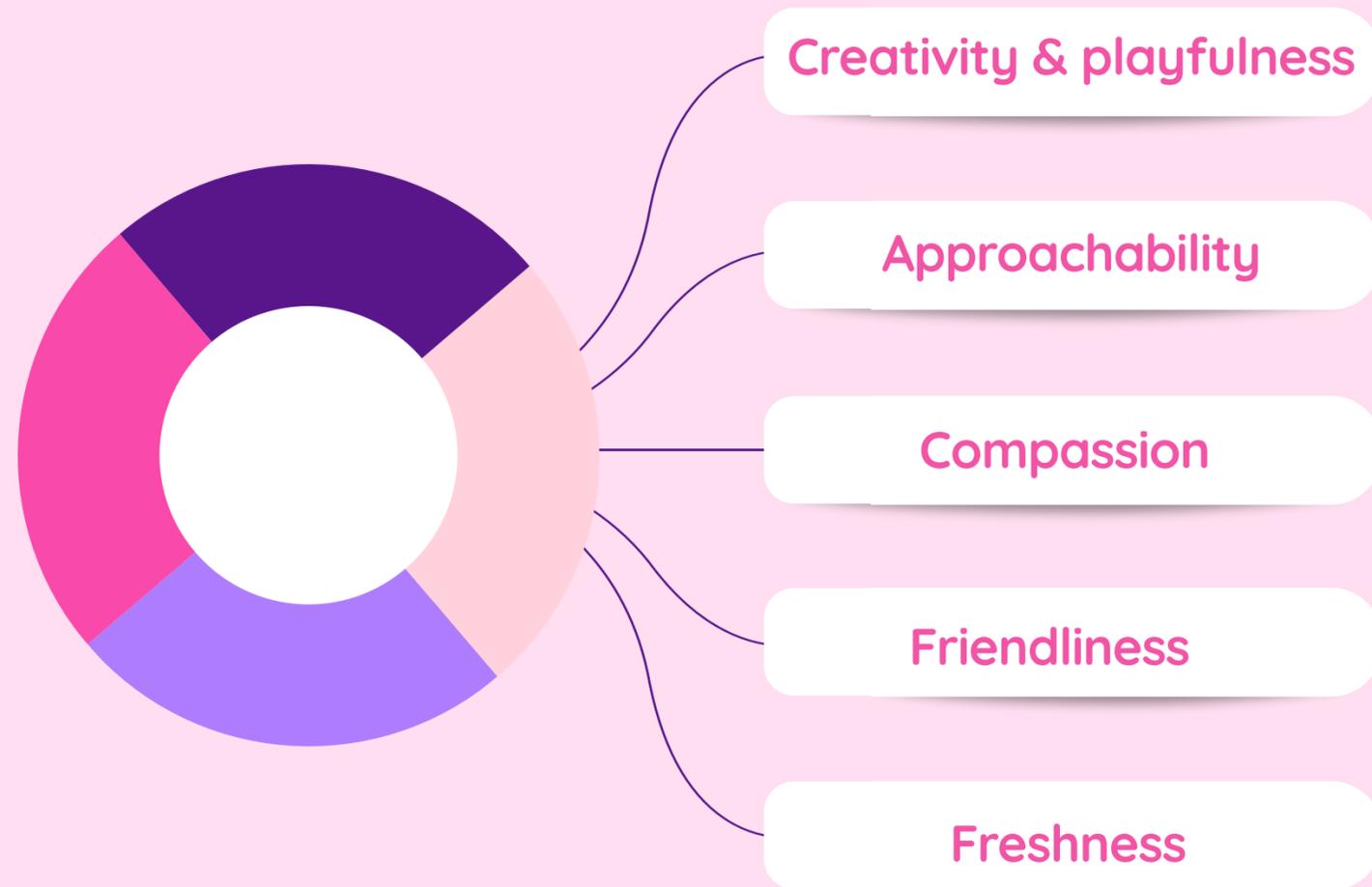
- Gumloop operates primarily on a subscription-based SaaS model, offering additional premium and enterprise features for scaling businesses.
- This credit-driven SaaS business model is designed to scale from individual professionals to large enterprises



## Vision

- The company is committed to keeping its team efficient and nimble, leveraging AI to maintain high productivity, with a stated ambition to operate a billion-dollar business with a team of 10 people

# Brand Psychology



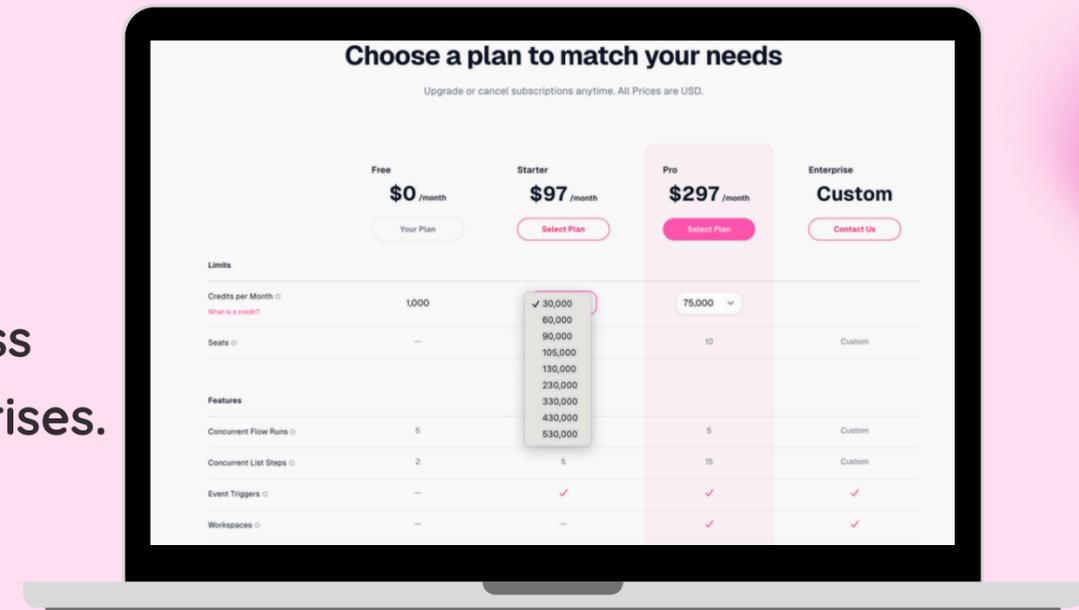
**Gumloop’s website uses pink most likely because the color aligns with the emotions and brand personality they want to convey.**

For a product like Gumloop (which is a visual, drag-and-drop automation tool), pink can:

- Differentiate it from “serious” enterprise competitors.
- Appeal to indie makers, creatives, and smaller teams who value a more vibrant, human feel
- Signal that the platform is easy to use, not overly corporate.

# Business Model

Gumloop operates on a subscription-based, credit-driven SaaS business model designed to scale from individual professionals to large enterprises.



## Core elements of the business model:



### Credit-Based Pricing

- Plans include monthly credits used for workflows, AI actions, web scraping, and integrations.
- More complex tasks use more credits.



### Tiered Plans

- **Free:** 1,000 credits/month, basic workflow limits, limited support.
- **Starter** (\$97/month): 30,000 credits/month, 1 user seat, API key access, limited list steps, entry-level support.
- **Pro** (\$297/month): 75,000 credits/month, 10 seats, collaborative workspaces, expanded list steps, Slack support, higher credit and workflow allowances.
- **Enterprise** (custom pricing): Tailored credits and seats, advanced security (SSO/SCIM, audit logs, role-based access), private infrastructure, 24/7 support, and dedicated account management.

# Business Model

Compared to task-based automation competitors, Gumloop's business model focuses on flat-rate pricing for complex, multi-step automations.

## Key monetization characteristics

**No setup fees or required annual commitments** - plans renew monthly, and you can upgrade, downgrade, or cancel at any time.

**AI and API costs included:**  
Unlike competitors that charge for each workflow step or require you to supply your own API keys.

