

SAASPOCALYPSE

THE EXIT WINDOW IS CLOSING. WHAT IS YOUR NEXT MOVE?

AI is reshaping SaaS. Boards want results. Investors want an exit.
Practice the decisions that determine who adapts, who survives, and who loses their seat.

3 ROLES

10 DECISIONS

5 CHOICES EACH

BROWSER + OFFLINE

WHAT IT IS

SaaSSpocalypse is a business decision game for founders, marketers, and investors facing AI disruption: pressured SaaS portfolios, delayed exits, and a board demanding results.

Weigh credible strategies under operating constraints. Every call changes simulated valuation, pipeline, competitive edge, efficiency, or investor confidence.

THREE SEATS. SAME CRISIS.

01 / FOUNDER

THE SURVIVAL GAME

Balance product differentiation, commercial resilience, execution, and capital.

02 / MARKETER

ATTACK OF THE BOTS

Build demand, defend trust, and sharpen positioning when AI changes the buying conversation.

03 / INVESTOR

SAVING THE PORTFOLIO

Navigate AI value creation, capital allocation, exits, and fund decisions across PE and VC portfolios.

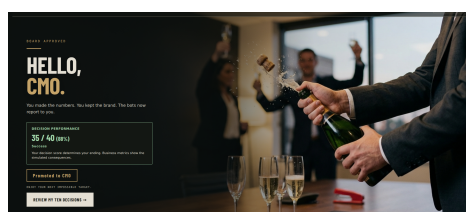
WHO IT IS FOR

SaaS leadership teams, product and growth marketers, PE/VC operating and investment teams, corporate learning programs, and adult business learners. Use it for individual practice or a facilitated discussion of strategic tradeoffs.

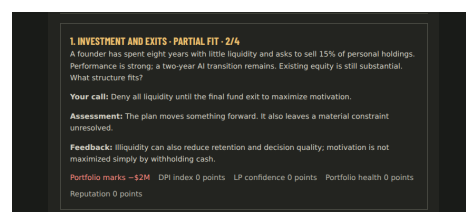
ON SCREEN



Five credible choices. One committed call.



A clear outcome and decision score.



Feedback on your calls, after the run.

WHAT PLAYERS PRACTICE

- Distinguish useful AI transformation from costly AI theater.
- Weigh short-term gains against customer value, durable differentiation, and execution risk.
- Match a strategy to the constraints in the scenario, then use feedback to improve the next call.

COMMIT. REVIEW. PLAY AGAIN.

1 / Make ten calls

Each run draws ten scenarios from a bank of 22 per track. Five plausible answers make the tradeoffs matter.

2 / See how you did

After all ten decisions, review your chosen responses: colored grades, points, explanations, and actual metric gains and losses.

3 / Apply what you learned

Start a full new run with shuffled scenarios and answers. Unchosen answers stay unrevealed. An optional three-question application check follows the review.

A SCORE WITH CONSEQUENCES

30-40 Success

20-29 Moderate success

10-19 Failure

0-9 Severe failure

Decision points determine one of four endings per track. Business metrics illustrate consequences. Results use an authored formative rubric, not a validated proficiency assessment.