ToolGPA

NOVEMBER 2026

LaunchRock

The Insider's Guide

Pre-launch page builder that collects early signups



Every plan, grade, refund rule and rival among website and landing page builders, read from LaunchRock's own pages.

Made by Startups.com LLC · checked Nov 13, 2026 · toolgpa.com

1.4
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from LaunchRock's own pages, its app-store listings and our grades. Every fact in it is on LaunchRock's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.4

GPA, above 0 of the 104 other website and landing page builders we grade

LaunchRock builds single-page launch sites for products that are not out yet. A block-based editor with templates sits next to email capture, surveys and social-sharing tools for gathering a list of early users. It is now sold as part of the Startups.com Startups Unlimited subscription.

To get you started, here are **8 things to know about LaunchRock**, taken from its own pages and our grades.

> "
>
> **It is no longer sold on its own: the pricing page lists only the Startups Unlimited bundle, with no free plan or trial.**
>
> From our report card of LaunchRock

1 **Best for a one-page launch site that collects early sign-ups**

LaunchRock builds single-page launch sites with email capture, surveys and social sharing.

2 **Paid plans start at $20.75 a month**

As its pricing page puts it: $20.75 per month, billed annually ($29 billed monthly).

3 **It runs on Web**

Web.

4 **Block-based page builder**

A drag-and-drop editor with customizable templates for building a launch page without code.

5 **Early signup capture**

Visitors register their email to be notified of launch announcements, building a list before release.

6 **Surveys and social sharing**

Surveys and custom sharing tools let signups give feedback and pass the page on to others.

7 **A 1.4 GPA, above 0 of 104**

That is against the other website and landing page builders we grade, on value, the free plan, features, ease of use and platforms.

8 **You could make this**

What LaunchRock does at its core is templates, forms and surveys, and that is the kind of thing an AI app builder makes well.

LaunchRock at a glance

PRICING
Paid, from $20.75 per month, billed annually ($29 billed monthly)

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Startups.com LLC

CATEGORY
Website & Landing Page Builders

OUR GRADE
1.4 GPA, weak

The report card

Best for a one-page launch site that collects early sign-ups

LaunchRock builds single-page launch sites with email capture, surveys and social sharing. It is no longer sold on its own: the pricing page lists only the

Startups Unlimited bundle, with no free plan or trial.

TOOLGPA REPORT CARD	LaunchRock	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$20.75 a month yearly or $29 monthly, for a bundle that includes the wider Startups.com platform. That is close to the dearer quarter of $22.
Free plan and trial	F	No free plan and no free trial on the pricing page.
Features	D	One narrow job: a single-page launch site with sign-up capture. It does not build multi-page websites.
Ease of use	C	No rating on record. You build the page from blocks and templates.
Platforms and integrations	C	Web only, with no integrations on record.
Grade point average		Weak, out of 4.0 **1.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who LaunchRock is for

- ✓ Fits if you want a one-page site to collect early sign-ups before a launch
- ✓ Works for founders who also want the Startups.com courses in the bundle

Who it is not for

- ✗ Skip it if you want a multi-page site, because LaunchRock builds launch and landing pages only
- ✗ Pricey if you want only the builder: it is not sold alone, only in the Startups Unlimited bundle
- ✗ Skip it if you want to try it first, as no free plan or trial is shown

Good to know

Good for

- ✓ Founders testing demand before a product ships
- ✓ Building an email list ahead of a launch day
- ✓ Teams that also want startup courses and planning tools

Worth knowing

- ⓘ LaunchRock is not sold on its own: the pricing page lists only the Startups Unlimited bundle.
- ⓘ It builds launch and landing pages, not multi-page websites.
- ⓘ The pricing page shows no free plan and no free trial.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$20.75

A month to start

LaunchRock is a paid product, starting at $20.75 per month, billed annually ($29 billed monthly).

> **No free plan and no free trial on the pricing page.**

From our grade for free plan and trial

STARTUPS UNLIMITED MONTHLY

$29

per month, billed monthly

Unlimited launch sites and premium features, bundled with the wider Startups.com platform.

STARTUPS UNLIMITED ANNUAL

$20.75

per month, billed annually ($249 per year)

Same bundle as monthly, billed once a year.

STARTUPS UNLIMITED LIFETIME

$349

one-time

Lifetime access to the same bundle for a single payment.

Read from launchrock.com on Nov 13, 2026.

Ways to pay less

LIFETIME LICENSE

Lifetime access for $349

The pricing page offers lifetime access to Startups Unlimited, which includes LaunchRock, for a single payment.

Stated on launchrock.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Pre-launch page builder that collects early signups. Here is what it does, as its own site describes it, and what it covers: templates, forms, surveys.

> **One narrow job: a single-page launch site with sign-up capture.**

From our grade for features

Block-based page builder

A drag-and-drop editor with customizable templates for building a launch page without code.