**Horizontal target market:** The structure is intended to serve both individual users and large companies, maximizing addressable market and recurring revenue.

**Add-ons for growing businesses:**  
As teams automate more processes, upgrades to higher credit and seat packages become necessary, creating reliable expansion revenue.

## Key Players in the industry



n8n



relay.app

zapier



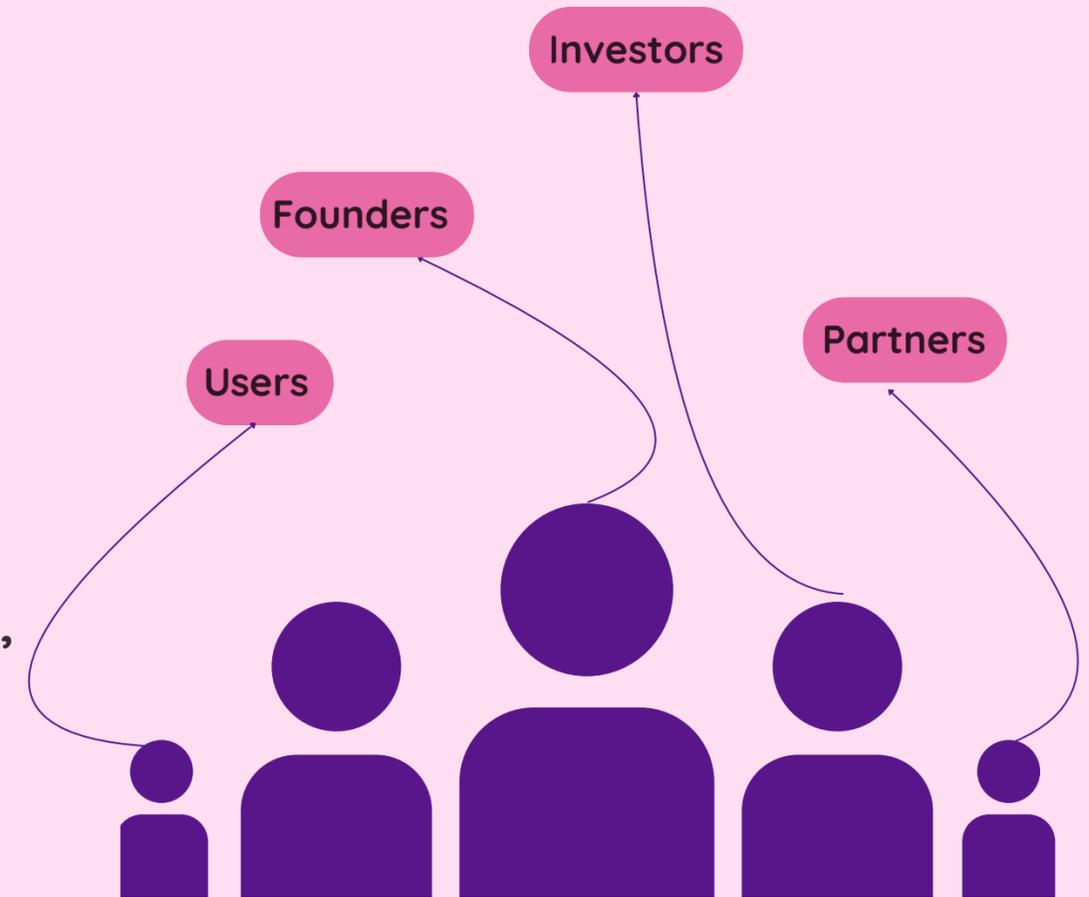
Thunderbit  
Thunderbit translates your need into automation in minutes.



make

# Key Actors

Actors can be individual humans—such as marketers, sales professionals, or operations managers—or external systems and business applications that trigger or participate in automations within Gumloop, functioning much like a user of the product.



## The ecosystem of Gumloop

- As of early 2025, Gumloop reportedly had just two to four **core team members**, with ambitions to keep the company small and talent-dense even as it scales.
- **Major investors** include Nexus Venture Partners, First Round Capital, Y Combinator, and several high-profile angels (e.g., Max Mullen of Instacart, Reynold Xin of Databricks).
- Gumloop's main **partners** include integration partners (Apollo.io, Salesforce, Slack, Gong, HubSpot, and many more) that power its automation capabilities.
- The **user base** varies from technical and non-technical folks across the globe to help make their daily life simple and automated.

# Target Users

Gumloop serves a broad spectrum—from large enterprises to individual professionals.

Use no-code automation to save time on repetitive tasks and focus on core work.

Streamline prospecting, outreach, and data enrichment to accelerate sales cycles.

Used for automating key business processes like lead enrichment, sales automation, document handling, and internal workflows.

Freelancers

Solopreneurs

Marketers

Business Owners

Individual professionals

Automate internal data processes and tool integrations without coding.

Automate SEO, lead generation, CRM, and outreach tasks to boost efficiency and conversions.

Enterprises

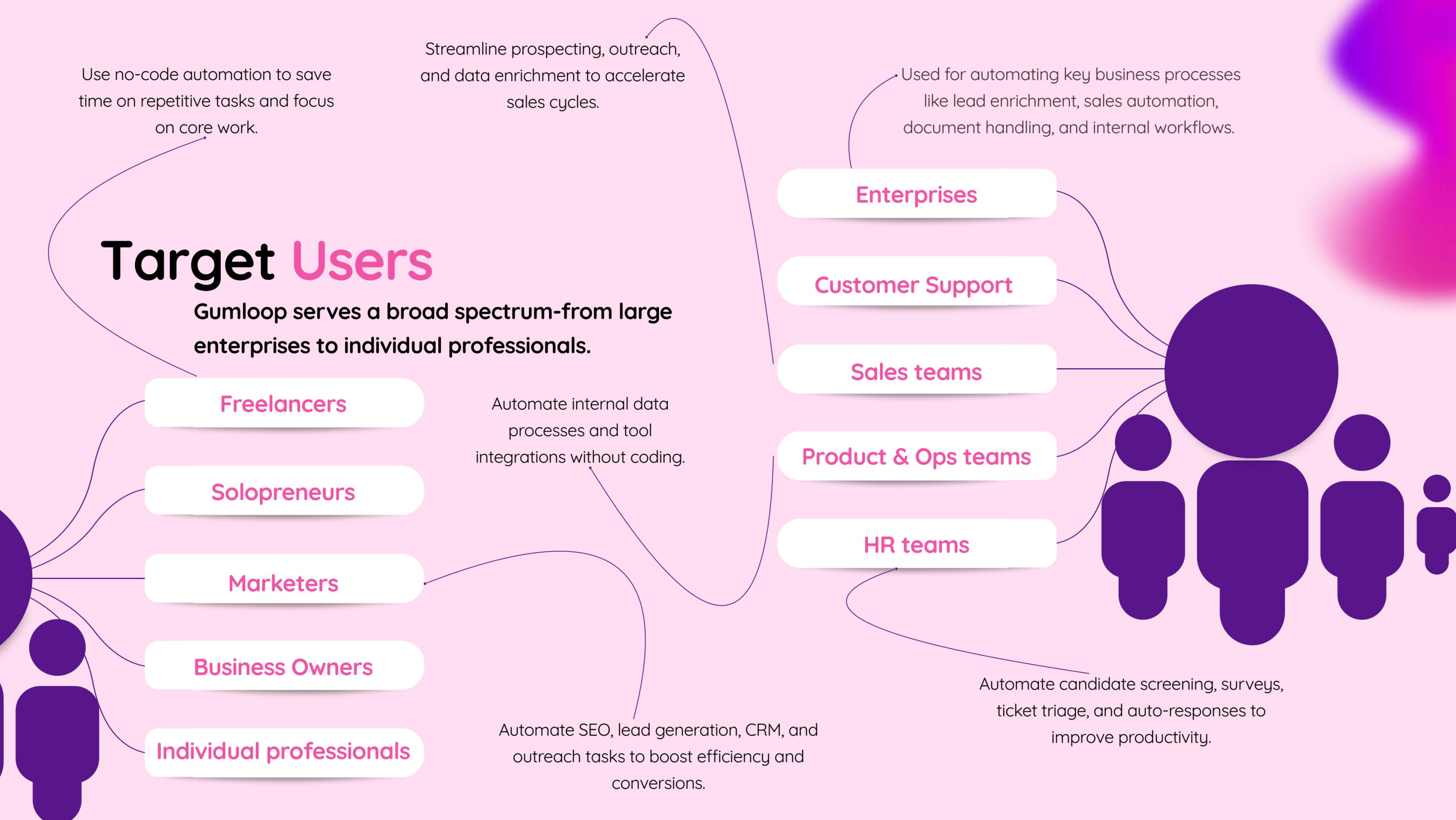
Customer Support

Sales teams

Product & Ops teams

HR teams

Automate candidate screening, surveys, ticket triage, and auto-responses to improve productivity.



