

# Decision Log (Base Table)

## Guidelines

### What should I include in this decision log?

- **Scope**
  - All key decisions related to the Genesis Program (EPDM + GTM)
  - **! Do not include confidential decisions/info** in this decision log until it is ready to be publicized across the broader org
- **Types of decisions to track**
  - Adjustments to roadmap and/or planned timelines
  - Changes in product and/or technical direction
  - Decisions on external-facing announcement moments, channels, or timelines
  - FA-specific changes that do not impact the roadmap or product commitments, e.g., who is the DRI for a specific feature

### Owners: who is responsible for inputting decisions in this log?

- Ultimately, FA Leaders and Genesis program owners (primary DRIs [here](#)) are responsible for ensuring key decisions are logged here

### What forums do we plan to use to discuss and log Genesis decisions?

- **Big Rocks FA (Orchestra, Coda, Agents) TagUps:** The decision log will be pulled into the FA TagUp templates. As decisions are made in the TagUps, they should be recorded in the log
- **Genesis Launch Program (GLP Hub):** as the GLP tracks and reconciles key questions, the team will input decisions into the decision log.
- **Catalysts:** As decisions are made in Catalyst, meeting Drivers are accountable for updating the decision log.

### I see other decision logs in other documents. Which should I trust?

- This is intended to be the master decision log for all programs related to Genesis. Other "child" decision logs should link to this master (via cross-doc-syncs). If you spot any rogue decision logs, please notify [@Jamie White](#) and [@Nadia Anggraini](#)

## Genesis Program Master Decision Log

What needs to be de... ▾ Decision Statement ▾ Detail ▾

Status	What needs to be decided?	Decision Statement	Detail	Date	Driver	Approver	Contributor	Program
▼ Resolved 69	How will we sell the Superhuman Enterprise bundle in Q4?	Sales teams will not actively sell the Superhuman Enterprise bundle for TBD period following the 10/29 rebrand and launch. During this period, leads interested in the bundle will be routed to a "register your interest" form and meet with Sales and Product leaders. Superhuman Enterprise enablement will be sequenced after Superhuman Mail enablement (currently slated for November). It is possible during this interim period that some existing customers or prospects will express interest in purchasing the full bundle, in which case the team will work to close the deal.	<a href="#">View</a>	10/8/2025	Misha Hosain	Matt Ro...		
	What is the plan for the edge cases that can happen when a user is unable to accept an invite to Genesis. (One case where they would be unable to join is if the invitation is cancelled by the sender.)	User can click accept in the email & create a Superhuman account. If they are unsuccessful in joining the org, we will create a free account for them, and notify them that they have not joined the organization they were invited too.  Have a look at the <a href="#">Figma</a> for more details	<a href="#">View</a>	9/29/2025	Sarah Gillis	Farhee...	Oleg Va...	
	How do we handle the pricing discrepancy about Grammarly Pro and Genesis Pro in India ?	India pricing is not a launch blocker for Oct 29th. We will proceed with lowering the Genesis Pro pricing to be on par with Grammarly pro as soon as possible.	<a href="#">View</a>	9/26/2025	Derya Toka	Yuriy Ti...	Farhee...	
	Agent store scope for verified/unverified	<b>#1 - Verified Agents:</b> We will verify agents and show a green checkmark <b>#2 - Unverified Agents: UPDATED</b> We will not allow access to unverified Agents via the store/directory*. We will banner all unverified agents. <b>*New:</b> We will allow you to find Agents/Packs that you have created or that are shared with your workspace. You can also get a direct link to an Agent to install it if you have the right permissions.	<a href="#">View</a>	9/26/2025	Glenn Jaume	Scott Z...		

We need to complete our site registration for OAuth ahead of our Launch Date on Oct 29th. Ideally, this registration is completed 3+ weeks before.	We'll proceed this week with OAuth Registration using the current <a href="#">superhuman.com/terms</a> and <a href="#">superhuman.com/privacy</a> pages.	<input type="button" value="Edit"/>	9/25/2025	 Kevin Ngo	 Benjamin...	 Smiral ... ,  Claire ... ,  Myles ... ,  Justin... ,  Shreya ...	<span style="background-color: #e67e22; color: white; padding: 2px 5px;">Product Integration</span>
Should signed-in users who visit Superhuman.com see the homepage or be redirected to Air Traffic Control?	They will see the homepage. The reasoning is that at launch, the marketing site does a better job of reinforcing the brand and explaining the product than ATC does. There will be a link to ATC in the nav ("My Superhuman").	<input type="button" value="Edit"/>	9/25/2025	 Orr Shtuhl	 Yuriy Ti...		<span style="background-color: #e67e22; color: white; padding: 2px 5px;">Product Integration</span>
Will we build out product interstitial pages that we direct users to from the ATC?	We will build out an interstitial page for each of our products (Go, Grammarly, Coda, Mail), with Go being the highest priority. These interstitial pages will be built in the CMS (Kelly Morr).	<input type="button" value="Edit"/>	9/23/2025	 Kelly Morr			
What happens to an Enterprise user (existing or SH Ent) when they log into SH.com?	<ul style="list-style-type: none"> <li>Identity will enable Enterprise users to be correlated via Bridge Service, allowing access to AI Editor Beta and Orchestra Beta.</li> <li>Enterprise users who visit <a href="#">Superhuman.com</a> <ul style="list-style-type: none"> <li>Will be able to log in using Unified Login where applicable</li> <li>They will be able to access ATC <ul style="list-style-type: none"> <li>They will not be able to purchase any SS Bundle SKUs and receive an in-product error in the purchase funnel</li> </ul> </li> </ul> </li> </ul>	<input type="button" value="Edit"/>	9/22/2025	 Farheen Noorie	 Smiral ... ,  Benja... ,  Kevin N...		<span style="background-color: #e67e22; color: white; padding: 2px 5px;">Product Integration</span>
<b>Details</b>							
What features are we including in each SKU/tier for the Fall launch, and how are we pricing each SKU/tier?	See <a href="#">here</a> for the SoT on what we're including in each SKU/tier for the Fall launch, as well as their pricing	<input type="button" value="Edit"/>	9/17/2025	 Irena Kin			
What 1P/2P/3P agents will be available in the Agent store on Oct 29? How are we verifying agents before making them available in our store?	See <a href="#">here</a> for the list of 1P/2P/3P agents we plan on making available. Verification will be done via a <a href="#">manual review</a> process, and not all agents will be verified for the Oct 29 launch. See <a href="#">here</a> for more detail.	<input type="button" value="Edit"/>	9/17/2025	 Glenn Jaume			
How are we branding transactional emails, e.g., password reset, that get sent from Superhuman?	<p><b>Decision modified 9/23</b></p> <ul style="list-style-type: none"> <li>For Oct 29, we will use Superhuman branding for 5 key transactional emails (Welcome, Login notification, PW reset, Account deletion, and Receipt), but maintain the usage of Grammarly domain.</li> </ul> <p><b>Prior decision (for context)</b></p> <p><b>Decision:</b> Aside from the Superhuman welcome email, we will be branding all other transactional emails from Superhuman using existing Grammarly branding for the Fall launch.</p> <p><b>Rationale:</b> this decision was made largely due to the amount of effort required to duplicate all transactional emails by Oct 29.</p>	<input type="button" value="Edit"/>	9/16/2025	 Trevor Luesch...			<span style="background-color: #e67e22; color: white; padding: 2px 5px;">Genesis GTM Strategy</span>
Are we renaming our Pro tier Plus to avoid the potentially awkward messaging of "Go Pro"?	<p><b>Decision:</b> We are maintaining the Pro tier name (across all products + the bundle) for the Fall launch. We will revisit the option of renaming the tier "Plus" in Jan 2026.</p> <p><b>Rationale:</b> We don't have the engineering bandwidth to review all the places in the Grammarly user journey where we would need to say, instead of just Pro, "Grammarly Pro, part of Superhuman Plus".</p>	<input type="button" value="Edit"/>	9/12/2025	 Irena Kin	 Alex Gay	 Farheee... ,  Erin Da...	<span style="background-color: #e67e22; color: white; padding: 2px 5px;">Product Rebrand</span>
How will joins and invites work on Superhuman?	<ul style="list-style-type: none"> <li>We'll support all of the existing Grammarly user journeys for joining by having Nomos intercept institution join calls, adding them to the Genesis Org instead, which in turn adds them to the institution. This will make it so that Grammarly institutions in an Org can add users in the same ways as institutions not in an Org</li> <li>Coda domain-based auto joins will not be available for Coda workspaces in Genesis Orgs. Coda domain-based auto joins will continue to work on workspaces that are not part of Genesis orgs as they do now</li> </ul>	<input type="button" value="Edit"/>	9/11/2025	 Ben Schotten...			<span style="background-color: #e67e22; color: white; padding: 2px 5px;">Product Integration</span>
<b>Detail</b>							

<p>How do we handle users logging in with secondary mailboxes to create a new Superhuman Accounts?</p>	<p>We will:</p> <ol style="list-style-type: none"> <li>Allow users who log in with their Mailbox email address to successfully create a Superhuman Account. When the user clicks on Mail in ATC, they will go directly to mail.superhuman.com IF the Mail identity backend responds that the email address of the Superhuman account is associated with a Mail mailbox. (A consequence of this is if a user has 5 mailboxes, and uses each to create a Superhuman account, then they will have 5 superhuman accounts each with access to the single Mail mailbox).</li> <li>If a Mail or Genesis user of any tier has ever seen ATC, we will NOT redirect them to mail.superhuman.com so that they can reach ATC again through www.sh.com.</li> </ol>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">✉</span> 9/11/2025  Benjamin Poie...
<p>What upgrade/downgrade paths will we support for the Fall launch? Which will be self-serve vs. via contact Support vs. via contact Sales vs. not supported?</p>	<ol style="list-style-type: none"> <li>We aligned on all journeys for the bundle funnel, product funnels, and cross funnel journeys where a user who is from one of the product funnels visits either the bundle funnel or other à la carte product funnels. You can see the full figma <a href="#">here</a>.</li> <li>We are allowing most flows with a few exceptions:           <ol style="list-style-type: none"> <li>None of the product funnels are changed with the exception of Grammarly where new Grammarly Pro conversions will happen on Genesis Pro in the background</li> <li>Grammarly Enterprise customers will not be allowed to get Genesis Free/Pro/Business</li> <li>Grammarly or Genesis Pro -&gt; Genesis Business will be via customer support</li> <li>Mail Starter &amp; Business customers will also need to reach out to customer support for certain bundle purchases</li> </ol> </li> </ol> <p>Next steps: we will work with Growth to come up with in-product messaging for SKU paths that are not allowed in product</p>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">✉</span> 9/11/2025  Farheen Noorie  Luke Be...  Mike G...,  Kevin ... ,  Alex Ro... <span style="background-color: #e0e0ff; border-radius: 5px; padding: 2px 5px;">Product Integration</span>
<p>What changes are we making to the Coda funnel and pricing pages for the Fall launch?</p>	<p>We will add a native or Braze banner informing Coda website visitors about the Superhuman launch (and directing interested traffic to the Superhuman funnel), but otherwise no change.</p>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">✉</span> 9/9/2025  Khanh Le <span style="background-color: #e0e0ff; border-radius: 5px; padding: 2px 5px;">Product Integration</span>
<p>What is the date of our Fall launch moment?</p>	<p>Our Fall launch will be on Oct 29 (moved from Oct 8).</p> <p><b>Why?</b> We want to ensure this major launch moment meets our quality bar for self-serve and business customers across all our flows and experiences. One example of this is that we want to provide customers with an easy-to-understand and openly accessible Self-Serve Business SKU that includes Mail, Go, and Coda.</p>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">✉</span> 9/3/2025  Benjamin Poie...  Shishir ... <span style="background-color: #e0e0ff; border-radius: 5px; padding: 2px 5px;">Client Branding</span>
<p>What is our onboarding experience for Go/Orchestra for the Fall launch</p>	<p>Users who install the Grammarly extension via the Superhuman funnel will be directed to a Go-specific onboarding experience (designs <a href="#">here</a>).</p> <p>Users who install the extension via Grammarly funnels (website, Chrome store) will experience the current / "classic" Grammarly onboarding experience, unless they specifically opt-in to Go. Over time, we will also run experiments to drive more users towards a more Go-first onboarding experience.</p>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">✉</span> 9/2/2025  Glenn Jaume <span style="background-color: #e0e0ff; border-radius: 5px; padding: 2px 5px;">Client Branding</span>
<p>What redirects will be included from genesis account hub to grammarly account hub and what identity work is required?</p>	<p>Redirect URLs are documented here: <a href="https://coda.io/d_dahEmCsZdI3/Superhuman-Products-Redirect-flows_suCw2rY8">https://coda.io/d_dahEmCsZdI3/Superhuman-Products-Redirect-flows_suCw2rY8</a></p>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">✉</span> 9/2/2025  Farheen Noorie <span style="background-color: #e0e0ff; border-radius: 5px; padding: 2px 5px;">Product Integration</span>
<p>Are there seat minimums or maximums for the Superhuman Business tier?</p>	<p><b>For the Superhuman Bundle:</b></p> <ul style="list-style-type: none"> <li>There are no seat minimums on any tier</li> <li>Pro has a limit of 149 paid seats</li> <li>Free allows for unlimited free seats.</li> </ul>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">✉</span> 9/2/2025  Kevin Ngo  Luke Be... <span style="background-color: #e0e0ff; border-radius: 5px; padding: 2px 5px;">Product Integration</span>

