ACTIVATION TEARDOWN

Cal.com

Scheduling infrastructure · cal.com

Observed **20 Nov 2026**
Public pages and docs, no account created
By Subomi Olagoke

Individual sign-up is quick and very well documented. The team trial is where a new owner could pause: a checkout step and invites that count as seats.

What this covers. Observed from public pages, the rendered sign-up page and the Help Desk on 20 Nov 2026. No account was created, so in-product screens are described from the company's own help docs, and onboarding emails were not seen.

SIGN-UP PATH

1. **Homepage: 'Get started'** OBSERVED [1]
   One click from the header or hero to app.cal.com/signup.
2. **Sign-up page: 'Claim cal.com/you'** OBSERVED [3]
   Continue with Google, Continue with Microsoft, Continue with Email, Continue with SAML.
3. **Email path fields** FROM DOCS [4]
   Username, email and password. Short or common usernames are premium and cost a monthly fee.
4. **Onboarding: choose a plan** FROM DOCS [5]
   For personal use (free), With my team, or For my organization, then Continue.
5. **Onboarding: add your details** FROM DOCS [5]
   Profile picture, name, username, bio, with a live preview of the booking page.
6. **Onboarding: connect your calendar** FROM DOCS [5]
   Connect a calendar or click Skip for now. Ends with a welcome message and the dashboard.

WHERE A NEW USER COULD STALL

Team trial meets a checkout before any teammate joins [8] HIGH

Teams shows '*14 day free trial'. Docs say a team that needs a paid plan goes to checkout to finish creating it. Card terms are not stated.

> **Fix.** State on the plan card and the checkout step whether a card is needed and when the first charge happens, plus a reminder before day 14.

Pending invites count as paid seats [9] MEDIUM

Seat billing docs: 'Pending invites count too', and an invited member who hasn't accepted holds a reserved seat that is billed.

> **Fix.** Show seat cost and trial status inline in the invite dialog, so an owner knows exactly what an invite costs before sending it.

Onboarding ends before a link is shared [5] MEDIUM

The onboarding guide ends on a welcome message and the dashboard. Creating and sharing a booking link is covered in a separate guide.

> **Fix.** Make the last onboarding screen show the booking link with a copy button and a 'book a test meeting' option.

Calendar connection can be skipped and forgotten [5] MEDIUM

The calendar step offers 'Skip for now'. Connecting is what lets Cal.com check busy times and prevent double bookings.

> **Fix.** Email accounts with no connected calendar after 24 hours, with one-click connect for Google and Outlook.

TRIAL TERMS

OFFER

Free forever for individuals. Teams $12 and Organizations $28 per user/month (yearly), each with a 14-day free trial [2]

The free plan needs no card (homepage). The pricing page does not say whether the team trial does.

TIME TO FIRST VALUE

FIRST VALUE

First booking link copied and shared

About 5 steps per the docs. Sign up, three onboarding steps the guide says take a few minutes, then share a link, which a separate guide covers [5]

FIRST RUN

EMPTY STATES AND SETUP — FROM THEIR DOCS

Docs say Home opens first, with the Cal.ai agent, suggested prompts and a list of upcoming bookings. A default Working hours schedule already exists. [6]

ONBOARDING EMAILS — NOT OBSERVED

No account was created, so no emails were seen. The Help Desk does not describe an onboarding sequence.

WHAT ALREADY WORKS

- Four sign-up routes, including Google, Microsoft and SAML
- Live booking page preview while filling in details

HOW A SPRINT WOULD MEASURE IT

Share of new team trials that send at least one accepted invite within 7 days, 20% holdout.

~8%	Day 7	37.5%
median B2B free-to-paid conversion within 6 months	where most trial conversions cluster	average SaaS activation rate (product-led: 34.6%)
ChartMogul SaaS Conversion Report	ChartMogul SaaS GTM Report	Userpilot activation benchmark

1. cal.com
2. cal.com/pricing
3. app.cal.com/signup
4. cal.com/help/quick-start/create-account
5. cal.com/help/quick-start/complete-onboarding
6. cal.com/help/quick-start/home-cal-agent
7. cal.com/help/availabilities/availability-dashboard-over...
8. cal.com/help/teams/create-a-team
9. cal.com/help/billing-and-usage/seat-billing

Subomi Olagoke
subomi.net
Measured with Folio