# User Research



## Segment Size

- Gumloop reports that nearly **half a million nodes** are executed every day, indicating significant usage, though not directly revealing user count. However, there is no reveal of user base.
- The application is used by **various sectors** motivated to make redundant tasks faster and easier.



## Future impact

- Gumloop's \$17M funding, enterprise features, and focus on **ease-of-use** could grow its user base more.
- The vision is to make automation accessible to **non-technical users** as well.
- These moves could expand it to tens or hundreds of thousands in the near future.



**Xin Chen**  
28 yrs, Female  
Location: Beijing  
Occupation: HR Executive

### *Gumloop makes my work much faster!*

#### Routine (Gumloop usage)

- Uses Gumloop atleast twice a week.
- Uses it for screening new candidates, sending out company wide employee surveys.

#### Behavior Pattern

- Uses templates, which is easier.
- Reuses the same templates as it reduces redundant tasks.

#### Motivation and Goals

- Would use it more if the tutorials were slightly better for longer complex tasks.
- Would recommend it more if pricing was slightly on the lower side and detailed.

#### Pain Points

- Credits is something which is not clear.
- Need to look up technical terms as there is no explanation for a newbie.
- Still find the UI interface a bit confusing, unable to explore more.



**Brunton Fischer**  
42 yrs, Male  
Location: Austin, Texas  
Occupation: Developer

### *Gumloop saves my coding time!*

#### Routine (Gumloop usage)

- Uses Gumloop only when necessary or have a time crunch.
- Uses Gumloop for complex tasks as it saves a lot of time.

#### Behavior Pattern

- Uses it only for complex flows and automations.
- Explores other automation tools too.

#### Motivation and Goals

- Would use it more for personal tasks if the pricing was better.
- Would be nice if we were told that some websites aren't supported.

#### Pain Points

- Finds flexibility to be lesser than a few others in the market.
- Coverage of integrations seems a bit less at the moment.
- Complex tasks takes quite some time.

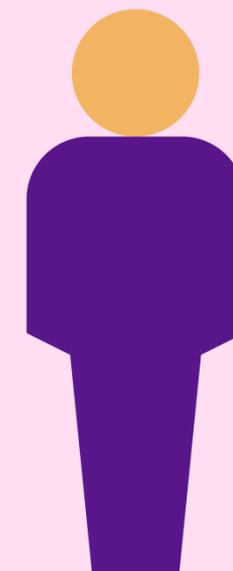
# User Pain Points

While Gumloop is a powerful AI-driven workflow automation tool, especially among early adopters and tech-savvy teams, user feedback reveals several recurring pain points. These issues, if left unaddressed, could slow adoption among broader audiences—particularly enterprises and non-technical users.

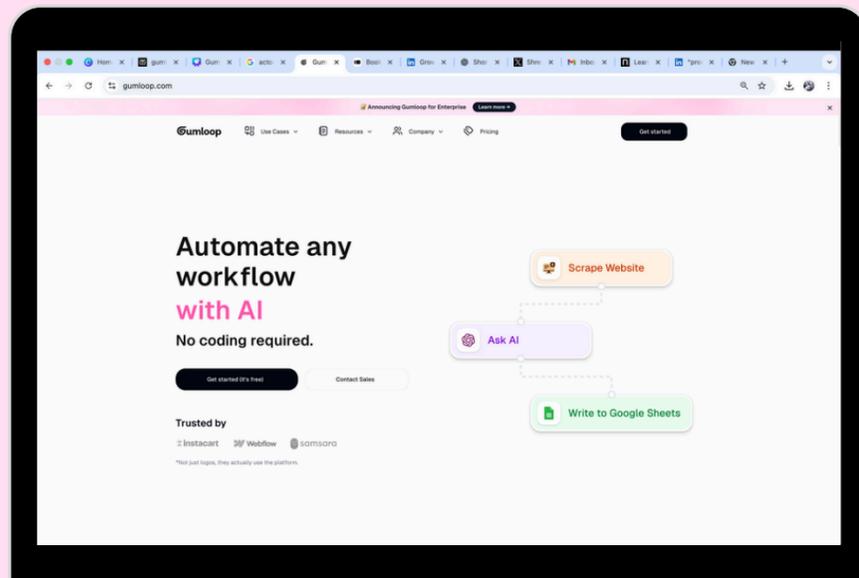


## Summary

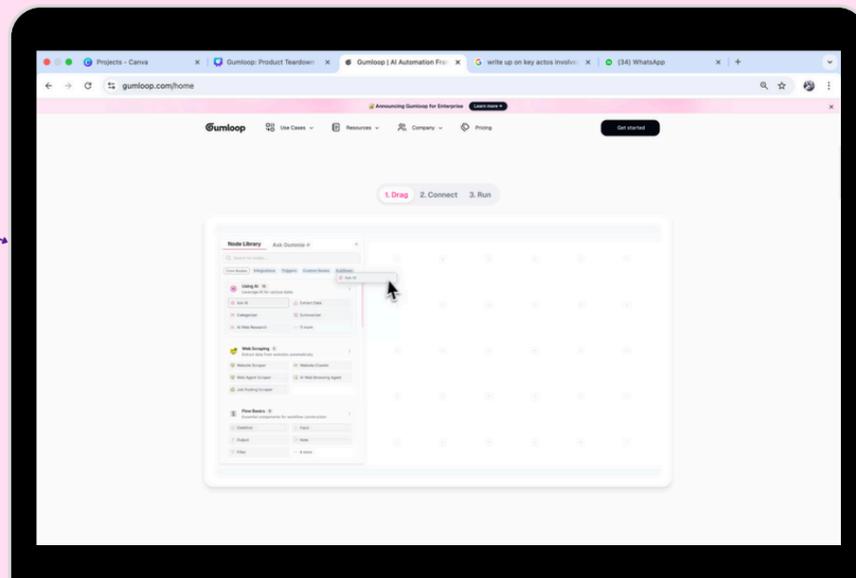
- **Limited Integrations:** Limited native connectors (under 40), especially for niche tools.
- **Credit-Based Pricing Confusion:** Unpredictable consumption, costly upgrades.
- **Performance & Reliability Issues:** Long or heavy workflows risk stalling or crashing.
- **UX & Usability Frustrations:** Confusing layout and workflow paths.
- **Workflow Failures & Task Stalls:** Sub-flows often hang or fail, blocking progress.
- **Poor UI for Non-Technical Users:** UI perceived as difficult for non-developer audiences.