<p>What changes are we making to the Support Knowledge base for the Fall launch?</p>	<p>For the October launch, each product will continue to have its own dedicated Help Center.</p> <p>On the Superhuman website, the <b>Contact Support</b> button will lead to a page with three clear CTAs:</p> <ul style="list-style-type: none"> <li>• <a href="#">Contact Grammarly</a></li> <li>• <a href="#">Contact Coda</a></li> <li>• <a href="#">Contact Superhuman Mail</a></li> </ul> <p>A small FAQ section will appear beneath this options, and include responses to questions on the Superhuman bundle, member management, billing/receipts/invoices, and password reset/account and login issues. We will explain that for the account and billing section, users will need to contact Grammarly support and lead to the Grammarly Help Center and funnel.</p> <p>FAQs related to Go will be included in the Grammarly Help Center.</p> <p>In the near future (date TBD), we'll move toward a single Help Center covering Grammarly, Coda, and Superhuman Mail.</p>		9/2/2025	<span style="color: red;">IS</span> Ira Smyk	
<p>How do we plan to manage "special cases" in the Genesis purchase experience including discounts, trials, and true ups?</p>	<p><b>Discounts -</b></p> <ul style="list-style-type: none"> <li>• Grammarly: We will honor all existing Grammarly Pro discounts by applying them to Genesis Pro SKU.</li> <li>• Coda: We will honor all existing Coda Pro discounts by applying them to Coda Pro SKU only</li> </ul> <p><b>Trials -</b></p> <ul style="list-style-type: none"> <li>• Genesis: Genesis Pro Trials will be the same as Grammarly Pro</li> </ul> <p><b>True Ups -</b></p> <ul style="list-style-type: none"> <li>• Genesis: Will not offer True Ups for now</li> </ul> <p><b>Frozen Subscriptions</b></p> <ul style="list-style-type: none"> <li>• We will not offer Frozen Subscriptions for Genesis at this time</li> </ul> <p><b>Details</b></p>		8/29/2025	<span style="color: purple;">FN</span> Farheen Noorie	<span style="background-color: #e0e0ff; padding: 2px 5px;">Product Integration</span>
<p>For the Fall launch, if a user lands on superhuman.com and downloads the Grammarly desktop app, should the app remember to launch the Superhuman login page? Would this be true for the grammarly flow as well?</p>	<p>No, each product client (Grammarly, Mail, etc.) will continue redirecting users to their own login flow, i.e., Grammarly clients go to Grammarly site for sign-in, SH Mail connects to a MSFT or Google mailbox.</p>		8/28/2025	Kevin Ngo	
<p>Do we support Quarterly Billing for Superhuman Bundles? If so, which tiers?</p>	<p>We will support Quarterly Billing for Superhuman Pro, and restrict to Monthly/Annual billing for the Superhuman Business tier</p>		8/28/2025	Kevin Ngo	<span style="background-color: #e0e0ff; padding: 2px 5px;">Product Integration</span>
<p>In what cases will we create a new Genesis user post Oct 8? How is this different for new vs. existing users?</p>	<ol style="list-style-type: none"> <li>1. We expect Genesis users to be created in the following cases <ul style="list-style-type: none"> <li>a. New user sign up on <a href="#">grammarly.com</a>, <a href="#">superhuman.com</a> and <a href="#">coda.io</a> (signup on <a href="#">coda.io</a> are under discussion with the Identity team)</li> </ul> </li> <li>2. A genesis user creation triggers a Genesis org</li> <li>3. Conversion for Pro on Genesis org will be on the bundle not on product specific Pro SKUs. <ul style="list-style-type: none"> <li>a. Grammarly: No growth funnels changing, customers think they are purchasing Grammarly Pro</li> <li>b. Coda: active discussion on Growth funnels given pricing is different for Coda Pro vs Bundle Pro</li> <li>c. Superhuman: New funnel for the bundle</li> </ul> </li> <li>4. No changes for Superhuman Mail customers i.e. no Genesis user or org creation for them</li> </ol>		8/26/2025	<span style="color: purple;">FN</span> Farheen Noorie	
<p>How will we feature our product options for purchase on Superhuman.com? Will we feature the bundle vs. Superhuman Mail vs. other options more prominently?</p>	<p>We will primarily feature the bundle on our <a href="#">Superhuman pricing page</a>, with a banner across the top to direct users to the Superhuman Mail pricing page. <a href="#">Figma</a></p>		8/25/2025	Luke Behnke	<span style="background-color: #e0e0ff; padding: 2px 5px;">Product Integration</span>

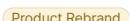
Where will users be brought to to manage their subscriptions?	Genesis will reuse the Grammarly subscription page. We do have minor updates on that page to change SKU name from Grammarly Pro → Pro. These changes will be implemented by the PX team cc Ben Schottenstein	8/25/2025	Farheen Noorie	
What is in scope for Agent team deliverables for Fall launch? What is feasible by Oct 8?	The Agents team will deliver on 6 BTS agents by Oct 8: <ul style="list-style-type: none"><li>• <a href="#">Paraphraser</a></li><li>• <a href="#">Humanizer</a></li><li>• <a href="#">Expert Review</a></li><li>• <a href="#">Reader Reactions</a></li><li>• <a href="#">AI Detector</a></li><li>• <a href="#">Plagiarism Checker</a></li></ul> Note that Proofreader is NOT on this list because we are not porting the AI Editor version yet. A different, older form of Proofreader agent already exists on the Extension bench. We will port the AI Editor version to Extension later.	8/25/2025	Viktor Zamaru...  Shishir ...  Ailian ... ,  Scott ... ,  Alex D... ,  Benjamini...	
How are we building the Contact Sales Form (the CTA for the new <a href="#">Superhuman.com</a> pricing page)?	Details documented <a href="#">here</a> . Due to capacity constraints, we are taking an MVP approach where clicking on the CSF routes visitors back to a CSF hosted on <a href="#">grammarly.com</a> .	8/25/2025	Michael Gleas...  Michael...  Aman... ,  Shann... ,  Jeffre... ,  Emily... ,  Irena Kin... ,  Myles G...	
What are our Billing deliverables for the Fall Launch (Oct 8)?	See <a href="#">here</a> for the scoped Billing Systems deliverable for the Fall launch. It is very tight schedule, but we confirmed with dependencies (PX, Identity). We target Oct 8 as the launch date.	8/20/2025	Giles Douglas  Shishir ...  Mark S... ,  Benja... ,  Luke Be...	
What will we price the Business SKU at? Should it be 1 of N pricing or 1.5 of N pricing?	<ul style="list-style-type: none"><li>• Superhuman business tier pricing set at 1 of N (\$33/user/month).</li><li>• Marketing HQ bundle pricing set at 1.5 of N</li><li>• for enterprise tier. We will include Superhuman mail in Marketing HQ bundle without explicitly mentioning it upfront.</li><li>• Field sales team will not sell business tier for now.</li></ul> Full details <a href="#">here</a>	8/18/2025	Alex Gay  Shishir ...  Luke B... ,  Khanh... ,  Farhee... ,  Matt R... ,  Kourtn... ,  Micha... ,  Irena Kin	
Will the Superhuman Business tier be available for managed sellers to sell?	No. We are aligned that sellers will only sell the Superhuman Enterprise tier bundle.	8/18/2025	Michael Gleas...  Shishir ...  Luke B... ,  Matt R... ,  Alex Gay	
How are we attributing revenue across bundled products?	[8/15] For all products that are being used by a user, revenue will get attributed/split out across the products. Data and Finance are tackling this program and we will aim to have revenue attribution reporting ready for the October launch. See go/attribution for more details	8/15/2025	Sam Rispaud  Matt Hu...	
What will our <a href="#">Superhuman.com</a> logged in experience look like in the October launch?	We plan to build and direct users to an "app launcher" page after login as the "MVP" experience for the Fall launch. This will be owned by Self-Serve Growth.  Post Oct. 8th we will likely refine this page into "My Superhuman" experience similar to iCloud. It is TBD who will own this page (Growth/Orchestra?).  Doc <a href="#">here</a>	8/15/2025	Mike Golokolo...  Mike G...	
Once a user decides to make a purchase on Superhuman.com, what will their purchase experience (PX) be like?	For Oct. 8th launch we will use reskinned (SH styles) purchase experience from Grammarly's funnel.  The URL at which this PX will be hosted is still TBD with directional options being a) <a href="#">superhuman.com/purchase</a> , b) <a href="#">superhuman.grammarly.com/purchase</a> , c) <a href="#">grammarly.com/superhuman/purchase</a>  For Oct. 8th we will only support purchase of the individual Pro SH plan, multi-seat expansion will be available post purchase.	8/15/2025	Mike Golokolo...  Mike G...  Yuriy T... ,  Max L... ,  Revant... ,  Verna... ,  Laura... ,  Bruno G...	
What will be the future name of Superhuman Mail?	The name will stay Superhuman Mail. <a href="#">Details</a> .	8/13/2025	Erin Dame  Shishir ...	