Early signup capture

Visitors register their email to be notified of launch announcements, building a list before release.

Surveys and social sharing

Surveys and custom sharing tools let signups give feedback and pass the page on to others.

Unlimited launch sites

The paid plans include any number of launch sites and premium features.

Startups.com education

The subscription also includes the Startups.com courses, master classes and its sister tools Bizplan and Fundable.

Where it runs

Web

What it works with

Its own pages name no integrations.

LaunchRock is made by Startups.com LLC.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

0/104

Other website and landing page builders it is graded above

LaunchRock's GPA of 1.4 is higher than 0 of the 104 other website and landing page builders we grade.

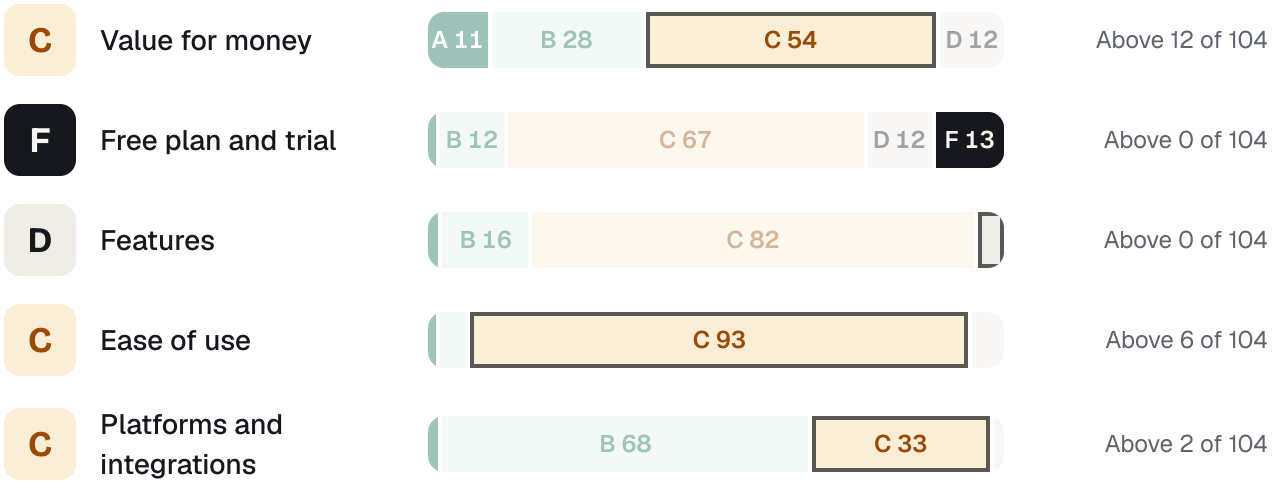
It stands best on value for money (C, above 12 of 104) and worst on free plan and trial (F, above 0).

Its paid plans start at $20.75 a month, against a middle price of $11.50 for the category: 65 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 1.7 out of 4. 61 tools score higher and cost less.

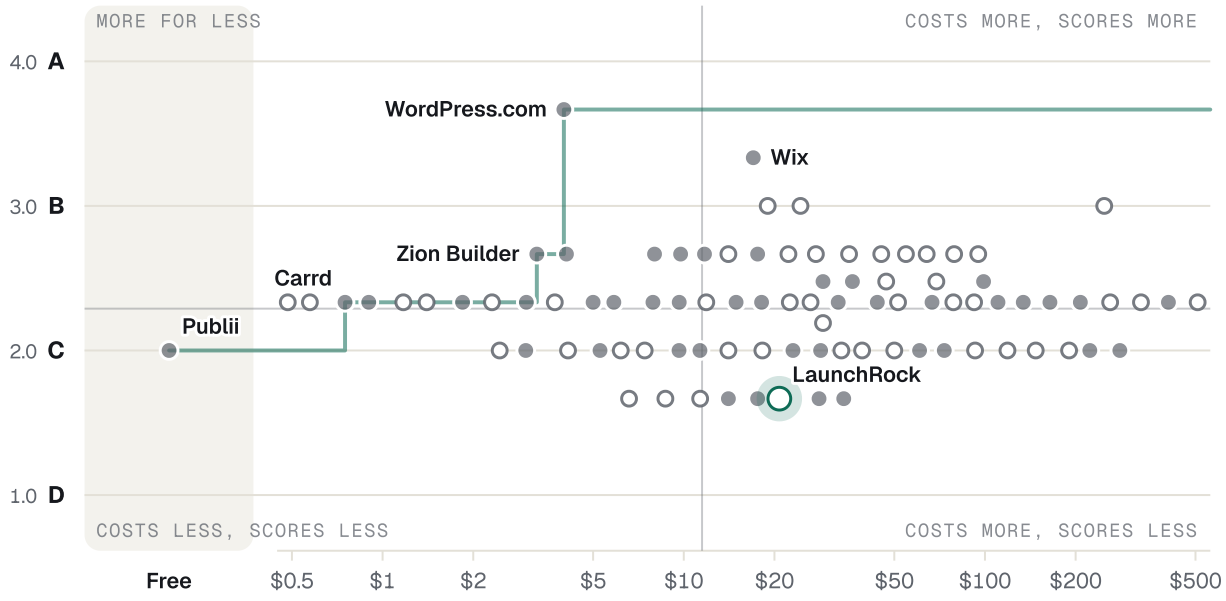
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. LaunchRock's own letter is outlined.