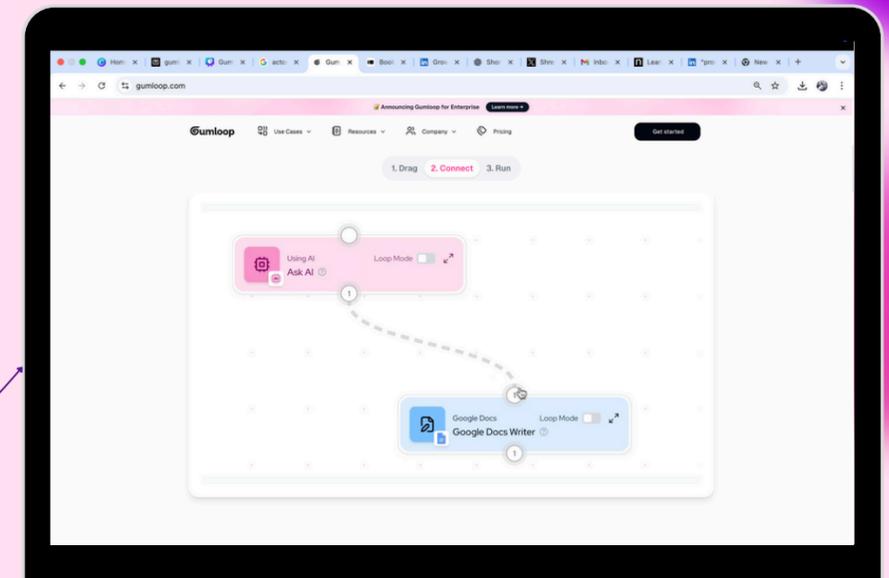
# Onboarding Journey - Landing Page



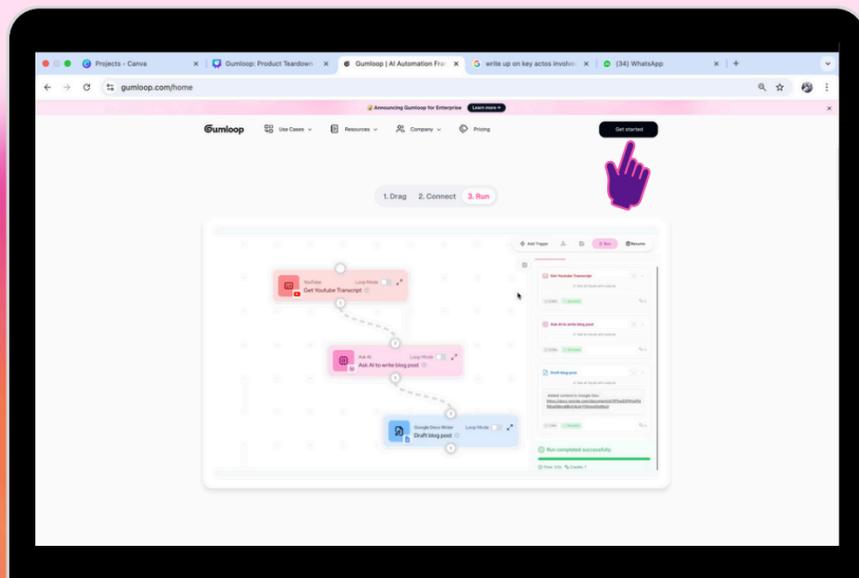
A very **intuitive** landing page as soon as the user enter the webpage



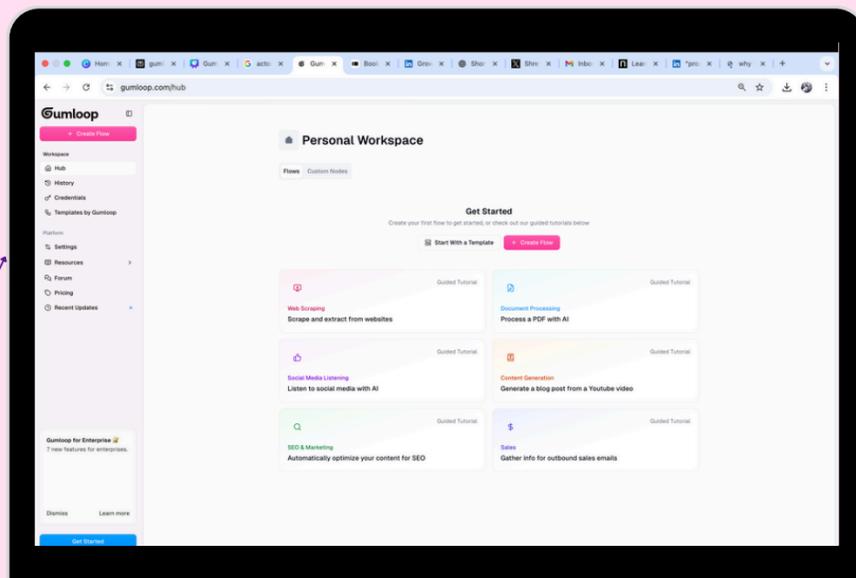
An animated workflow divided into 3 main steps- **Drag**; **Connect**; **Run**



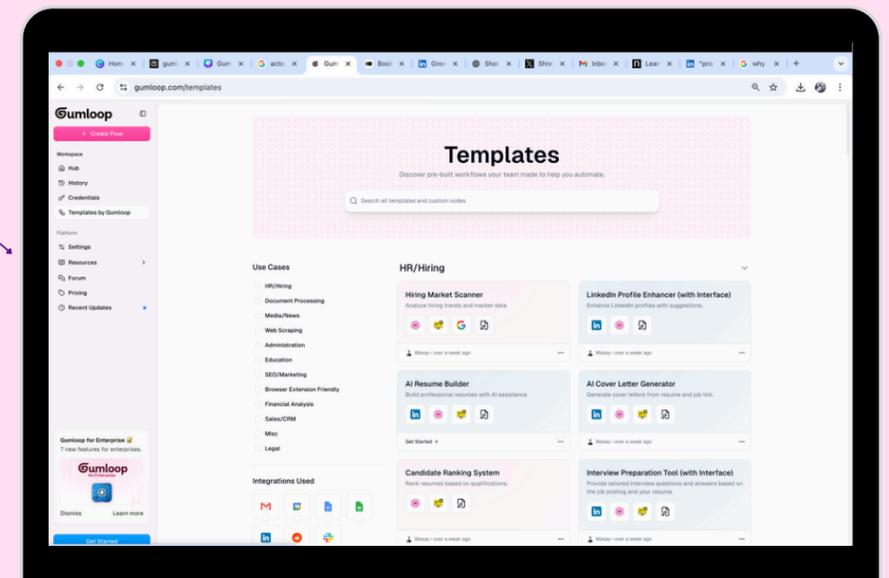
An animated workflow divided into 3 main steps- **Drag**; **Connect**; **Run**



An animated workflow divided into 3 main steps- **Drag**; **Connect**; **Run**

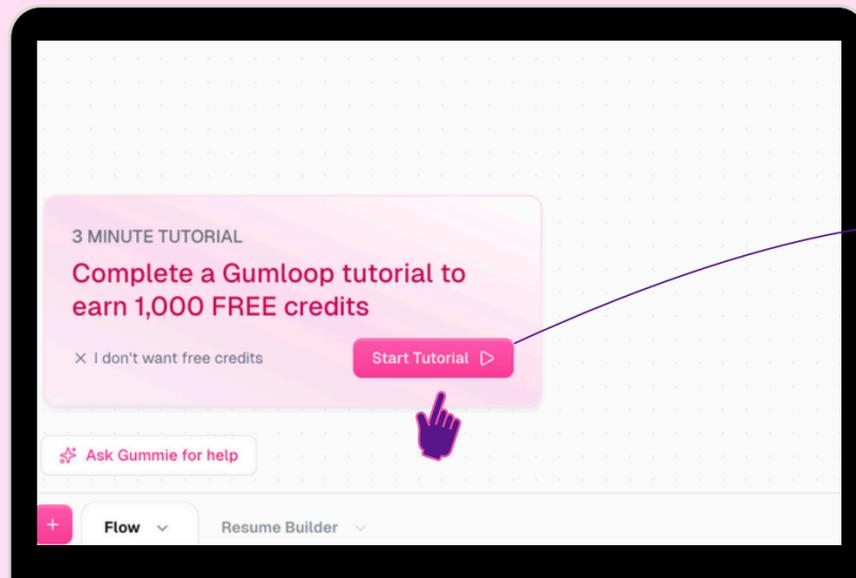


Clicking on "**Get Started**" opens up a workspace, letting the user explore & learn