What org/user management flows will exist in Genesis in the Fall launch?	We will allow Genesis admin to do role management across all products. <a href="#">Details</a>		8/13/2025	Kevin Ngo	Hari Siv...	<span>Product Integration</span>
Given the decision to add SH Mail to the Business Tier Bundle, does it still make sense to auto-provision new Superhuman Mail users the Genesis Free SKU on the backend?	We will not auto-provision Genesis objects for existing SH Mail Starter or Enterprise users. We will explore auto-provisioning Genesis objects for existing SH Mail Business users. <a href="#">Details</a>		8/13/2025	Kevin Ngo	Hari Siv...	<span>Product Integration</span>
Should we enable collection of data from EU free and self-serve users	We aim to update our policies to reflect this change. However, no actual data handling practices would change until a future date when we have evaluated and adjusted our data handling practices to meet our EU risk posture.		8/13/2025	AI Chen	Molly H...	<span>Privacy Policy Re-baselining</span>
Should we convert tech specs to a private/public whitepaper?	Yes should be updated yearly. Need to follow up with comms/brand on impact.		8/13/2025	AI Chen	Molly H...	<span>Privacy Policy Re-baselining</span>
For the Fall Launch, what is our plan for tackling user management (when a user is added to a Superhuman plan, will they also be added to Grammarly/Coda/SH Mail, and vice versa?)	<p>For the Fall launch, we plan to support unidirectional user management only. Specifically, this means:</p> <ul style="list-style-type: none"> <li>• We expect all users to be added or removed at the Genesis level, and then pushed down to Grammarly, Coda, and SH Mail</li> <li>• An admin at Genesis will also be an admin at the product level</li> <li>• A user at Genesis will get assigned a default role at a per-product level</li> <li>• Admins can go to product-specific people pages to change the role of any non-admin users</li> <li>• Product-specific people pages will remove the ability to add or remove users and will redirect them to the Genesis People page</li> </ul> <p>We hope to support bidirectional user management in the future, but this is out of scope for Fall launch. <a href="#">Details</a></p>		8/13/2025	Kevin Ngo	Hari Siv...	<span>Product Integration</span>
How will users install our products during the Fall launch?	For the Fall launch, we will not have unified single installer, instead we will have a few products that the customer will be able to install separately: <ol style="list-style-type: none"> <li>a. Grammarly browser extension (with Orchestra)</li> <li>b. Grammarly Win/Mac (without Orchestra)</li> <li>c. Coda web editor (part of <a href="#">Coda.io</a> funnel)</li> <li>d. AI Editor (part of <a href="#">Grammarly.com</a> funnel)</li> <li>e. Superhuman browser extension</li> <li>f. Superhuman web app</li> <li>g. Superhuman native app</li> </ol>		8/13/2025	Benjami...		<span>Client Branding</span>
How do we plan to introduce Orchestra (name, logo, etc.) in October?	<p>Superhuman Go will use either 1.) the exact new Superhuman logo or, 2.) a bespoke stylization of the Superhuman logo. Design will develop a final shortlist of bespoke stylized logos to review with Product, PMM, and leadership. Final logo review to be scheduled.</p> <p>No additional in-product brand elements will be launched in October for Superhuman Go (e.g., color changes, agent logo changes).</p>		8/12/2025	Noah Silverst...	Collin ...	<span>Product Rebrand</span>
How do we plan to support non-Gmail/Outlook Superhuman users?	<ul style="list-style-type: none"> <li>• For Fall Launch, we will not enable additional support for users interested in using SH Mail on non-Gmail/Outlook clients</li> <li>• We will also not block users with unsupported email providers from purchasing any of the Genesis bundles.</li> <li>• However, we will add product disclaimers/warnings on the purchase experience flows for the Genesis Business and Enterprise Tier bundles, to explicitly call out that Superhuman Mail requires a Gmail/Outlook email provider to function.</li> </ul>		8/12/2025	Kevin Ngo	Hari Siv...	<span>Product Integration</span>

[Details](#)

What will the landing page experience look like for the new <a href="#">superhuman.com</a> website? How will we handle users who are looking to access SH Mail?	The exact content of the LP is TBD, however at the high level it will include: <ol style="list-style-type: none"><li>1. value proposition of the SH bundle</li><li>2. CTA to proceed with the SH Bundle</li><li>3. banner for people looking for SH Mail to proceed to that product</li><li>4. Logged-in SH Mail users should not have a disrupted experience.</li></ol>	8/12/2025	Mike Golokolo...  Mike G...
What will be our flow for existing users to access account and admin settings?	Settings and account management links will be available at the corner of the landing page screen and Product recommendation page (aka "air traffic control page") to allow transition to user/organization management for existing users. <a href="#">Detail</a>	8/12/2025	Mike Golokolo...  Mike G...
Will we create a new <a href="#">superhuman.com</a> funnel?	For Oct. 8th we will not build a fully independent and full scale <a href="#">SH.com</a> funnel. However, we will have a few parts of the funnel. Specifically: <ol style="list-style-type: none"><li>1. landing page</li><li>2. signup page (in styles of SH)</li><li>3. pricing page (with bundle pricing)</li><li>4. product recommendation page (aka "air traffic control")</li><li>5. purchase experience page (styled with SH)</li></ol> For product installation and activation flows we will leverage existing funnels of corresponding products (Grammarly, Coda, SH Mail). <a href="#">Details</a>	8/12/2025	Mike Golokolo...  Mike G...
What will the public-facing name of Orchestra?	Externally, <b>Orchestra will be named Go and/or Superhuman Go.</b> You can see the catalyst deck <a href="#">here</a> on our final two options.	8/8/2025	Erin Dame  Shishir ... <span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">Product Rebrand</span>
What rebrand elements will we implement in each surface, for each of our products, for the Fall launch	<b>Logos:</b> We will update instances of existing Grammarly logos as outlined <a href="#">here</a> . We will rebrand with our new Superhuman and Orchestra logos and names as an initial brand introduction. <b>Color Palette:</b> There will be no color changes from the existing Grammarly palette at this time to maintain product unity. We will carry through the two new logos and names, distinguishing Orchestra from other agents by color within the existing Grammarly palette.  <a href="#">See Option 2 here</a>	8/7/2025	Rebecca Mc...  Collin ... <span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">Product Rebrand</span>
Will we allow an admin to add an existing SH Mail user to a Genesis org?	For the Fall launch, we will not allow it: upon invite, we will detect if an existing SH Mail user is already connected to a Genesis Org. If yes, show error. If no, allow invite.  In the longer run, we do hope to support this at a Genesis level. <a href="#">Details here</a>	8/5/2025	Kevin Ngo  Hari Siv... <span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">Product Integration</span>
For customers with multiple mail profiles added to SH Mail but only one of them having a Genesis paid seat, will they have access to Genesis agents on the non-paid profiles?	For the Fall launch: <ul style="list-style-type: none"><li>• Continue the practice that SH Mail and Coda have today, where we allow single seats to add guests/multiple inboxes, etc.</li><li>• Product teams to explore hard limits to control the risks scenarios for Superhuman Mail; publish/add policy to have explicit controls for this (owner: <a href="#">Luke Behnke</a>)</li></ul>	8/5/2025	Kevin Ngo  Luke Be... <span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">Product Rebrand</span>
Do we plan to change the Superhuman Mail logo in October, alongside our new company name and logo changes?	No. The Superhuman Mail logo (glyph) will remain the same in October. However, the Superhuman Mail name and wordmark will change.	8/1/2025	Collin ... <span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">Product Rebrand</span>
When users reach the <a href="#">Grammarly.com</a> funnel and purchase PRO — are they purchasing a single SKU of Grammarly PRO or are they getting Genesis PRO for all Genesis products? (the latter greatly simplifies SKUs and logic in backends)	It depends on the type of users. For the full list of which SKUs are available to which users can be found here: <a href="https://coda.io/d/Product-Integration-PI-Program-go_pi_d1hBQhsxee/What-is-launching-on-Oct-6_suggb-xE">https://coda.io/d/Product-Integration-PI-Program-go_pi_d1hBQhsxee/What-is-launching-on-Oct-6_suggb-xE</a>	7/31/2025	Kevin Ngo  Luke Be... <span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">Product Integration</span>

How are we including Superhuman Mail in our bundle for the October launch? In which tier with SH Mail be included? With what features?	We will create a new Self-Serve Business SKU (for a total of 4 SKUs), and put in Superhuman Mail Business, in addition to Coda team.	<a href="#">[ ]</a>	7/31/2025	Hari Sivarama...  Shishir ...  Luke B...  Khanh Le	<a href="#">Product Integration</a>
However, the Business SKU will only be available end October. In the interim period between our Fall Launch and Business SKU availability, we will show a "Join the Waitlist" CTA on the pricing page.					
Are we launching an Agent Marketplace/Directory/Store (where third parties can add agents themselves) as part of the Oct 2025 launch?	We will be launching (a) an Agent Bench (with BTS agents) for BTS, and (b) an Agent Gallery aka agent store, for the Fall Genesis launch. We will NOT launch an Agent marketplace by Fall 2025	<a href="#">[ ]</a>	7/28/2025	Nadia Anggraini  Scott Z...	<a href="#">H2 2025 Product Launches</a>
How will Orchestra work if we allow a user to be a part of multiple Genesis Orgs	Discussion doc <a href="#">here</a> <ol style="list-style-type: none"><li>Orchestra will use the app/client provided org when available.</li><li>If no app/client org is available, then Orchestra will fallback to the default org provided by the org service (option 1)</li><li>For background agents, Orchestra will use the org where the background agent was setup</li></ol>	<a href="#">[ ]</a>	7/23/2025	Farheen Noorie  Jonatha...	<a href="#">Product Integration</a>
Is <a href="#">Genesis.com</a> going to be a marketing page and a routing page to <a href="#">Grammarly.com</a> and <a href="#">Coda.io</a> for product experiences? Or does <a href="#">genesis.com</a> need to be a fully functional application page with org admin and user account management for genesis products?	We will be launching the <a href="#">genesis.com</a> as a fully functional website with 8 marketing pages including product pages for Orchestra, Grammarly, and Coda. There will be a unified login and you will be able to purchase the bundle on the website with an admin experience.	<a href="#">[ ]</a>	7/17/2025	Myles Gleason  Shanno...	<a href="#">Genesis Site Strategy</a>
What packs are we prioritizing for the Fall product launch moment?	See <a href="#">here</a> for the prioritized list	<a href="#">[ ]</a>	7/16/2025	Julia Seitz  Ailian G...	<a href="#">H2 2025 Product Launches</a>
What are the dates/milestones when users experience a merged identity across Grammarly/Coda/Genesis/Sumac?	By the October Launch moment, users will have the ability to login with cross-product credentials and be JIT provisioned (e.g., use their Grammarly account to log into Coda or Genesis). See <a href="#">here</a> for which users will be supported on which SKUs for the Oct launch moment.	<a href="#">[ ]</a>	7/14/2025	Benjamin Poie...  Benjami...	<a href="#">Product Integration</a>
By end October (target), users will have their accounts merged across products (i.e., users' existing Grammarly and Coda accounts will be merged into a single Genesis account). To clarify, this does NOT mean users have access to the Genesis free SKU, but rather specifically means that a user will be able to use the same set of credentials to login to all products Genesis offers. The plan for Superhuman Mail merged identity is WIP. Unified login details <a href="#">here</a> .					
What are the different bundles that users can purchase? From where can each user (Grammarly, Coda, etc.) purchase their bundles? Do we support downgrading or purchasing separately? By which dates does each need to be complete?	We will offer a single bundle with our various products (starting with Grammarly and Coda for Managed customers). Customers will receive access to the full bundle as a default, although Enterprise customers can choose to "turn off" some products. The bundle will be priced per seat, with separate pricing for each customer tier (Free, Pro, Business, Enterprise). Grammarly + Coda bundle for Managed customers will be released in Aug. The Pro tier will be released on Oct 29, and will include Orchestra. Existing Grammarly Free and Pro customers can get onto that bundle via JIT provisioning at 1 of n pricing. The Business tier (self-serve) will be released end Oct and will include both Orchestra and SH Mail. Note that there will not be a self-serve upgrade path for existing SH Mail or Coda customers even by end Oct. Timing is TBD for this, and until then, these customers will need to contact support to upgrade.	<a href="#">[ ]</a>	7/14/2025	Luke Behnke  Luke Be...	<a href="#">Product Integration</a>
What will be the distinction between Orchestra and Grammarly in our end-state?	While Orchestra will be initially launched as a feature in the Grammarly extension, in the end-state, once we've launched Orchestra as a standalone product, this will be flipped and Grammarly will become an agent / feature of the Orchestra product	<a href="#">[ ]</a>	7/14/2025	Nadia Anggraini  Shishir ...	

