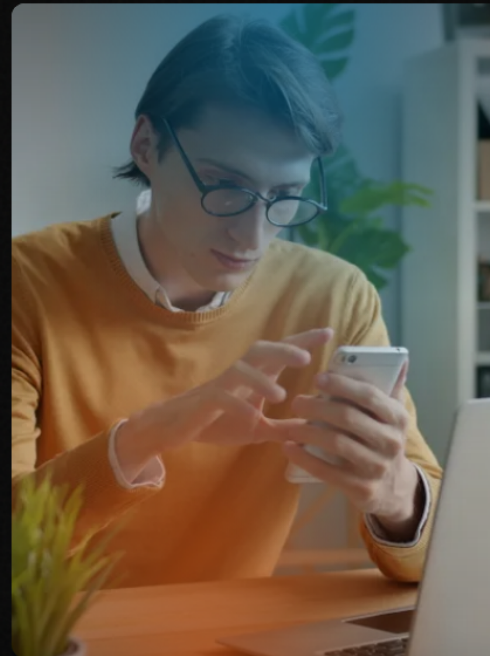




**Release notes that write
themselves from your
merged PRs**



THE PROBLEM

Product teams ship every week, but their customers hear about it once a quarter. Release notes get written last, by whoever has time, from memory and a scroll through Slack.

In our 41 customer interviews, PMs said a changelog takes half a day per release. Most teams simply stop publishing one, and churned users cite features that already exist.

4.5 h

PM TIME PER CHANGELOG

62%

TEAMS WITH A STALE CHANGELOG

41

CUSTOMER INTERVIEWS



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Every change a customer cares about already has a written record: the pull request. Shiplog reads merged PRs, groups them by feature, and drafts the customer-facing note before the PM opens a doc.



Merge the PR. **Shiplog writes the note.** You approve it.

Connect

Install the GitHub or GitLab app. Shiplog reads PR titles, labels and descriptions, never source code.

Draft

Each release gets a grouped draft in plain language, with internal-only PRs filtered out by label.

Publish

One click sends it to a hosted changelog page, an in-app widget and the customer email list.



Made with MagicSlides

Traction in 5 months

01

Design partners

23 B2B SaaS teams use Shiplog for every release, 9 of them on paid plans.

02

Time saved

Median time from merge to published note dropped from 6 days to 40 minutes.

03

Pricing

\$49 per month per product, \$199 for teams with multiple repos and SSO.

\$3.1k

MRR

18%

MONTH-ON-MONTH GROWTH

0



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Raising **\$600k pre-seed** to reach \$25k MRR in 12 months.

Product, 50%

Two engineers for Jira and Linear sources, and translated notes for global customers.

Growth, 35%

Founder-led sales to Series A SaaS teams plus a free public changelog tier.

Runway, 15%

18 months of runway. Contact founders@shiplog.example.

