

Open-source LangChain and LangGraph land agent builders for free; LangSmith Developer is \$0 for one seat with 5k base traces/mo; Plus is \$39/seat with 10k traces, Deployment/Engine access, and one free small serverless deploy; LCU at \$1.50 and LSU at \$1.00 meter Fleet, Engine, sandboxes, and extra deploys; Enterprise sells hybrid/self-host, SSO/ABAC/RBAC, and annual invoices — plus a Startup Plan for early-stage teams.

KEY PARTNERS

- Any model provider via LangChain / LangGraph / Gateway (FACT site).
- LangSmith Cloud regions US or EU (FACT pricing hosting table).
- Enterprise Hybrid / Self-Hosted data-plane partners (FACT).
- Remote MCP servers for Fleet tools (FACT pricing FAQ).
- OSS contributor + installer community (350M+ downloads — FACT homepage).**
- Enterprise reference customers / Fortune 10 logos (FACT homepage).

KEY ACTIVITIES

- Maintain LangChain, LangGraph, Deep Agents OSS.
- Ship LangSmith tracing, evals, monitoring, datasets.
- Operate Deployment, Fleet, Engine, Sandboxes, Gateway.
- Price Developer / Plus seats + PAYG traces + LCU/LSU.
- Sell Enterprise hybrid/self-host + Startup Plan.
- Educate** — docs, blog, Interrupt events.

KEY RESOURCES

- LangChain / LangGraph / Deep Agents brand + downloads.
- LangSmith observability, evals, SmithDB (homepage).
- Managed Deployment / Agent Server endpoints (30+).
- Fleet, Engine, Sandboxes, LLM Gateway SKUs.
- US/EU cloud · Hybrid · Self-Hosted options (FACT).
- 7K+ active LangSmith customers (FACT homepage).

VALUE PROPOSITIONS

- Free OSS frameworks for any model provider.
- LangSmith tracing, evals, monitoring, datasets.
- Deploy long-running agents (Agent Server / Studio).
- Fleet no-code agents + Engine autonomous fixes.
- Sandboxes for agent-generated code isolation.
- LLM Gateway** — cost controls, fallbacks, PII redaction.
- Cloud · Hybrid · Self-Hosted packaging.

CUSTOMER RELATIONSHIPS

- Self-serve Developer (\$0) and Plus checkout.
- Published price card + usage calculator.
- Startup Plan application path (FACT FAQ).
- Developer** — community support.
- Plus** — self-serve teams shipping agents.
- Enterprise** — SLA, trainings, deployed engineers (FACT table).

CHANNELS

- Primary** — pip/npm OSS packages + docs.langchain.com.
- langchain.com homepage + /pricing.
- LangSmith cloud signup (Developer/Plus).
- Startup Plan apply CTA (FACT FAQ).
- Contact sales for Enterprise / hybrid.
- Interrupt events + company blog.

CUSTOMER SEGMENTS

- Individual builders on OSS + Developer (1 seat).
- Teams shipping agents on Plus (unlimited seats).
- Early-stage startups on Startup Plan (FACT).
- Enterprises needing hybrid/self-host + SSO.
- Security/ops buyers (Gateway, PII, spend limits).
- Fortune 10 / production agent operators (FACT homepage).

COST STRUCTURE

- R&D** — OSS frameworks + LangSmith SKUs (INFERENCE).
- Tracing/storage/compute COGS behind allotments (INFERENCE from pricing).
- Deployment / sandbox fleet operations.
- Enterprise support, trainings, deployed engineers.
- GTM** — PLG content + enterprise sales (INFERENCE).
- No public LangChain P&L line invented.

REVENUE STREAMS

- OSS frameworks** — \$0 self-host (FACT).
- Developer** — \$0/seat · 1 seat · 5k traces then PAYG (FACT).
- Plus** — \$39/seat · 10k traces · 1 free Small serverless (FACT).
- Meters** — LCU \$1.50 · LSU \$1.00 · traces PAYG (FACT FAQ).
- Fleet allowances 5 LCU (Dev) / 25 LCU (Plus) then bill (FACT).
- Startup Plan** — discounted + extra free traces (FACT FAQ).
- Enterprise** — custom annual · hybrid/self-host (FACT).