When will our new company name release occur?	Grammarly will no longer publicly announce our intent to rename the company in July 2025. Instead, we will announce the new company name once a new branded website is available and users have the ability to log in to a single account across all products and purchase a bundle that grants them access to all paid products together. This will happen after BTS but may happen before the Fall Orchestra launch. Details on timeline and dependencies are still being discussed.	<a href="#">Edit</a>	6/16/2025	 Erin Dame	 Shishir ...	
Will we trademark in the U.S. or outside the U.S. for the name and logo?	We will trademark the logo in the U.S. but will wait to file for the trademark until we announce in order to mitigate risk of leaking.	<a href="#">Edit</a>	6/6/2025	 Scout ...		
Are we branding AI Editor as part of Grammarly or Coda; and by when?	The new AI Editor will be branded as Coda on BTS launch (and for the remainder of 2025)	<a href="#">Edit</a>	6/6/2025	 James Fleming	 TJ Eby	
Should Orchestrator have its own name separate from the parent brand name?	Yes. Orchestrator will have its own name separate from the parent brand name	<a href="#">Edit</a>	5/22/2025	 Shishir ...		
Are we rebranding any of our products (Grammarly, Coda) in 2025?	We will not be rebranding our products (Grammarly, Coda) in 2025	<a href="#">Edit</a>	5/22/2025	 Shishir ...		
(How) Will we change the Grammarly funnel this year (2025)?	We will not touch the <b>Grammarly.com</b> funnel in FY26 unless the teams decide that changing the funnel is something they want to take on to drive some impact. Any Genesis traffic, user journey will be a new funnel.	<a href="#">Edit</a>	5/1/2025	 Noam L...		

## P&P Questions

 Not synced yet

Question	Status	Workstream	Proposal	Options considerations
What is the pricing model for Genesis? What is the billing unit?	Decided		<ul style="list-style-type: none"> <li>We will offer a Genesis Bundle that will include Grammarly, Orchestra and Coda as initial products. We expect the # of products in the bundle to grow over time.</li> <li>Given that both underlying products (plus many of the Packs-as-agents) are priced per seat, Genesis will be <b>priced per seat</b> as a baseline.</li> <li>The bundle is expected to have 4 plan tiers (Free, Pro, Business, Enterprise)</li> <li>Each Genesis tier will also include bundled agents (which are bundled with Orchestra, and therefore Genesis)</li> <li>Genesis Free and Genesis Pro tiers are 1→N. If you buy one Genesis product at that tier, you get the entire bundle at that tier for the same price. Example: <ul style="list-style-type: none"> <li>Customer purchases Grammarly Pro, they get Genesis Pro for the same price</li> <li>All new user signups get Genesis Free instead of product specific Free plans eg: Grammarly Free/Coda Free etc</li> </ul> </li> <li>Genesis Business and Enterprise tiers will be priced at ~2→n i.e. it will be cheaper or the same to buy the bundle if you want to buy 2 or more products. Example: <ul style="list-style-type: none"> <li>Grammarly Team is priced at \$15/seat</li> <li>Coda Team is priced at \$30/seat</li> <li>Sumac Team is priced at \$33/seat</li> <li>Orchestra Team is priced at \$15/seat</li> <li>Genesis Team will be priced at ~\$30-\$45/seat</li> </ul> </li> <li>Genesis will support hybrid teams, which include free and paid seats on the same account.</li> </ul>	<a href="#">Edit</a>
What are the Genesis tiers or plans?	Decided		<p>4 Genesis tiers, exact names TBD:</p> <ul style="list-style-type: none"> <li>Free</li> <li>Pro</li> <li>Team (or Business)</li> <li>Enterprise</li> </ul>	<a href="#">Edit</a>
Can I buy every product a la carte, or do I have to purchase the bundle?	Decided		<ul style="list-style-type: none"> <li><b>Yes.</b> Existing products can retain their own a la carte funnels.</li> <li>From a bundling perspective, very quickly it should be obvious that you should buy the bundle. <ul style="list-style-type: none"> <li>It will still be possible to buy individual products at their current tiers/prices. Grammarly &amp; Coda will be sold standalone at current prices.</li> </ul> </li> </ul>	<a href="#">Edit</a>

How is AI Editor / simplified Coda priced a la carte? What are the price points & tiers?	Decided	Pricing model Coda	Coda will continue to support hybrid teams (i.e. a mix of free & paid users). That means a Pro user can e.g. share a doc with and invite a Free user into their workspace.	
<b>BTS &amp; Fall launch (October 6):</b>				

- Self-serve: no pricing change in the product, very different funnel & positioning than historical Coda.
  - Makers are paid, and editors and viewers are free.
  - Free users in free teams can create unlimited personal docs, or limited collaborative docs. In paid

👉 Internal S&O: where should we distribute this decision log to ensure they are included in the appropriate decision-making forums

Input Sources (i.e., in which forums should we require owners to log decisions)?

- FA TagUp templates (filter for relevant FAs)
- Various Genesis Program Hubs (filter for relevant Program)
  - Example: [Genesis Launch Program decision log](#)
- TPM weekly Genesis status reports

Output channels (i.e., in what forums / channels should we regularly push out new decisions logged in this master tracker?)

- Slack channels
  - #genesis-decision-shareout (to be created)

**❗ All decision-logs should be cross-doc synced from the master (with two-way editing and regular refreshes enabled), to ensure they all ladder up to the same master ❗**

## Automation

### Resolved Decisions to communicate

What needs to be decided?	Decision Statement	Decisio n Date	Program	Post Slack Resolution	Message	Results (do not edit)	Approv
(How) Will we change the Grammarly funnel this year (2025)?	We will not touch the <a href="#">Grammarly.com</a> funnel in FY26 unless the teams decide that changing the funnel is something they want to take on to drive some impact. Any Genesis traffic, user journey will be a new funnel.	5/1/2025	Genesis Site Strategy		Decision Resolved (Genesis Site Strategy Program): <b>❓ (How) Will we change the Grammarly funnel this year (2025)?</b>	1749834204...	N
Will Genesis launch with back to school?	No. The August seasonal "Back to School" acquisition campaign remains focused on Grammarly NAUs and bookings, and the Grammarly funnel will not be touched. Any Genesis activity will be the new funnel and the key dependency is the BAO launch.	5/1/2025	H2 2025 Product Launches		Decision Resolved (H2 2025 Product Launches Program): <b>❓ Will Genesis launch with back to school?</b>	1749834207...	M
Should Orchestrator have its own name separate from the parent brand name?	Yes. Orchestrator will have its own name separate from the parent brand name	5/22/2025	Product Rebrand		Decision Resolved (Product Rebrand Program): <b>❓ Should Orchestrator have its own name separate from the parent brand name?</b>	1749839589...	SI
Are we rebranding any of our products (Grammarly, Coda) in 2025?	We will not be rebranding our products (Grammarly, Coda) in 2025	5/22/2025	Product Rebrand		Decision Resolved (Product Rebrand Program): <b>❓ Are we rebranding any of our products (Grammarly, Coda) in 2025?</b>	1749834200...	SI

Will we trademark in the U.S. or outside the U.S. for the name and logo?	We will trademark the logo in the U.S. but will wait to file for the trademark until we announce in order to mitigate risk of leaking.	6/6/2025	<a href="#">Product Rebrand</a>	<a href="#">Post to Slack</a>	Decision Resolved (Product Rebrand Program): <b>? Will we trademark in the U.S. or outside the U.S. for the name and logo?</b>	1749834205...  S...
Are we branding AI Editor as part of Grammarly or Coda; and by when?	The new AI Editor will be branded as Coda on BTS launch (and for the remainder of 2025)	6/6/2025	<a href="#">Product Rebrand</a>	<a href="#">Post to Slack</a>	Decision Resolved (Product Rebrand Program): <b>? Are we branding AI Editor as part of Grammarly or Coda; and by when?</b>	1749834210...  T...
When will our new company name release occur?	Grammarly will no longer publicly announce our intent to rename the company in July 2025. Instead, we will announce the new company name once a new branded website is available and users have the ability to log in to a single account across all products and purchase a bundle that grants them access to all paid products together. This will happen after BTS but may happen before the Fall Orchestra launch. Details on timeline and dependencies are still being discussed.	6/16/2025	<a href="#">Post to Slack</a>	<a href="#">Post to Slack</a>	Decision Resolved ( Program): <b>? When will our new company name release occur?</b>	1750431814...  S...
What are the dates/milestones when users experience a merged identity across Grammarly/Coda/Genesis/Sumac?	By the October Launch moment, users will have the ability to login with cross-product credentials and be JIT provisioned (e.g., use their Grammarly account to log into Coda or Genesis). See <a href="#">here</a> for which users will be supported on which SKUs for the Oct launch moment.  By end October (target), users will have their accounts merged across products (i.e., users' existing Grammarly and Coda accounts will be merged into a single Genesis account). To clarify, this does NOT mean users have access to the Genesis free SKU, but rather specifically means that a user will be able to use the same set of credentials to login to all products Genesis offers.  The plan for Superhuman Mail merged identity is WIP. Unified login details <a href="#">here</a> .	7/14/2025	<a href="#">Product Integration</a>	<a href="#">Post to Slack</a>	Decision Resolved (Product Integration Program): <b>? What are the dates/milestones when users experience a merged identity across Grammarly/Coda/Genesis/Sumac?</b>	1752851033...  B...

<p>What are the different bundles that users can purchase? From where can each user (Grammarly, Coda, etc.) purchase their bundles? Do we support downgrading or purchasing separately? By which dates does each need to be complete?</p> <p>We will offer a single bundle with our various products (starting with Grammarly and Coda for Managed customers). Customers will receive access to the full bundle as a default, although Enterprise customers can choose to "turn off" some products.</p> <p>The bundle will be priced per seat, with separate pricing for each customer tier (Free, Pro, Business, Enterprise).</p> <p>Grammarly + Coda bundle for Managed customers will be released in Aug.</p> <p>The Pro tier will be released on Oct 29, and will include Orchestra. Existing Grammarly Free and Pro customers can get onto that bundle via JIT provisioning at 1 of n pricing.</p> <p>The Business tier (self-serve) will be released end Oct and will include both Orchestra and SH Mail.</p> <p>Note that there will not be a self-serve upgrade path for existing SH Mail or Coda customers even by end Oct. Timing is TBD for this, and until then, these customers will need to contact support to upgrade.</p>	<p>7/14/2025</p>	<p><a href="#">Product Integration</a></p>	<p> Post to Slack</p>	<p>Decision Resolved (Product Integration Program):</p> <p><b>?</b> What are the different bundles that users can purchase? From where can each user (Grammarly, Coda, etc.) purchase their bundles? Do we support downgrading or purchasing separately? By which dates does each need to be complete?</p> <ul style="list-style-type: none"> <li>💡 We will offer a single bundle with our various products (starting with Grammarly and Coda for Managed customers). Customers will receive access to the full bundle as a default, although Enterprise customers can choose to "turn off" some products.</li> </ul>	<p>1752851037...  Lu</p>
<p>What will be the distinction between Orchestra and Grammarly in our end-state?</p> <p>While Orchestra will be initially launched as a feature in the Grammarly extension, in the end-state, once we've launched Orchestra as a standalone product, this will be flipped and Grammarly will become an agent / feature of the Orchestra product</p>	<p>7/14/2025</p>		<p> Post to Slack</p>	<p>Decision Resolved ( Program):</p> <p><b>?</b> What will be the distinction between Orchestra and Grammarly in our end-state?</p> <ul style="list-style-type: none"> <li>💡 While Orchestra will be initially launched as a feature in the Grammarly extension, in the end-state, once we've launched Orchestra as a standalone product, this will be flipped and Grammarly will become an agent / feature of the Orchestra product</li> </ul>	<p>1752851038...  Si</p>
<p>What packs are we prioritizing for the Fall product launch moment?</p> <p>See <a href="#">here</a> for the prioritized list</p>	<p>7/16/2025</p>	<p><a href="#">H2 2025 Product Launches</a></p>	<p> Post to Slack</p>	<p>Decision Resolved ( H2 2025 Product Launches Program):</p> <p><b>?</b> What packs are we prioritizing for the Fall product launch moment?</p> <ul style="list-style-type: none"> <li>💡 See <a href="#">here</a> for the prioritized list</li> </ul>	<p>1754060554...  Ai</p>
<p>Is <a href="#">Genesis.com</a> going to be a marketing page and a routing page to <a href="#">Grammarly.com</a> and <a href="#">Coda.io</a> for product experiences? Or does <a href="#">genesis.com</a> need to be a fully functional application page with org admin and user account management for genesis products?</p> <p>We will be launching the <a href="#">genesis.com</a> as a fully functional website with 8 marketing pages including product pages for Orchestra, Grammarly, and Coda. There will be a unified login and you will be able to purchase the bundle on the website with an admin experience.</p>	<p>7/17/2025</p>	<p><a href="#">Genesis Site Strategy</a></p>	<p> Post to Slack</p>	<p>Decision Resolved (Genesis Site Strategy Program):</p> <p><b>?</b> Is <a href="#">Genesis.com</a> going to be a marketing page and a routing page to <a href="#">Grammarly.com</a> and <a href="#">Coda.io</a> for product experiences? Or does <a href="#">genesis.com</a> need to be a fully functional application page with org admin and user account management for genesis products?</p> <ul style="list-style-type: none"> <li>💡 We will be launching the <a href="#">genesis.com</a> as a fully functional website with 8 marketing pages including product pages for Orchestra, Grammarly, and Coda. There will be a unified login and you will be able to purchase the bundle on the website with an admin experience.</li> </ul>	<p>1749858985...  Si</p>