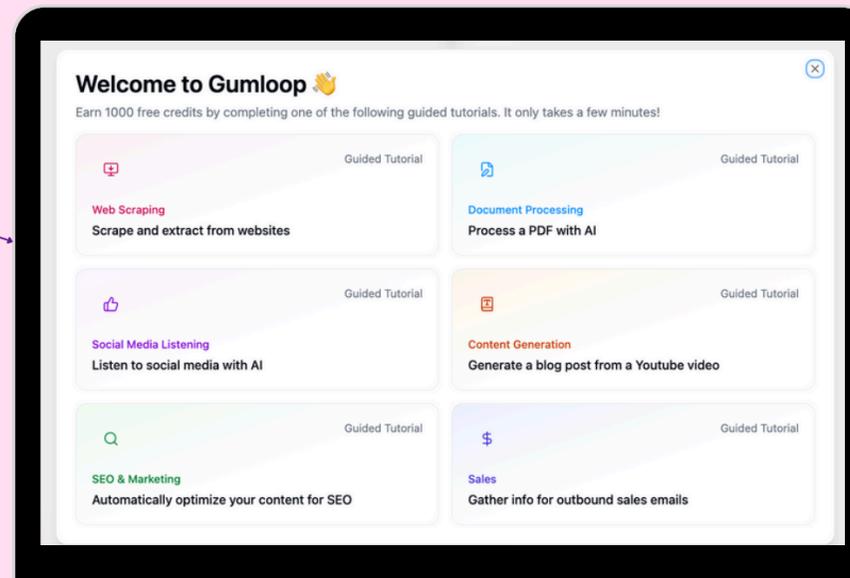


A wide range of **Templates** to get started as a newbie

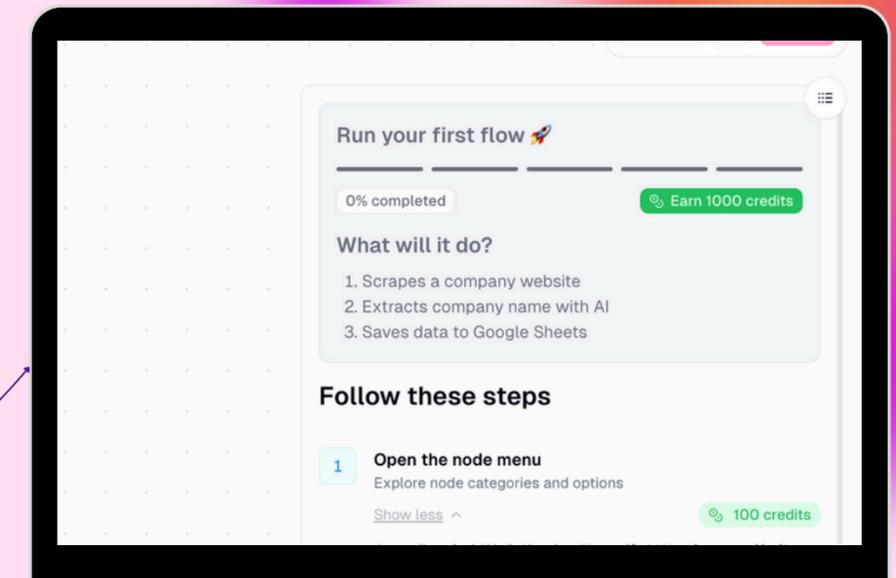
# Onboarding Journey - Tutorial



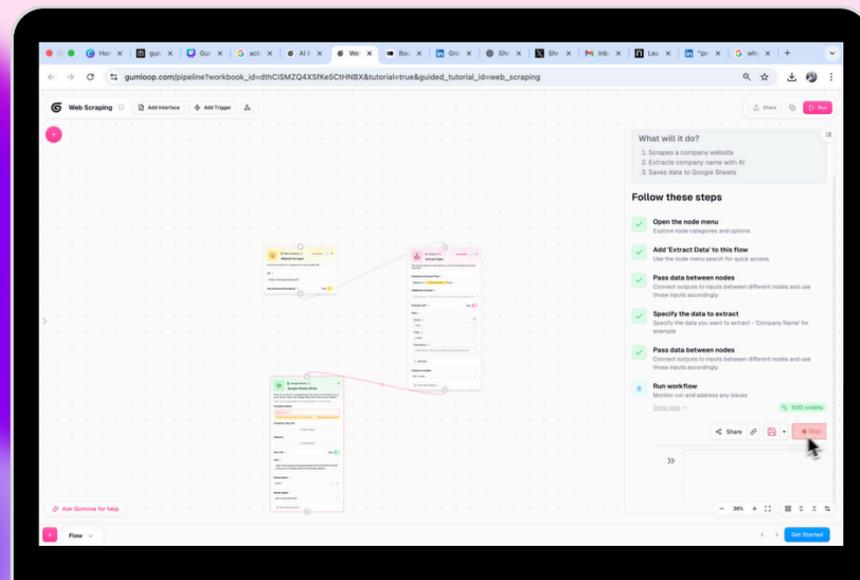
A nudge motivating the user to try the tutorial by offering **Free Credits**



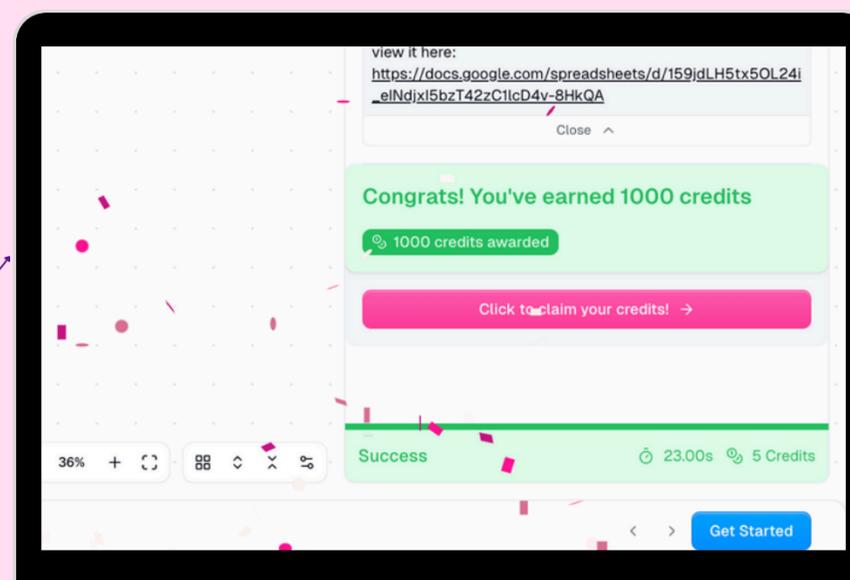
Starting the Tutorial lets the user choose from a **wide range of templates** and tasks



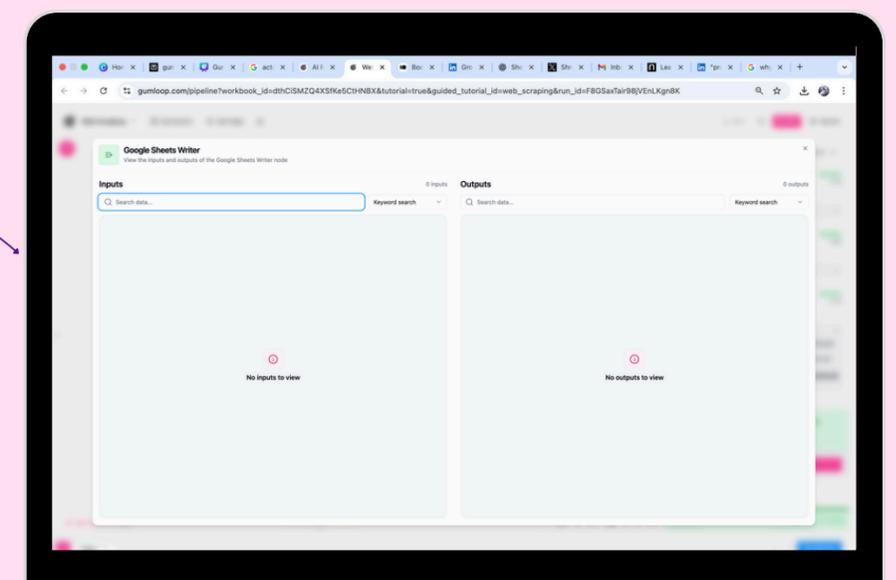
A step-by-step guide with a **progress meter** is shown on the right