Price against what you get

Each dot is one of 91 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. LaunchRock is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

You could make this

What LaunchRock does at its core is templates, forms and surveys, and that is the kind of thing an AI app builder makes well.

Nothing on its listing is beyond a weekend of building. It costs $249 a year. An AI app builder starts at about $20 a month on our listings, and you only need it while you build.

What you could make

- Templates, forms and surveys: an app builder makes these well.
- It runs in a browser, which is where something home-made would run too.

What this rests on. LaunchRock's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Unbounce, Leadpages, Carrd, Unicorn Platform and Instapage

The 5 tools LaunchRock is most often weighed against, with where each one differs from it.

2.4 GPA

Unbounce

Free trial · from $22/mo

Landing page builder with A/B testing and AI traffic routing.

- LaunchRock also covers surveys.
- Unbounce also covers no-code.

LaunchRock and Unbounce compared in full

2.4 GPA

Leadpages

Free trial · from $29/mo

Landing page builder with AI page creation and A/B testing.

- LaunchRock also covers templates and surveys.
- Leadpages also covers no-code.

LaunchRock and Leadpages compared in full



2.6
GPA

Carrd

Free plan · from $9/yr

One-page website builder with yearly plans from $9.

- Carrd has a free plan. LaunchRock does not.
- LaunchRock also covers surveys.
- Carrd also covers no-code.

LaunchRock and Carrd compared in full



2.4
GPA

Unicorn Platform

Free trial · from $9/mo

AI website builder for startup, app and directory sites.

- LaunchRock also covers surveys.
- Unicorn Platform also covers no-code.

LaunchRock and Unicorn Platform compared in full



2.0
GPA

Instapage

Free trial · from $79/mo

Landing page platform for paid ads with A/B tests and AI copy.

- LaunchRock also covers surveys.
- Instapage also covers no-code.

LaunchRock and Instapage compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is LaunchRock free?

No. LaunchRock is a paid product, starting at $20.75 per month, billed annually ($29 billed monthly).

How much does LaunchRock cost?

LaunchRock lists 3 plans. Startups Unlimited Monthly: $29 per month, billed monthly.

What platforms does LaunchRock work on?

LaunchRock is available on Web.

Does LaunchRock offer any discounts?

LaunchRock publicly lists the following: Lifetime access for $349.

Does LaunchRock have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. LaunchRock is listed for Web.

Does LaunchRock have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. LaunchRock is listed for Web.

Is LaunchRock open source?

LaunchRock is not described as open source on its own site, as read on Nov 13, 2026.

Who makes LaunchRock?

LaunchRock is made by Startups.com LLC.

What are the alternatives to LaunchRock?

The closest alternatives to LaunchRock in our directory are Unbounce, Leadpages, Carrd, Unicorn Platform and Instapage.

How does LaunchRock compare with other website and landing page builders?

LaunchRock's GPA of 1.4 is higher than 0 of the 104 other website and landing page builders we grade.

Is LaunchRock good value for money?

ToolGPA grades LaunchRock C for value for money. Its paid plans start at $20.75 a month, against a middle price of $11.50 for the category: 65 of the 89 others that charge start lower.

Could I make my own version of LaunchRock?

What LaunchRock does at its core is templates, forms and surveys, and that is the kind of thing an AI app builder makes well.

Where this guide comes from

The prices, plans, platforms and features were read from LaunchRock's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from LaunchRock's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Startups.com LLC. Prices change, so check launchrock.com before you buy.

launchrock.com/pricing
launchrock.com/how-it-works
launchrock.com/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

LaunchRock, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/launchrock

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "LaunchRock: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/launchrock
```

Know someone choosing between website and landing page builders?

Send them this guide:
toolgpa.com/tools/launchrock/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after LaunchRock, each with an Insider's Guide of its own.

Website & Landing Page Builders Insider's Guide

Every one of the 106 website and landing page builders we grade, compared

WordPress.com Insider's Guide

Hosted WordPress with themes, plugins and a free plan

3.4 GPA

Zion Builder Insider's Guide

Lightweight visual page builder plugin for WordPress

3.0 GPA

Publii Insider's Guide

Free open-source desktop CMS that publishes static websites

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what LaunchRock's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. LaunchRock is a trademark of its owner, and this guide is not made, paid for or approved by Startups.com LLC. Prices and plans change: check launchrock.com before you buy.