How will Orchestra work if we allow a user to be a part of multiple Genesis Orgs	Discussion doc <a href="#">here</a>	7/23/2025	<a href="#">Product Integration</a>	Post to Slack	Decision Resolved (Product Integration Program): <a href="#">? How will Orchestra work if we allow a user to be a part of multiple Genesis Orgs</a>	1754060552...  JC
	<ul style="list-style-type: none"> <li>1. Orchestra will use the app/client provided org when available.</li> <li>• If no app/client org is available, then Orchestra will fallback to the default org provided by the org service (option 1)</li> <li>• For background agents, Orchestra will use the org where the background agent was setup</li> </ul>					
Are we launching an Agent Marketplace/Directory/Store (where third parties can add agents themselves) as part of the Oct 2025 launch?	We will be launching (a) an Agent Bench (with BTS agents) for BTS, and (b) an Agent Gallery aka agent store, for the Fall Genesis launch. We will NOT launch an Agent marketplace by Fall 2025	7/28/2025	<a href="#">H2 2025 Product Launches</a>	Post to Slack	Decision Resolved (H2 2025 Product Launches Program): <a href="#">? Are we launching an Agent Marketplace/Directory/Store (where third parties can add agents themselves) as part of the Oct 2025 launch?</a>	1754060547...  Se
					<ul style="list-style-type: none"> <li>•  <a href="#">Discussion doc here</a></li> <li>1. Orchestra will use the app/client provided org when available.</li> <li>• If no app/client org is available, then Orchestra will fallback to the default org provided by the org service (option 1)</li> <li>• For background agents, Orchestra will use the org where the background agent was setup</li> </ul>	
When users reach the <a href="#">Grammarly.com</a> funnel and purchase PRO — are they purchasing a single SKU of Grammarly PRO or are they getting Genesis PRO for all Genesis products? (the latter greatly simplifies SKUs and logic in backends)	<p>It depends on the type of users. For the full list of which SKUs are available to which users can be found here:</p> <p><a href="https://codalink/coda.io/d/Product-Integration-PI-Program-go-pi_d1hBQhbsxee/What-is-launching-on-Oct-6_suggb-xE">https://codalink/coda.io/d/Product-Integration-PI-Program-go-pi_d1hBQhbsxee/What-is-launching-on-Oct-6_suggb-xE</a></p>	7/31/2025	<a href="#">Product Integration</a>	Post to Slack	Decision Resolved (Product Integration Program): <a href="#">? When users reach the Grammarly.com funnel and purchase PRO — are they purchasing a single SKU of Grammarly PRO or are they getting Genesis PRO for all Genesis products? (the latter greatly simplifies SKUs and logic in backends)</a>	1754060548...  L
					<ul style="list-style-type: none"> <li>•  <a href="#">It depends on the type of users. For the full list of which SKUs are available to which users can be found here: https://codalink/coda.io/d/Product-Integration-PI-Program-go-pi_d1hBQhbsxee/What-is-launching-on-Oct-6_suggb-xE</a></li> </ul>	
How are we including Superhuman Mail in our bundle for the October launch? In which tier with SH Mail be included? With what features?	<p>We will create a new Self-Serve Business SKU (for a total of 4 SKUs), and put in Superhuman Mail Business, in addition to Coda team.</p> <p>However, the Business SKU will only be available end October. In the interim period between our Fall Launch and Business SKU availability, we will show a "Join the Waitlist" CTA on the pricing page.</p>	7/31/2025	<a href="#">Product Integration</a>	Post to Slack	Decision Resolved (Product Integration Program): <a href="#">? How are we including Superhuman Mail in our bundle for the October launch? In which tier with SH Mail be included? With what features?</a>	1754060553...  SI
					<ul style="list-style-type: none"> <li>•  We will create a new Self-Serve Business SKU (for a total of 4 SKUs), and put in Superhuman Mail Business, in addition to Coda team.</li> </ul> <p>However, the Business SKU will only be available end October. In the interim period between our Fall Launch and Business SKU availability, we will show a "Join the Waitlist" CTA on the pricing page.</p>	
Do we plan to change the Superhuman Mail logo in October, alongside our new company name and logo changes?	No. The Superhuman Mail logo (glyph) will remain the same in October. However, the Superhuman Mail name and wordmark will change.	8/1/2025	<a href="#">Product Rebrand</a>	Post to Slack	Decision Resolved (Product Rebrand Program): <a href="#">? Do we plan to change the Superhuman Mail logo in October, alongside our new company name and logo changes?</a>	1754406141...  C
					<ul style="list-style-type: none"> <li>•  No. The Superhuman Mail logo (glyph) will remain the same in October.</li> </ul> <p>However, the Superhuman Mail name and wordmark will change.</p>	

Will we allow an admin to add an existing SH Mail user to a Genesis org?	For the Fall launch, we will not allow it: upon invite, we will detect if an existing SH Mail user is already connected to a Genesis Org. If yes, show error. If no, allow invite.	8/5/2025	<a href="#">Product Integration</a>	Post to Slack	Decision Resolved (Product Integration Program):	1754665276...  H
In the longer run, we do hope to support this at a Genesis level.					<b>? Will we allow an admin to add an existing SH Mail user to a Genesis org?</b>	
Details <a href="#">here</a>						
					•  For the Fall launch, we will not allow it: upon invite, we will detect if an existing SH Mail user is already connected to a Genesis Org. If yes, show error. If no, allow invite.	
					In the longer run, we do hope to support this at a Genesis level.	
					Details <a href="#">here</a>	
For customers with multiple mail profiles added to SH Mail but only one of them having a Genesis paid seat, will they have access to Genesis agents on the non-paid profiles?	For the Fall launch:	8/5/2025		Post to Slack	Decision Resolved ( Program):	17546652771...  Lu
	<ul style="list-style-type: none"> <li>Continue the practice that SH Mail and Coda have today, where we allow single seats to add guests/multiple inboxes, etc.</li> <li>Product teams to explore hard limits to control the risks scenarios for Superhuman Mail; publish/add policy to have explicit controls for this (owner: <a href="#">Luke Behnke</a> )</li> </ul>				<b>? For customers with multiple mail profiles added to SH Mail but only one of them having a Genesis paid seat, will they have access to Genesis agents on the non-paid profiles?</b>	
					•  For the Fall launch:	
					• Continue the practice that SH Mail and Coda have today, where we allow single seats to add guests/multiple inboxes, etc.	
					• Product teams to explore hard limits to control the risks scenarios for Superhuman Mail; publish/add policy to have explicit controls for this (owner: <a href="#">Luke Behnke</a> )	
What rebrand elements will we implement in each surface, for each of our products, for the Fall launch	<p><b>Logos:</b> We will update instances of existing Grammarly logos as outlined <a href="#">here</a>. We will rebrand with our new Superhuman and Orchestra logos and names as an initial brand introduction.</p> <p><b>Color Palette:</b> There will be no color changes from the existing Grammarly palette at this time to maintain product unity. We will carry through the two new logos and names, distinguishing Orchestra from other agents by color within the existing Grammarly palette.</p>	8/7/2025		Post to Slack	Decision Resolved ( Program):	1754665280...  C
					<b>? What rebrand elements will we implement in each surface, for each of our products, for the Fall launch</b>	
					• <b>Logos:</b> We will update instances of existing Grammarly logos as outlined <a href="#">here</a> . We will rebrand with our new Superhuman and Orchestra logos and names as an initial brand introduction.	
					<b>Color Palette:</b> There will be no color changes from the existing Grammarly palette at this time to maintain product unity. We will carry through the two new logos and names, distinguishing Orchestra from other agents by color within the existing Grammarly palette.	
					See Option 2 <a href="#">here</a>	
What will the public-facing name of Orchestra?	Externally, <b>Orchestra will be named Go and/or Superhuman Go.</b>	8/8/2025	<a href="#">Product Rebrand</a>	Post to Slack	Decision Resolved (Product Rebrand Program):	1755010991...  SI
	You can see the catalyst deck <a href="#">here</a> on our final two options.				<b>? What will the public-facing name of Orchestra?</b>	
					•  Externally, <b>Orchestra will be named Go and/or Superhuman Go.</b>	
					You can see the catalyst deck <a href="#">here</a> on our final two options.	
How do we plan to introduce Orchestra (name, logo, etc.) in October?	Superhuman Go will use either 1.) the exact new Superhuman logo or, 2.) a bespoke stylization of the Superhuman logo. Design will develop a final shortlist of bespoke stylized logos to review with Product, PMM, and leadership. Final logo review to be scheduled.	8/12/2025	<a href="#">Product Rebrand</a>	Post to Slack	Decision Resolved (Product Rebrand Program):	1755616184...  C
	No additional in-product brand elements will be launched in October for Superhuman Go (e.g., color changes, agent logo changes).				<b>? How do we plan to introduce Orchestra (name, logo, etc.) in October?</b>	
					•  Superhuman Go will use either 1.) the exact new Superhuman logo or, 2.) a bespoke stylization of the Superhuman logo. Design will develop a final shortlist of bespoke stylized logos to review with Product, PMM, and leadership. Final logo review to be scheduled.	
					No additional in-product brand elements will be launched in October for Superhuman Go (e.g., color changes, agent logo changes).	