Once completed, it shows a completion tick on the steps, and prompts to **Run the flow**

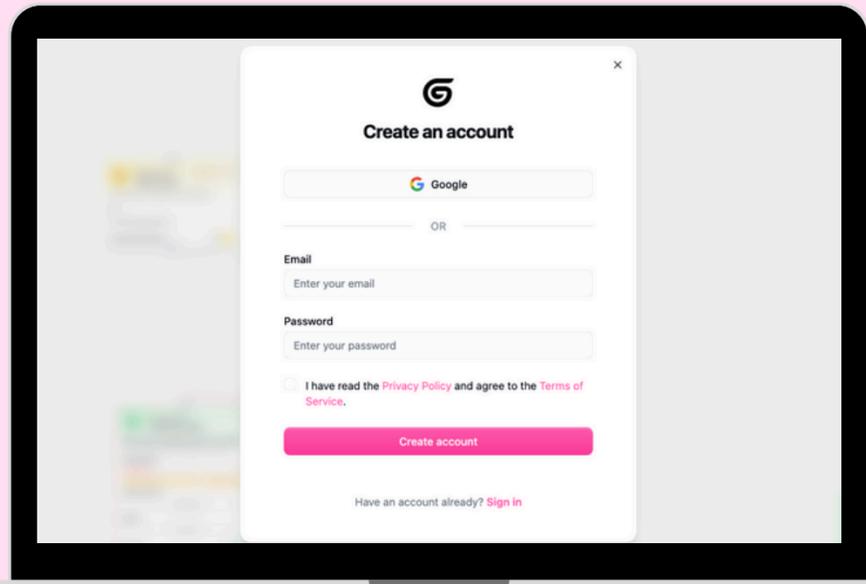


"**Congratulations** message" shown once the tutorial is completed

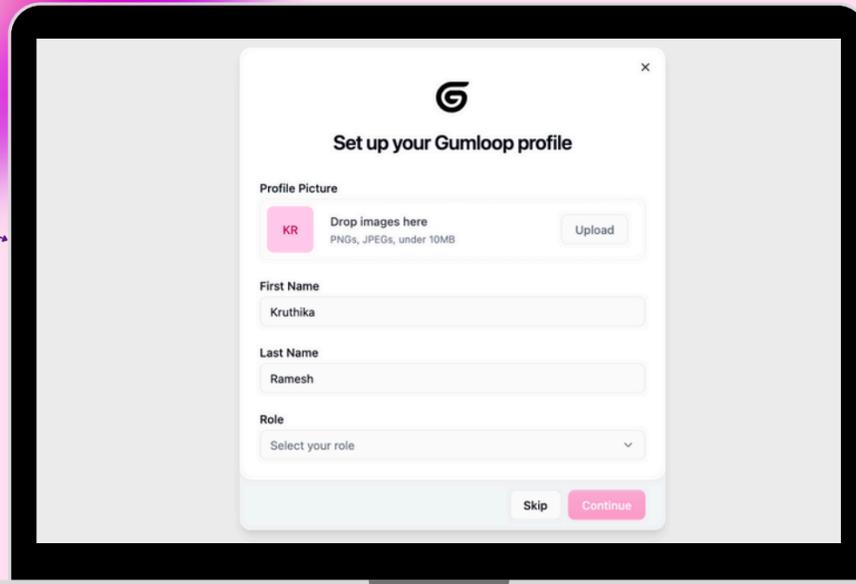


Finishing just the tutorial does not allow the user to view any Outputs until **signed-up**

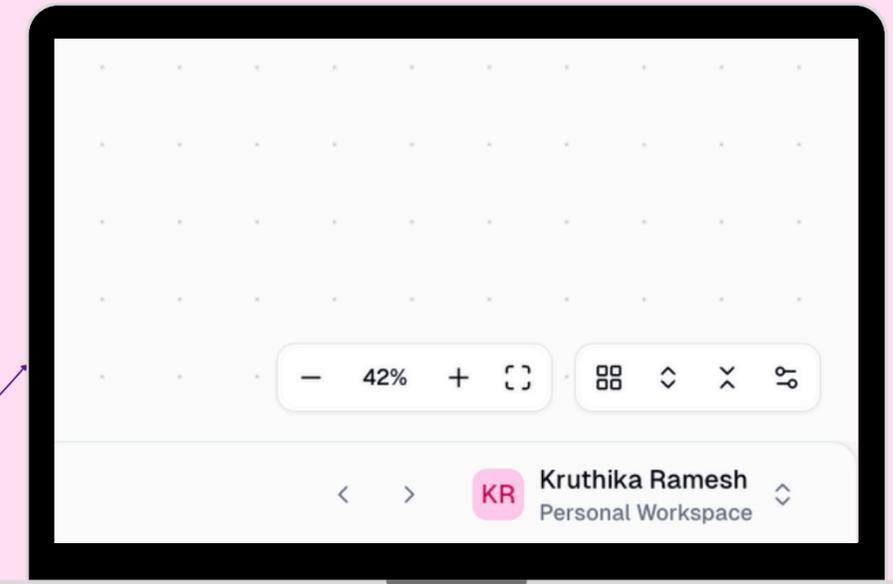
# Onboarding Journey - Profile and Workspace



