

Q3 Product Launch — Intelligence report

Intelligence report for the Q3 product launch initiative — 5 meetings, 2 strategy docs, and a competitive analysis.

Prepared for Sample User Generated Sep 9, 2026 Scope: Q3 Product Launch

8

Sources in scope
342 min of content

5

Analyzed recordings
287 min read

184

Claims extracted

23

Connections
3 clusters

12

Findings
9 open

6

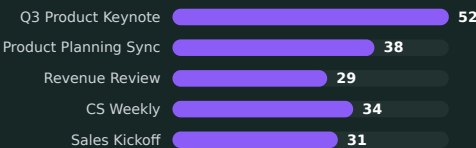
Scored clips

What was extracted



Decisions · 28 Numbers · 41
Commitments · 19 Action items · 15
Facts · 62 Opinions · 11

Claims per recording



Key decisions, numbers and commitments

184 candidate claims → 22 failed quality gates, 8 duplicates, 154 judged for importance (42 dropped).

Decisions 2

Enterprise pricing decided to change to flat-rate \$199/mo

“We're going flat-rate at \$199 per month, per-seat is dropped.”

Sara · Q3 Product Keynote · Aug 14, 2026 · 12:34

Mobile app decided to postpone Q1 2027

“Mobile is pushed to Q1 — we need to ship the integration layer first.”

Ahmed · Product Planning Sync · Aug 20, 2026 · 20:30

Numbers 2

ARR target is \$2.4M

“Our annual recurring revenue target for end of year is 2.4 million.”

Sara · Q3 Product Keynote · Aug 14, 2026 · 7:00

Customer churn is 4.2%

“Churn rate sits at 4.2 percent, down from 5.8 last quarter.”

Omar · Revenue Review · Aug 22, 2026 · 3:00

Commitments 1

Sara committed to update the pricing page by Friday

“I'll have the pricing page updated by end of Friday.”

Sara · Q3 Product Keynote · Aug 14, 2026 · 13:30

Action items 1

Engineering needs to provision staging for the integration layer

“Engineering needs to get staging provisioned before next sprint.”

Ahmed · Product Planning Sync · Aug 20, 2026 · 24:00

Open questions 1

Enterprise SLA is unknown

“Who owns the enterprise SLA? It came up in three meetings and nobody answered.”

Lina · CS Weekly · Aug 25, 2026 · 22:13

How the recordings connect

Sales Readiness Review Sync



Cluster 1 · 2 Cluster 2 · 2 Cluster 3 · 1

Strongest links

- Q3 Product Keynote ↔ Product Planning Sync — both discuss integration layer + pricing

- **Q3 Product Keynote ↔ Sales Kickoff** — pricing contradiction
- **Revenue Review ↔ Sales Kickoff** — revenue targets and sales positioning
- **CS Weekly ↔ Sales Kickoff** — SLA question raised in both

Topics

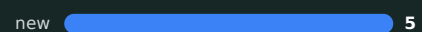
Enterprise pricing **Integration layer**
Customer onboarding **Mobile app** **Churn reduction**
SLA **ARR** **Sprint planning** **Go-to-market** **Sales objections**

Findings

By type



Status



Contradictions 1

CONTRADICTION ●●● NEW Sep 1, 2026

Enterprise pricing: \$199 vs \$249

The Q3 keynote committed to flat-rate \$199/mo, but the sales call two days later quoted \$249 to a prospect.

DO THIS Ask Sara and the sales team to decide which price is correct and update the proposal template.

- “We’re going flat-rate at \$199 per month” — Sara, Q3 Product Keynote
- “Enterprise is \$249 per month with annual commitment” — Sales rep, Prospect Demo Call

Q3 Product Keynote

Prospect Demo Call

Stales 1

STALE



NEW Sep 1, 2026

Refund window: Notion says 14 days, ops sync changed it to 30

The May ops sync recording shows the refund window was extended to 30 days, but the Notion policy page still states 14.

DO THIS Update the Notion refund policy page to 30 days.

- “We extended the refund window to 30 days effective immediately.” — Omar, May Ops Sync

May Ops Sync

Gaps 1

GAP



NEW Sep 2, 2026

Who owns the enterprise SLA?

Raised in 3 meetings (CS Weekly, Sales Kickoff, Product Planning). No answer anywhere in the content.

DO THIS Assign an owner for the enterprise SLA document — CS or Product.

- “Who owns the enterprise SLA? It keeps coming up.” — Lina, CS Weekly

CS Weekly

Sales Kickoff

Product Planning Sync

Recommendations 1

RECOMMENDATION



NEW Sep 3, 2026

Coordinate sales and product messaging on the integration layer

Both teams are pitching the integration layer separately with different timelines. Product says Q4, sales says "this quarter".

DO THIS Schedule a 30-min alignment between Ahmed (Product) and the sales lead to agree on the external timeline.

Product Planning Sync

Sales Kickoff

INSIGHT

NEW Sep 4, 2026

Customers consistently use "easy to set up" — landing page says "enterprise-grade onboarding"

In 4 of 5 customer calls, prospects described the value as "easy to set up". The landing page leads with "enterprise-grade onboarding" which signals complexity.

DO THIS Brief the marketing team: test "easy to set up" as the primary landing page headline.

- “What I like most is how easy it is to set up.” — Customer, Discovery Call 3

Discovery Call 3

Discovery Call 5

Onboarding Feedback

Moments worth sharing

#	SOURCE	SEGMENT	LENGTH	HOOK	TOPIC	VIRALITY
1	Q3 Product Keynote	12:20 – 13:50	1:30	viral moment	Pricing announcement	91
2	Sales Kickoff	3:20 – 4:45	1:25	hot take	Market positioning	87

Recording by recording

Q3 Product Keynote

zoom · 46:00 · 52 claims · 4 connections

Sara presented the Q3 roadmap including the flat-rate pricing decision, mobile app postponement to Q1, and the integration layer as the top priority. Key commitment: pricing page update by Friday.

KEY MOMENTS

- Flat-rate pricing announcement
- Mobile app postponed
- Integration layer priority

product

pricing

roadmap

enterprise strategy

Product Planning Sync

google-meet · 32:00 · 38 claims · 3 connections

Ahmed walked through the sprint plan for the integration layer. Engineering needs staging provisioned. Mobile app confirmed pushed to Q1 2027.

KEY MOMENTS

- Staging provisioning
- Q1 mobile timeline

engineering

planning

technical execution

Revenue Review

zoom · 24:00 · 29 claims · 2 connections

Omar reviewed Q2 revenue figures: ARR tracking at \$2.4M target, churn improved to 4.2% from 5.8%.

KEY MOMENTS

- ARR on track
- Churn improvement

revenue

metrics

financial health

CS Weekly

google-meet · 35:00 · 34 claims · 3 connections

Lina flagged the recurring enterprise SLA question. Top CS ticket is about the onboarding guide — the answer already exists in the guide.

KEY MOMENTS

- Enterprise SLA ownership gap
- Onboarding guide covers top question

customer-success

support

knowledge gaps

Sales Kickoff

zoom · 1h 0m · 31 claims · 2 connections

Sales team Q3 kickoff. New positioning for the integration layer. Objection "implementation timeline" came up repeatedly in recent demos.

KEY MOMENTS

- Integration layer positioning
- Implementation timeline objection

sales

positioning

go-to-market