How do we plan to support non-Gmail/Outlook Superhuman users?	<ul style="list-style-type: none"> <li>For Fall Launch, we will not enable additional support for users interested in using SH Mail on non-Gmail/Outlook clients</li> <li>We will also not block users with unsupported email providers from purchasing any of the Genesis bundles.</li> <li>However, we will add product disclaimers/warnings on the purchase experience flows for the Genesis Business and Enterprise Tier bundles, to explicitly call out that Superhuman Mail requires a Gmail/Outlook email provider to function.</li> </ul>	8/12/2025	<a href="#">Product Integration</a>	Post to Slack	Decision Resolved (Product Integration Program):	1755616186...  H
	<a href="#">Details</a>				<b>? How do we plan to support non-Gmail/Outlook Superhuman users?</b>	
What will the landing page experience look like for the new <a href="#">superhuman.com</a> website? How will we handle users who are looking to access SH Mail?	The exact content of the LP is TBD, however at the high level it will include:	8/12/2025		Post to Slack	Decision Resolved ( Program):	1755270088...  MG M
	<ol style="list-style-type: none"> <li>value proposition of the SH bundle</li> <li>CTA to proceed with the SH Bundle</li> <li>banner for people looking for SH Mail to proceed to that product</li> <li>Logged-in SH Mail users should not have a disrupted experience.</li> </ol>				<b>? What will the landing page experience look like for the new <a href="#">superhuman.com</a> website? How will we handle users who are looking to access SH Mail?</b>	
	<a href="#">Details</a>				<ul style="list-style-type: none"> <li>The exact content of the LP is TBD, however at the high level it will include:</li> <li>value proposition of the SH bundle</li> <li>CTA to proceed with the SH Bundle</li> <li>banner for people looking for SH Mail to proceed to that product</li> <li>Logged-in SH Mail users should not have a disrupted experience.</li> </ul>	
What will be our flow for existing users to access account and admin settings?	Settings and account management links will be available at the corner of the landing page screen and Product recommendation page (aka "air traffic control page") to allow transition to user/organization management for existing users. <a href="#">Detail</a>	8/12/2025		Post to Slack	Decision Resolved ( Program):	1755270089...  MG M
					<b>? What will be our flow for existing users to access account and admin settings?</b>	
Will we create a new <a href="#">superhuman.com</a> funnel?	<p>For Oct. 8th we will not build a fully independent and full scale <a href="#">SH.com</a> funnel. However, we will have a few parts of the funnel. Specifically:</p> <ol style="list-style-type: none"> <li>landing page</li> <li>signup page (in styles of SH)</li> <li>pricing page (with bundle pricing)</li> <li>product recommendation page (aka "air traffic control")</li> <li>purchase experience page (styled with SH)</li> </ol> <p>For product installation and activation flows we will leverage existing funnels of corresponding products (Grammarly, Coda, SH Mail).</p>	8/12/2025		Post to Slack	Decision Resolved ( Program):	1755270091...  MG M
	<a href="#">Details</a>				<b>? Will we create a new <a href="#">superhuman.com</a> funnel?</b>	
What will be the future name of Superhuman Mail?	The name will stay Superhuman Mail. <a href="#">Details.</a>	8/13/2025	<a href="#">Product Rebrand</a>	Post to Slack	Decision Resolved (Product Rebrand Program):	1755270080...  SI
					<b>? What will be the future name of Superhuman Mail?</b>	
					<ul style="list-style-type: none"> <li>The name will stay Superhuman Mail.</li> </ul>	
	<a href="#">Details.</a>				<a href="#">Details.</a>	

What org/user management flows will exist in Genesis in the Fall launch?	We will allow Genesis admin to do role management across all products. <a href="#">Details</a>	8/13/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? What org/user management flows will exist in Genesis in the Fall launch? <ul style="list-style-type: none"><li>💡 We will allow Genesis admin to do role management across all products. <a href="#">Details</a></li></ul>	1754665278...  H
Given the decision to add SH Mail to the Business Tier Bundle, does it still make sense to auto-provision new Superhuman Mail users the Genesis Free SKU on the backend?	We will not auto-provision Genesis objects for existing SH Mail Starter or Enterprise users. We will explore auto-provisioning Genesis objects for existing SH Mail Business users. <a href="#">Details</a>	8/13/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? Given the decision to add SH Mail to the Business Tier Bundle, does it still make sense to auto-provision new Superhuman Mail users the Genesis Free SKU on the backend? <ul style="list-style-type: none"><li>💡 We will not auto-provision Genesis objects for existing SH Mail Starter or Enterprise users. We will explore auto-provisioning Genesis objects for existing SH Mail Business users. <a href="#">Details</a></li></ul>	1754665279...  H
Should we enable collection of data from EU free and self-serve users	We aim to update our policies to reflect this change. However, no actual data handling practices would change until a future date when we have evaluated and adjusted our data handling practices to meet our EU risk posture.	8/13/2025	Privacy Policy Re-baselining	Post to Slack	Decision Resolved (Privacy Policy Re-baselining Program): ? Should we enable collection of data from EU free and self-serve users <ul style="list-style-type: none"><li>💡 We aim to update our policies to reflect this change. However, no actual data handling practices would change until a future date when we have evaluated and adjusted our data handling practices to meet our EU risk posture.</li></ul>	1755270081...  M
Should we convert tech specs to a private/public whitepaper?	Yes should be updated yearly. Need to follow up with comms/brand on impact.	8/13/2025	Privacy Policy Re-baselining	Post to Slack	Decision Resolved (Privacy Policy Re-baselining Program): ? Should we convert tech specs to a private/public whitepaper? <ul style="list-style-type: none"><li>💡 Yes should be updated yearly. Need to follow up with comms/brand on impact.</li></ul>	1755270085...  M
For the Fall Launch, what is our plan for tackling user management (when a user is added to a Superhuman plan, will they also be added to Grammarly/Coda/SH Mail, and vice versa?)	For the Fall launch, we plan to support unidirectional user management only. Specifically, this means: <ul style="list-style-type: none"><li>• We expect all users to be added or removed at the Genesis level, and then pushed down to Grammarly, Coda, and SH Mail</li><li>• An admin at Genesis will also be an admin at the product level</li><li>• A user at Genesis will get assigned a default role at a per-product level</li><li>• Admins can go to product-specific people pages to change the role of any non-admin users</li><li>• Product-specific people pages will remove the ability to add or remove users and will redirect them to the Genesis People page</li></ul> We hope to support bidirectional user management in the future, but this is out of scope for Fall launch. <a href="#">Details</a>	8/13/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? For the Fall Launch, what is our plan for tackling user management (when a user is added to a Superhuman plan, will they also be added to Grammarly/Coda/SH Mail, and vice versa?) <ul style="list-style-type: none"><li>💡 For the Fall launch, we plan to support unidirectional user management only. Specifically, this means:<ul style="list-style-type: none"><li>• We expect all users to be added or removed at the Genesis level, and then pushed down to Grammarly, Coda, and SH Mail</li><li>• An admin at Genesis will also be an admin at the product level</li><li>• A user at Genesis will get assigned a default role at a per-product level</li><li>• Admins can go to product-specific people pages to change the role of any non-admin users</li><li>• Product-specific people pages will remove the ability to add or remove users and will redirect them to the Genesis People page</li></ul>We hope to support bidirectional user management in the future, but this is out of scope for Fall launch. <a href="#">Details</a></li></ul>	1755270086...  H

How will users install our products during the Fall launch?	For the Fall launch, we will not have unified single installer, instead we will have a few products that the customer will be able to install separately:	8/13/2025	<a href="#">Client Branding</a>		Decision Resolved (Client Branding Program):	1755270087...  B
	<ul style="list-style-type: none"> <li>a. Grammarly browser extension (with Orchestra)</li> <li>b. Grammarly Win/Mac (without Orchestra)</li> <li>c. Coda web editor (part of <a href="#">Coda.io</a> funnel)</li> <li>d. AI Editor (part of <a href="#">Grammarly.com</a> funnel)</li> <li>e. Superhuman browser extension</li> <li>f. Superhuman web app</li> <li>g. Superhuman native app</li> </ul>				<b>? How will users install our products during the Fall launch?</b>	
How are we attributing revenue across bundled products?	[8/15] For all products that are being used by a user, revenue will get attributed/split out across the products.  Data and Finance are tackling this program and we will aim to have revenue attribution reporting ready for the October launch. See go/attribution for more details	8/15/2025	<a href="#">Product Integration</a>		Decision Resolved (Product Integration Program):	1755616182.1...  M
					<b>? How are we attributing revenue across bundled products?</b>	
What will our <a href="#">Superhuman.com</a> logged in experience look like in the October launch?	We plan to build and direct users to an "app launcher" page after login as the "MVP" experience for the Fall launch. This will be owned by Self-Serve Growth.  Post Oct. 8th we will likely refine this page into "My Superhuman" experience similar to iCloud. It is TBD who will own this page (Growth/Orchestra?).	8/15/2025			Decision Resolved ( Program):	1755616183...  MG M
	<a href="#">Doc here</a>				<b>? What will our <a href="#">Superhuman.com</a> logged in experience look like in the October launch?</b>	
Once a user decides to make a purchase on Superhuman.com, what will their purchase experience (PX) be like?	For Oct. 8th launch we will use reskinned (SH styles) purchase experience from Grammarly's funnel.  The URL at which this PX will be hosted is still TBD with directional options being a) superhuman.com/purchase, b) superhuman.grammarly.com/purchase, c) <a href="#">grammarly.com/superhuman/purchase</a>	8/15/2025	<a href="#">Growth</a>		Decision Resolved (Growth Program):	1755616198...  MG M
	<a href="#">Doc here</a>				<b>? Once a user decides to make a purchase on Superhuman.com, what will their purchase experience (PX) be like?</b>	
	For Oct. 8th we will only support purchase of the individual Pro SH plan, multi-seat expansion will be available post purchase.				<ul style="list-style-type: none"> <li>•  For Oct. 8th launch we will use reskinned (SH styles) purchase experience from Grammarly's funnel.</li> </ul>	
					The URL at which this PX will be hosted is still TBD with directional options being a) superhuman.com/purchase, b) superhuman.grammarly.com/purchase, c) <a href="#">grammarly.com/superhuman/purchase</a>	
					 For Oct. 8th we will only support purchase of the individual Pro SH plan, multi-seat expansion will be available post purchase.	

What will we price the Business SKU at? Should it be 1 of N pricing or 1.5 of N pricing?	<ul style="list-style-type: none"> <li>Superhuman business tier pricing set at 1 of N (\$33/user/month).</li> <li>Marketing HQ bundle pricing set at 1.5 of N</li> <li>for enterprise tier. We will include Superhuman mail in Marketing HQ bundle without explicitly mentioning it upfront.</li> <li>Field sales team will not sell business tier for now.</li> </ul> <p><a href="#">Full details here</a></p>	8/18/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? What will we price the Business SKU at? Should it be 1 of N pricing or 1.5 of N pricing? <ul style="list-style-type: none"> <li>💡 Superhuman business tier pricing set at 1 of N (\$33/user/month).</li> <li>Marketing HQ bundle pricing set at 1.5 of N</li> <li>for enterprise tier. We will include Superhuman mail in Marketing HQ bundle without explicitly mentioning it upfront.</li> <li>Field sales team will not sell business tier for now.</li> </ul> <p><a href="#">Full details here</a></p>	1755616187.6...  SI
Will the Superhuman Business tier be available for managed sellers to sell?	No. We are aligned that sellers will only sell the Superhuman Enterprise tier bundle.	8/18/2025	Genesis GTM Strategy	Post to Slack	Decision Resolved (Genesis GTM Strategy Program): ? Will the Superhuman Business tier be available for managed sellers to sell? <ul style="list-style-type: none"> <li>💡 No. We are aligned that sellers will only sell the Superhuman Enterprise tier bundle.</li> </ul>	1755874860....  SI
What are our Billing deliverables for the Fall Launch (Oct 8)?	<p>See <a href="#">here</a> for the scoped Billing Systems deliverable for the Fall launch.</p> <p>It is very tight schedule, but we confirmed with dependencies (PX, Identity). We target Oct 8 as the launch date.</p>	8/20/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? What are our Billing deliverables for the Fall Launch (Oct 8)? <ul style="list-style-type: none"> <li>💡 See <a href="#">here</a> for the scoped Billing Systems deliverable for the Fall launch.</li> </ul> <p>It is very tight schedule, but we confirmed with dependencies (PX, Identity). We target Oct 8 as the launch date.</p>	1756220483....  SI
How will we feature our product options for purchase on Superhuman.com? Will we feature the bundle vs. Superhuman Mail vs. other options more prominently?	We will primarily feature the bundle on our <a href="#">Superhuman pricing page</a> , with a banner across the top to direct users to the Superhuman Mail pricing page. <a href="#">Figma</a>	8/25/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? How will we feature our product options for purchase on Superhuman.com? Will we feature the bundle vs. Superhuman Mail vs. other options more prominently? <ul style="list-style-type: none"> <li>💡 We will primarily feature the bundle on our <a href="#">Superhuman pricing page</a>, with a banner across the top to direct users to the Superhuman Mail pricing page. <a href="#">Figma</a></li> </ul>	1756220479....  LI
Where will users be brought to to manage their subscriptions?	Genesis will reuse the Grammarly subscription page. We do have minor updates on that page to change SKU name from Grammarly Pro → Pro. These changes will be implemented by the PX team cc <a href="#">Ben Schottenstein</a>	8/25/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? Where will users be brought to to manage their subscriptions? <ul style="list-style-type: none"> <li>💡 Genesis will reuse the Grammarly subscription page. We do have minor updates on that page to change SKU name from Grammarly Pro → Pro. These changes will be implemented by the PX team cc <a href="#">Ben Schottenstein</a></li> </ul>	1756220480....