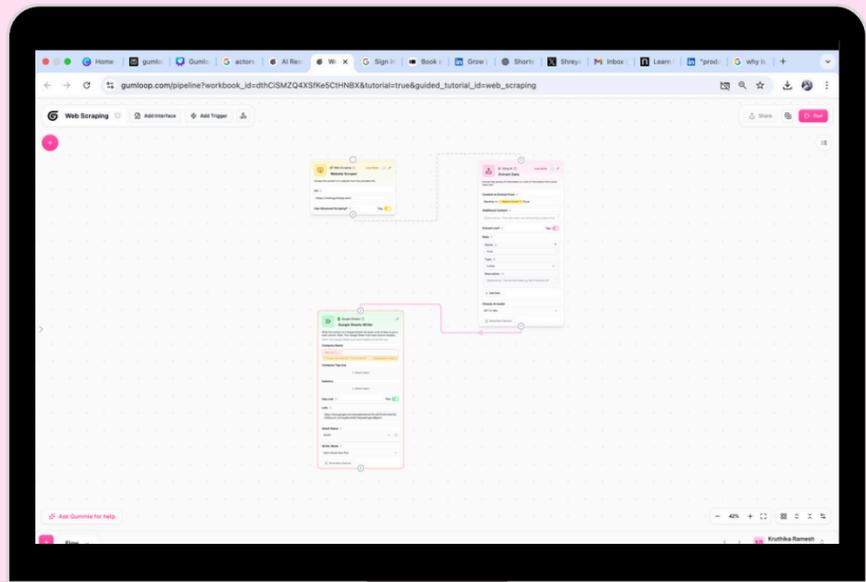
A simple **sign-up process**



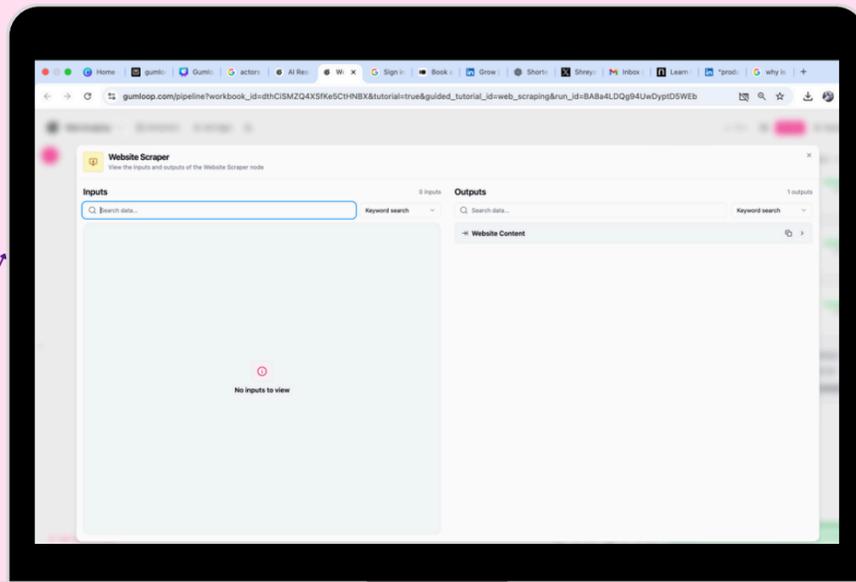
A quick **Profile** creation popup



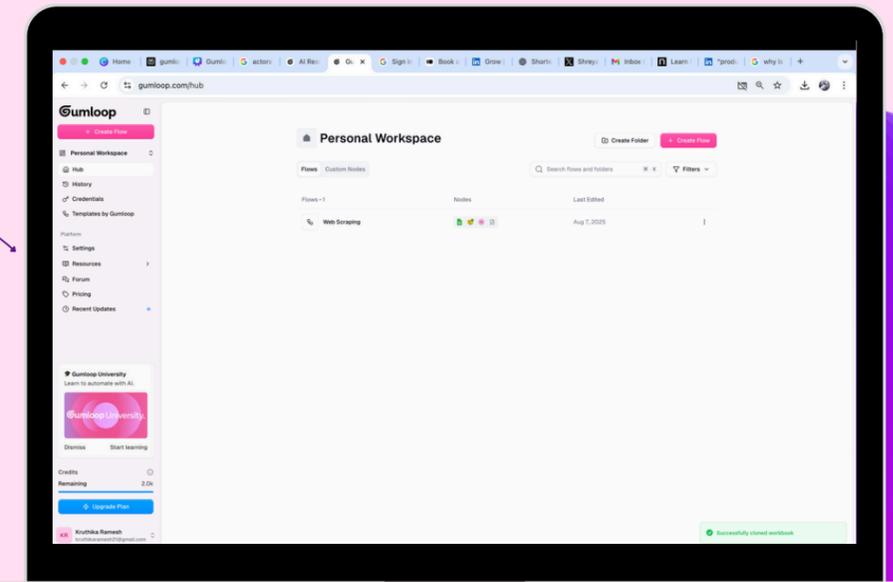
Once a profile is created details are displayed at the bottom along with a **workspace**



The user is directly taken to the “**Personal Workspace**” with all historic flows, like the tutorial

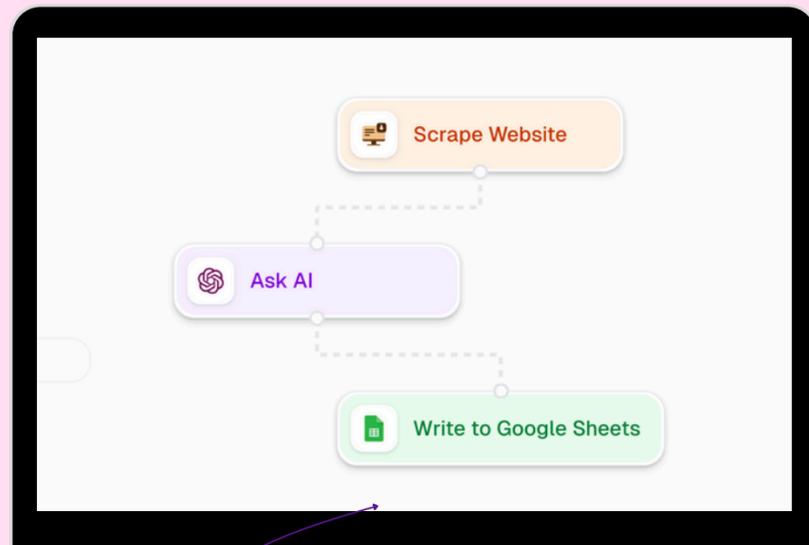


The user will now be able to **access** the Outputs section from the flow previously created

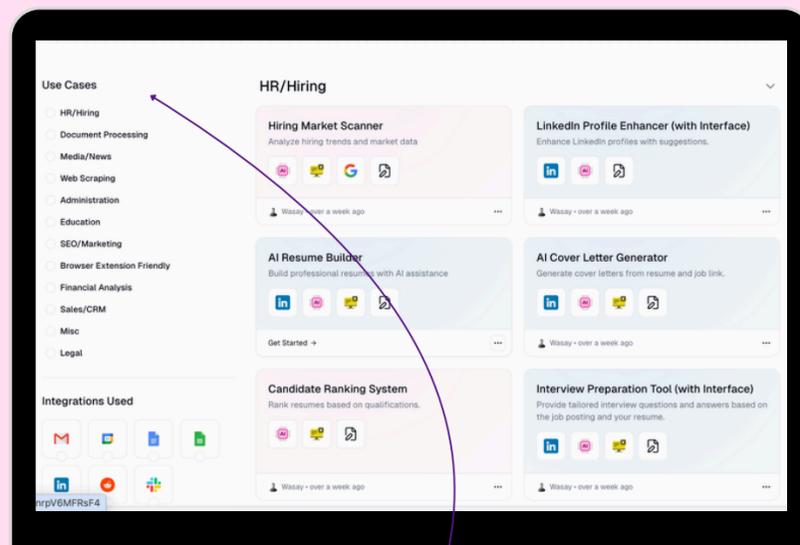


The **Personal Workspace** has several other templates that can be viewed and explored further

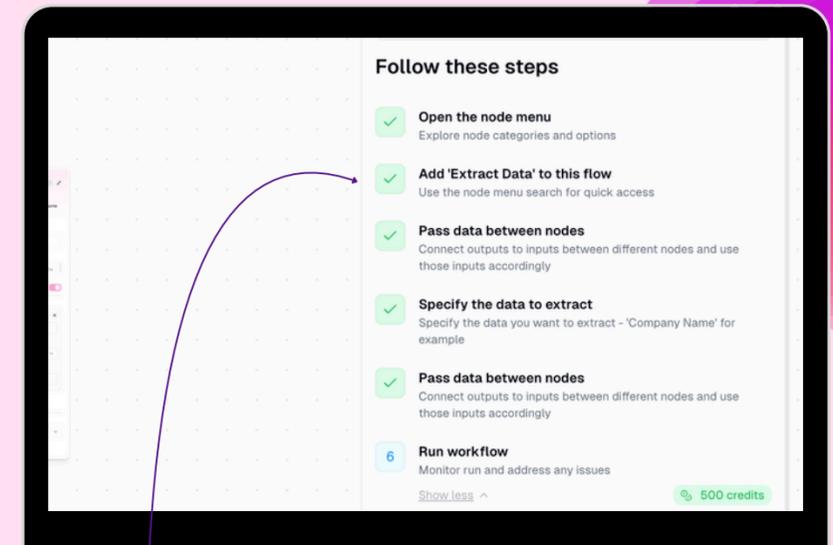
# Onboarding Journey - Friction Points



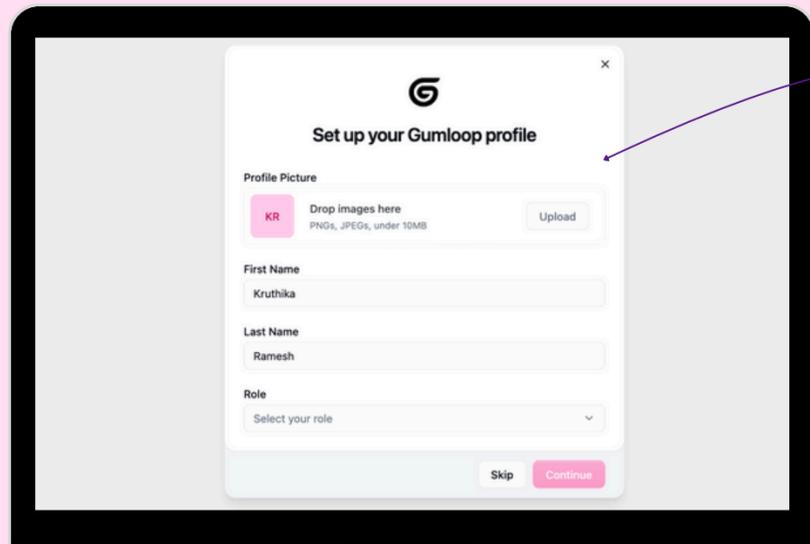
Lack of clearer explanation of technical terms is a setback to start with.