What is in scope for Agent team deliverables for Fall launch? What is feasible by Oct 8?

The Agents team will deliver on 6 BTS agents by Oct 8:

- Paraphraser
- Humanizer
- Expert Review
- Reader Reactions
- AI Detector
- Plagiarism Checker

Note that Proofreader is NOT on this list because we are not porting the AI Editor version yet. A different, older form of Proofreader agent already exists on the Extension bench. We will port the AI Editor version to Extension later.

H2 2025 Product Launches

Post to Slack

Decision Resolved ( H2 2025 Product Launches Program):

? What is in scope for Agent team deliverables for Fall launch? What is feasible by Oct 8?

- 🚀 The Agents team will deliver on 6 BTS agents by Oct 8:
- Paraphraser
- Humanizer
- Expert Review
- Reader Reactions
- AI Detector
- Plagiarism Checker

Note that Proofreader is NOT on this list because we are not porting the AI Editor version yet. A different, older form of Proofreader agent already exists on the Extension bench. We will port the AI Editor version to Extension later.

How are we building the Contact Sales Form (the CTA for the new Superhuman.com pricing page)?

Details documented [here](#). Due to capacity constraints, we are taking an MVP approach where clicking on the CSF routes visitors back to a CSF hosted on [grammarly.com](#).

8/25/2025

Product Integration

Post to Slack

Decision Resolved (Product Integration Program):

? How are we building the Contact Sales Form (the CTA for the new Superhuman.com pricing page)?

- 🚀 Details documented [here](#). Due to capacity constraints, we are taking an MVP approach where clicking on the CSF routes visitors back to a CSF hosted on [grammarly.com](#).

In what cases will we create a new Genesis user post Oct 8? How is this different for new vs. existing users?

1. We expect Genesis users to be created in the following cases
  - a. New user sign up on [grammarly.com](#), [superhuman.com](#) and [coda.io](#) (signup on [coda.io](#) are under discussion with the Identity team)
2. A genesis user creation triggers a Genesis org
3. Conversion for Pro on Genesis org will be on the bundle not on product specific Pro SKUs.
  - a. Grammarly: No growth funnels changing, customers think they are purchasing Grammarly Pro
  - b. Coda: active discussion on Growth funnels given pricing is different for Coda Pro vs Bundle Pro
  - c. Superhuman: New funnel for the bundle
4. No changes for Superhuman Mail customers i.e. no Genesis user or org creation for them

8/26/2025

Post to Slack

Decision Resolved ( Program):

? In what cases will we create a new Genesis user post Oct 8? How is this different for new vs. existing users?

- 🚀 We expect Genesis users to be created in the following cases
  - a. New user sign up on [grammarly.com](#), [superhuman.com](#) and [coda.io](#) (signup on [coda.io](#) are under discussion with the Identity team)
- 1. A genesis user creation triggers a Genesis org
- 2. Conversion for Pro on Genesis org will be on the bundle not on product specific Pro SKUs.
  - a. Grammarly: No growth funnels changing, customers think they are purchasing Grammarly Pro
  - b. Coda: active discussion on Growth funnels given pricing is different for Coda Pro vs Bundle Pro
  - c. Superhuman: New funnel for the bundle
- 3. No changes for Superhuman Mail customers i.e. no Genesis user or org creation for them

For the Fall launch, if a user lands on superhuman.com and downloads the Grammarly desktop app, should the app remember to launch the Superhuman login page? Would this be true for the grammarly flow as well?

No, each product client (Grammarly, Mail, etc.) will continue redirecting users to their own login flow, i.e., Grammarly clients go to Grammarly site for sign-in, SH Mail connects to a MSFT or Google mailbox.

8/28/2025

Post to Slack

Decision Resolved ( Program):

? For the Fall launch, if a user lands on superhuman.com and downloads the Grammarly desktop app, should the app remember to launch the Superhuman login page? Would this be true for the grammarly flow as well?

- 🚀 No, each product client (Grammarly, Mail, etc.) will continue redirecting users to their own login flow, i.e., Grammarly clients go to Grammarly site for sign-in, SH Mail connects to a MSFT or Google mailbox.

Do we support Quarterly Billing for Superhuman Bundles? If so, which tiers?	We will support Quarterly Billing for Superhuman Pro, and restrict to Monthly/Annual billing for the Superhuman Business tier	8/28/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? ? Do we support Quarterly Billing for Superhuman Bundles? If so, which tiers? <ul style="list-style-type: none"><li>💡 We will support Quarterly Billing for Superhuman Pro, and restrict to Monthly/Annual billing for the Superhuman Business tier</li></ul>	1757084479....  Lu
How do we plan to manage "special cases" in the Genesis purchase experience including discounts, trials, and true ups?	<p><b>Discounts -</b></p> <ul style="list-style-type: none"> <li>Grammarly: We will honor all existing Grammarly Pro discounts by applying them to Genesis Pro SKU.</li> <li>Coda: We will honor all existing Coda Pro discounts by applying them to Coda Pro SKU only</li> </ul> <p><b>Trials -</b></p> <ul style="list-style-type: none"> <li>Genesis: Genesis Pro Trials will be the same as Grammarly Pro</li> </ul> <p><b>True Ups -</b></p> <ul style="list-style-type: none"> <li>Genesis: Will not offer True Ups for now</li> </ul> <p><b>Frozen Subscriptions</b></p> <ul style="list-style-type: none"> <li>We will not offer Frozen Subscriptions for Genesis at this time</li> </ul> <p><a href="#">Details</a></p>	8/29/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? ? How do we plan to manage "special cases" in the Genesis purchase experience including discounts, trials, and true ups? <ul style="list-style-type: none"><li>💡 Discounts -<ul style="list-style-type: none"><li>Grammarly: We will honor all existing Grammarly Pro discounts by applying them to Genesis Pro SKU.</li><li>Coda: We will honor all existing Coda Pro discounts by applying them to Coda Pro SKU only</li></ul></li><li>Trials -<ul style="list-style-type: none"><li>Genesis: Genesis Pro Trials will be the same as Grammarly Pro</li></ul></li><li>True Ups -<ul style="list-style-type: none"><li>Genesis: Will not offer True Ups for now</li></ul></li><li>Frozen Subscriptions<ul style="list-style-type: none"><li>We will not offer Frozen Subscriptions for Genesis at this time</li></ul></li></ul>	1757084476....
What is our onboarding experience for Go/Orchestra for the Fall launch	<p>Users who install the Grammarly extension via the Superhuman funnel will be directed to a Go-specific onboarding experience (designs <a href="#">here</a>).</p> <p>Users who install the extension via Grammarly funnels (website, Chrome store) will experience the current / "classic" Grammarly onboarding experience, unless they specifically opt-in to Go. Over time, we will also run experiments to drive more users towards a more Go-first onboarding experience.</p>	9/2/2025	Client Branding	Post to Slack	Decision Resolved (Client Branding Program): ? ? What is our onboarding experience for Go/Orchestra for the Fall launch? <ul style="list-style-type: none"><li>💡 Users who install the Grammarly extension via the Superhuman funnel will be directed to a Go-specific onboarding experience (designs <a href="#">here</a>).</li><li>Users who install the extension via Grammarly funnels (website, Chrome store) will experience the current / "classic" Grammarly onboarding experience, unless they specifically opt-in to Go. Over time, we will also run experiments to drive more users towards a more Go-first onboarding experience.</li></ul>	1756220475....
What redirects will be included from genesis account hub to grammarly account hub and what identity work is required?	Redirect URLs are documented here: <a href="https://coda.io/d/_dahEmCsZdl3/Superhuman-Products-Redirect-flows_suCw2rY8">https://coda.io/d/_dahEmCsZdl3/Superhuman-Products-Redirect-flows_suCw2rY8</a>	9/2/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? ? What redirects will be included from genesis account hub to grammarly account hub and what identity work is required? <ul style="list-style-type: none"><li>💡 Redirect URLs are documented here: <a href="https://coda.io/d/_dahEmCsZdl3/Superhuman-Products-Redirect-flows_suCw2rY8">https://coda.io/d/_dahEmCsZdl3/Superhuman-Products-Redirect-flows_suCw2rY8</a></li></ul>	1757084477....
Are there seat minimums or maximums for the Superhuman Business tier?	<p><b>For the Superhuman Bundle:</b></p> <ul style="list-style-type: none"> <li>There are no seat minimums on any tier</li> <li>Pro has a limit of 149 paid seats</li> <li>Free allows for unlimited free seats.</li> </ul>	9/2/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? ? Are there seat minimums or maximums for the Superhuman Business tier? <ul style="list-style-type: none"><li>💡 For the Superhuman Bundle:<ul style="list-style-type: none"><li>There are no seat minimums on any tier</li><li>Pro has a limit of 149 paid seats</li><li>Free allows for unlimited free seats.</li></ul></li></ul>	1757084478....  Lu

What changes are we making to the Support Knowledge base for the Fall launch?	For the October launch, each product will continue to have its own dedicated Help Center.  On the Superhuman website, the <b>Contact Support</b> button will lead to a page with three clear CTAs: <ul style="list-style-type: none"><li>• <b>Contact Grammarly</b></li><li>• <b>Contact Coda</b></li><li>• <b>Contact Superhuman Mail</b></li></ul> A small FAQ section will appear beneath this options, and include responses to questions on the Superhuman bundle, member management, billing/receipts/invoices, and password reset/account and login issues. We will explain that for the account and billing section, users will need to contact Grammarly support and lead to the Grammarly Help Center and funnel.  FAQs related to Go will be included in the Grammarly Help Center.  In the near future (date TBD), we'll move toward a single Help Center covering Grammarly, Coda, and Superhuman Mail.	9/2/2025	Post to Slack	Decision Resolved ( Program):  ? What changes are we making to the Support Knowledge base for the Fall launch? <ul style="list-style-type: none"><li>• 🎉 For the October launch, each product will continue to have its own dedicated Help Center.</li></ul> On the Superhuman website, the <b>Contact Support</b> button will lead to a page with three clear CTAs: <ul style="list-style-type: none"><li>• <b>Contact Grammarly</b></li><li>• <b>Contact Coda</b></li><li>• <b>Contact Superhuman Mail</b></li></ul> A small FAQ section will appear beneath this options, and include responses to questions on the Superhuman bundle, member management, billing/receipts/invoices, and password reset/account and login issues. We will explain that for the account and billing section, users will need to contact Grammarly support and lead to the Grammarly Help Center and funnel.  FAQs related to Go will be included in the Grammarly Help Center.  In the near future (date TBD), we'll move toward a single Help Center covering Grammarly, Coda, and Superhuman Mail.	1757084480....	
What is the date of our Fall launch moment?	Our Fall launch will be on Oct 29 (moved from Oct 8).	9/3/2025	Post to Slack	Decision Resolved ( Program):  ? What is the date of our Fall launch moment? <ul style="list-style-type: none"><li>• 🎉 Our Fall launch will be on Oct 29 (moved from Oct 8).</li></ul>	1757084475....  Si	
What changes are we making to the Coda funnel and pricing pages for the Fall launch?	We will add a native or Braze banner informing Coda website visitors about the Superhuman launch (and directing interested traffic to the Superhuman funnel), but otherwise no change.	9/9/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program):  ? What changes are we making to the Coda funnel and pricing pages for the Fall launch? <ul style="list-style-type: none"><li>• 🎉 We will add a native or Braze banner informing Coda website visitors about the Superhuman launch (and directing interested traffic to the Superhuman funnel), but otherwise no change.</li></ul>	1757689343....
How will joins and invites work on Superhuman?	<ul style="list-style-type: none"><li>• We'll support all of the existing Grammarly user journeys for joining by having Nomos intercept institution join calls, adding them to the Genesis Org instead, which in turn adds them to the institution. This will make it so that Grammarly institutions in an Org can add users in the same ways as institutions not in an Org</li><li>• Coda domain-based auto joins will not be available for Coda workspaces in Genesis Orgs. Coda domain-based auto joins will continue to work on workspaces that are not part of Genesis orgs as they do now</li></ul>	9/11/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program):  ? How will joins and invites work on Superhuman? <ul style="list-style-type: none"><li>• 🎉 We'll support all of the existing Grammarly user journeys for joining by having Nomos intercept institution join calls, adding them to the Genesis Org instead, which in turn adds them to the institution. This will make it so that Grammarly institutions in an Org can add users in the same ways as institutions not in an Org</li><li>• Coda domain-based auto joins will not be available for Coda workspaces in Genesis Orgs. Coda domain-based auto joins will continue to work on workspaces that are not part of Genesis orgs as they do now</li></ul>	1758034871....