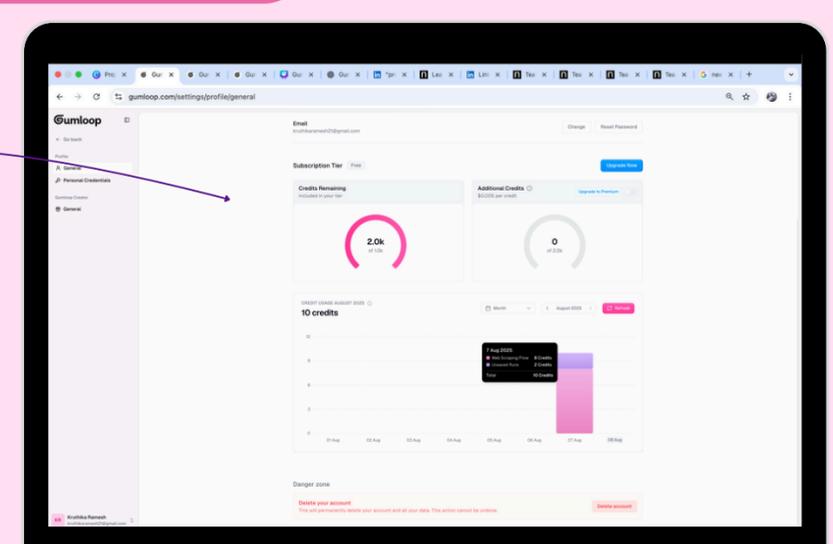
A detailed write-up about the use cases and effort estimation is missing.



No explanation of nodes and other technical terms, a friction point to starters!



Profile seems very basic for an interface to automate your specific workflow.



Absence of explanation on Credits is a friction point causing confusion.

# Key Learnings & Takeaways

## Core Product Strengths

- Offers an intuitive drag-and-drop interface for constructing workflows—making AI automation accessible without any coding.

## UI and UX Insights

- The UI is very clean, and the colors used make it easy for longer usage.
- The UX could be focused on non-tech users.

## Growth Tactics

- Template driven interface.
- Differentiates from Zapier/Make by marketing itself as built for AI agents and workflows.

## Retention Tactics

- Encourages long-term dependency by more workflows being built.
- Creating continuous triggers to re-engage.

## Business Model Learnings

- Revenue Engine: Usage-based.
- Acquisition: Freemium + templates + extension.
- Retention: Embedded workflows + integrations + habit loops.

## Missed Opportunities

- Low brand awareness
- Limited content walkthroughs for non-tech users.
- Lack of explanation of credits leading to drop-offs.

## Behavioral Takeaways

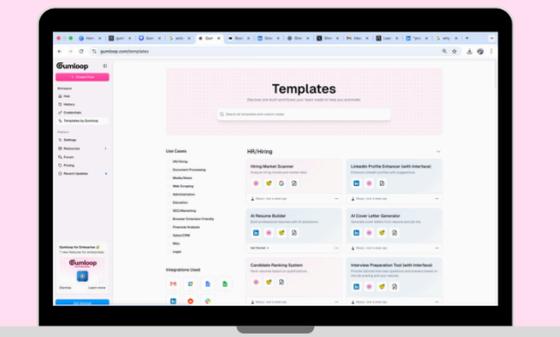
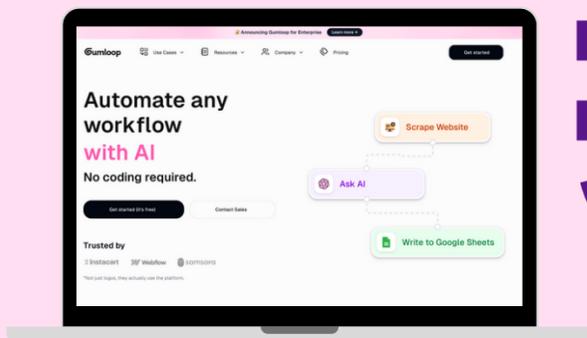
- A responsive, visible team builds trust and keeps users confident in the tool's future.
- Curiosity and fear of missing out keep engagement alive.

## Strategic Lessons

- Early adoption is won by making the first automation achievable in minutes.
- It's expensive and risky to replace a workflow that's live.

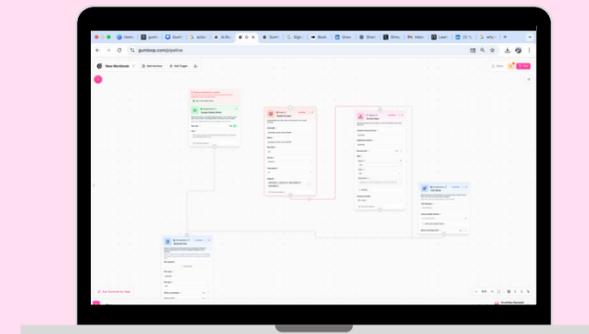
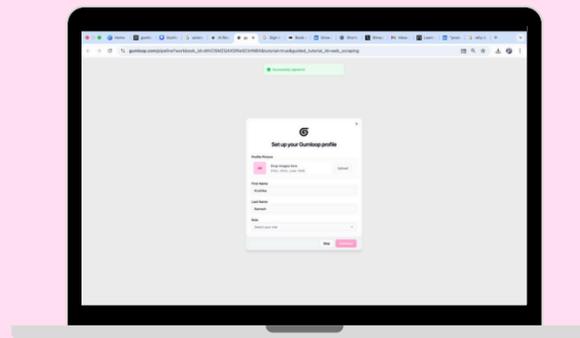
# Improving the Product

A clearer Onboarding explaining the basics of all technical terms.



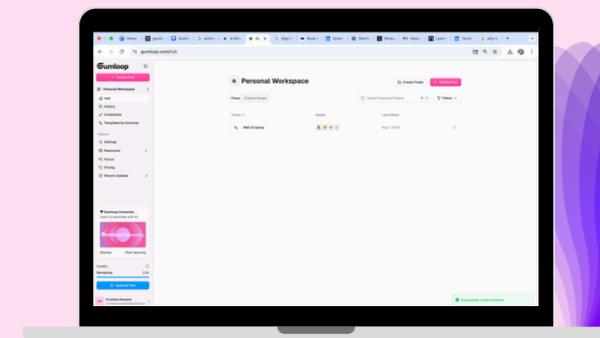
Addition of smaller video clips showing the end results of templates.

Profile creation can have professions to make the further journey smoother.



Constant toast messages during workflow creations & better assistance by Gummie.

A personalized workspace based on user's profile, profession, goals and interests.



# Critical Metrics

Metrics to track the success of the product.

- Onboarding Completion Rate
- Sign-up Rate
- Time to create first workflow

Activation

Acquisition

Engagement

Referral

Retention

Revenue

- Referral Rate for Creator programs.
- Net Promoter Score

- Customer Acquisition Cost
- Traffic Source Mix
- Leads Generated

- Total workspaces created
- Credits Usage Rate
- Template Engagement Rate
- Gummies Interaction Rate

- Repeat Subscription rate
- Workflows created per User
- Day 07, 15 Retention Rates

- Total no of Subscribers
- Average Subscription Value
- Average Revenue per User

# Thank you!

Appreciate your time and attention.  
Let's shape the future of AI innovation together!