<p>How do we handle users logging in with secondary mailboxes to create a new Superhuman Accounts?</p>	<p>We will:</p> <ol style="list-style-type: none"> <li>Allow users who log in with their Mailbox email address to successfully create a Superhuman Account. When the user clicks on Mail in ATC, they will go directly to mail.superhuman.com If the Mail identity backend responds that the email address of the Superhuman account is associated with a Mail mailbox. (A consequence of this is if a user has 5 mailboxes, and uses each to create a Superhuman account, then they will have 5 superhuman accounts each with access to the single Mail mailbox).</li> <li>If a Mail or Genesis user of any tier has ever seen ATC, we will NOT redirect them to mail.superhuman.com so that they can reach ATC again through www.sh.com.</li> </ol>	<p>9/11/2025</p> <p> Post to Slack</p>	<p>Decision Resolved ( Program): 1757689344....</p> <p><b>?</b> How do we handle users logging in with secondary mailboxes to create a new Superhuman Accounts?</p> <ul style="list-style-type: none"> <li> We will:           <ol style="list-style-type: none"> <li>Allow users who log in with their Mailbox email address to successfully create a Superhuman Account. When the user clicks on Mail in ATC, they will go directly to mail.superhuman.com If the Mail identity backend responds that the email address of the Superhuman account is associated with a Mail mailbox. (A consequence of this is if a user has 5 mailboxes, and uses each to create a Superhuman account, then they will have 5 superhuman accounts each with access to the single Mail mailbox).</li> <li>If a Mail or Genesis user of any tier has ever seen ATC, we will NOT redirect them to mail.superhuman.com so that they can reach ATC again through www.sh.com.</li> </ol> </li> </ul>
<p>What upgrade/downgrade paths will we support for the Fall launch? Which will be self-serve vs. via contact Support vs. via contact Sales vs. not supported?</p>	<p>1. We aligned on all journeys for the bundle funnel, product funnels, and cross funnel journeys where a user who is from one of the product funnels visits either the bundle funnel or other à la carte product funnels. You can see the full figma <a href="#">here</a>.</p> <p>2. We are allowing most flows with a few exceptions:</p> <ol style="list-style-type: none"> <li>None of the product funnels are changed with the exception of Grammarly where new Grammarly Pro conversions will happen on Genesis Pro in the background</li> <li>Grammarly Enterprise customers will not be allowed to get Genesis Free/Pro/Business</li> <li>Grammarly or Genesis Pro -&gt; Genesis Business will be via customer support</li> <li>Mail Starter &amp; Business customers will also need to reach out to customer support for certain bundle purchases</li> </ol> <p>Next steps: we will work with Growth to come up with in-product messaging for SKU paths that are not allowed in product</p>	<p>9/11/2025</p> <p> Product Integration</p> <p> Post to Slack</p>	<p>Decision Resolved (Product Integration Program): 1758034873....  Lu</p> <p><b>?</b> What upgrade/downgrade paths will we support for the Fall launch? Which will be self-serve vs. via contact Support vs. via contact Sales vs. not supported?</p> <ul style="list-style-type: none"> <li> We aligned on all journeys for the bundle funnel, product funnels, and cross funnel journeys where a user who is from one of the product funnels visits either the bundle funnel or other à la carte product funnels. You can see the full figma <a href="#">here</a>.</li> <li>We are allowing most flows with a few exceptions:           <ol style="list-style-type: none"> <li>None of the product funnels are changed with the exception of Grammarly where new Grammarly Pro conversions will happen on Genesis Pro in the background</li> <li>Grammarly Enterprise customers will not be allowed to get Genesis Free/Pro/Business</li> <li>Grammarly or Genesis Pro -&gt; Genesis Business will be via customer support</li> <li>Mail Starter &amp; Business customers will also need to reach out to customer support for certain bundle purchases</li> </ol> </li> </ul> <p>Next steps: we will work with Growth to come up with in-product messaging for SKU paths that are not allowed in product</p>
<p>Are we renaming our Pro tier Plus to avoid the potentially awkward messaging of "Go Pro"?</p>	<p><b>Decision:</b> We are maintaining the Pro tier name (across all products + the bundle) for the Fall launch. We will revisit the option of renaming the tier "Plus" in Jan 2026.</p> <p><b>Rationale:</b> We don't have the engineering bandwidth to review all the places in the Grammarly user journey where we would need to say, instead of just Pro, "Grammarly Pro, part of Superhuman Plus".</p>	<p>9/12/2025</p> <p> Product Rebrand</p> <p> Post to Slack</p>	<p>Decision Resolved (Product Rebrand Program): 1758034877....  Al</p> <p><b>?</b> Are we renaming our Pro tier Plus to avoid the potentially awkward messaging of "Go Pro"?</p> <ul style="list-style-type: none"> <li> <b>Decision:</b> We are maintaining the Pro tier name (across all products + the bundle) for the Fall launch. We will revisit the option of renaming the tier "Plus" in Jan 2026.</li> </ul> <p><b>Rationale:</b> We don't have the engineering bandwidth to review all the places in the Grammarly user journey where we would need to say, instead of just Pro, "Grammarly Pro, part of Superhuman Plus".</p>

How are we branding transactional emails, e.g., password reset, that get sent from Superhuman?	<b>Decision modified 9/23</b> • For Oct 29, we will use Superhuman branding for 5 key transactional emails (Welcome, Login notification, PW reset, Account deletion, and Receipt), but maintain the usage of Grammarly domain.	9/16/2025	Genesis GTM Strategy	Post to Slack	Decision Resolved ( Genesis GTM Strategy Program): ? How are we branding transactional emails, e.g., password reset, that get sent from Superhuman? • <b>Decision modified 9/23</b> • For Oct 29, we will use Superhuman branding for 5 key transactional emails (Welcome, Login notification, PW reset, Account deletion, and Receipt), but maintain the usage of Grammarly domain.	1758054028...
	<b>Prior decision (for context)</b> <b>Decision:</b> Aside from the Superhuman welcome email, we will be branding all other transactional emails from Superhuman using existing Grammarly branding for the Fall launch. <b>Rationale:</b> this decision was made largely due to the amount of effort required to duplicate all transactional emails by Oct 29.				<b>Prior decision (for context)</b> <b>Decision:</b> Aside from the Superhuman welcome email, we will be branding all other transactional emails from Superhuman using existing Grammarly branding for the Fall launch. <b>Rationale:</b> this decision was made largely due to the amount of effort required to duplicate all transactional emails by Oct 29.	
What features are we including in each SKU/tier for the Fall launch, and how are we pricing each SKU/tier?	See <a href="#">here</a> for the SoT on what we're including in each SKU/tier for the Fall launch, as well as their pricing	9/17/2025		Post to Slack	Decision Resolved ( Program): ? What features are we including in each SKU/tier for the Fall launch, and how are we pricing each SKU/tier? •  See <a href="#">here</a> for the SoT on what we're including in each SKU/tier for the Fall launch, as well as their pricing	1758294116.1...
What 1P/2P/3P agents will be available in the Agent store on Oct 29? How are we verifying agents before making them available in our store?	See <a href="#">here</a> for the list of 1P/2P/3P agents we plan on making available. Verification will be done via a <a href="#">manual review</a> process, and not all agents will be verified for the Oct 29 launch. See <a href="#">here</a> for more detail.	9/17/2025		Post to Slack	Decision Resolved ( Program): ? What 1P/2P/3P agents will be available in the Agent store on Oct 29? How are we verifying agents before making them available in our store? •  See <a href="#">here</a> for the list of 1P/2P/3P agents we plan on making available. Verification will be done via a <a href="#">manual review</a> process, and not all agents will be verified for the Oct 29 launch. See <a href="#">here</a> for more detail.	1758294121...
What happens to an Enterprise user (existing or SH Ent) when they log into SH.com?	<ul style="list-style-type: none"><li>• Identity will enable Enterprise users to be correlated via Bridge Service, allowing access to AI Editor Beta and Orchestra Beta.</li><li>• Enterprise users who visit <a href="#">Superhuman.com</a><ul style="list-style-type: none"><li>◦ Will be able to log in using Unified Login where applicable</li><li>◦ They will be able to access ATC<ul style="list-style-type: none"><li>▪ They will not be able to purchase any SS Bundle SKUs and receive an in-product error in the purchase funnel</li></ul></li></ul></li></ul>	9/22/2025	Product Integration	Post to Slack	Decision Resolved (Product Integration Program): ? What happens to an Enterprise user (existing or SH Ent) when they log into SH.com? •  Identity will enable Enterprise users to be correlated via Bridge Service, allowing access to AI Editor Beta and Orchestra Beta. • Enterprise users who visit <a href="#">Superhuman.com</a> <ul style="list-style-type: none"><li>◦ Will be able to log in using Unified Login where applicable</li><li>◦ They will be able to access ATC<ul style="list-style-type: none"><li>▪ They will not be able to purchase any SS Bundle SKUs and receive an in-product error in the purchase funnel</li></ul></li></ul>	1758568420...
Will we build out product interstitial pages that we direct users to from the ATC?	We will build out an interstitial page for each of our products (Go, Grammarly, Coda, Mail), with Go being the highest priority. These interstitial pages will be built in the CMS (Kelly Morr).	9/23/2025		Post to Slack	Decision Resolved ( Program): ? Will we build out product interstitial pages that we direct users to from the ATC? •  We will build out an interstitial page for each of our products (Go, Grammarly, Coda, Mail), with Go being the highest priority. These interstitial pages will be built in the CMS (Kelly Morr).	1758898933...

We need to complete our site registration for OAuth ahead of our Launch Date on Oct 29th. Ideally, this registration is completed 3+ weeks before.

We'll proceed this week with OAuth Registration using the current [superhuman.com/terms](https://superhuman.com/terms) and [superhuman.com/privacy](https://superhuman.com/privacy) pages.

9/25/2025

Product  
Integration

Post to Slack

Decision Resolved (Product Integration Program):

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We need to complete our site registration for OAuth ahead of our Launch Date on Oct 29th. Ideally, this registration is completed 3+ weeks before.

- 💡 We'll proceed this week with

1758898940...  Bi

## Open Questions

What needs to be decided?	Decision Statement	Approver	Program
What will our user experience be when accessing the pricing page for Superhuman.com? Will we show everyone the same page, or customize it based on the options they are eligible for purchase?	For the Fall launch, we will show users (signed out or signed in) a simple static page with all purchase options, and handle suboptimal subscription purchases, e.g., Coda Pro + Genesis Pro bought separately instead of a single Genesis Pro subscription that includes Coda Pro, via Support	 Mike Golokol...	
How do we handle scenarios where a Genesis .org (hub) is created without a Bridge Service record for product (spoke) correlations?  See <a href="#">doc for scenario details</a>	9/4: Decision is under reconsideration, on the basis of consolidating Launch date with Business Tier availability and supporting Mail tiers, in discussion <a href="#">here</a>	 Hari Sivaram...	Product Integration