



JMR ADVANCED TECHNICAL COMPUTER SOLUTIONS

# CloseCraft AI

## Complete Business Report

Pricing, Unit Economics, Competitive Analysis  
& Go-to-Market Strategy



## The AI Sales Proposal Engine

**COGS per proposal:** \$0.015 – \$0.33  
**Gross margin:** 80% – 100%  
**Break-even:** 5 paying customers  
**TAM (Smart Garden):** \$9.2B by 2033

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# 1. Executive Summary

CloseCraft AI is an AI-powered sales proposal engine that automates the entire pipeline from sales call recording through prospect research to finished, financially-optimized proposal generation. Unlike meeting note-takers like Granola (\$1.5B valuation, \$192M raised), CloseCraft doesn't stop at "what was said"—it tells the sales rep **what to sell, for how much, and how to close**.

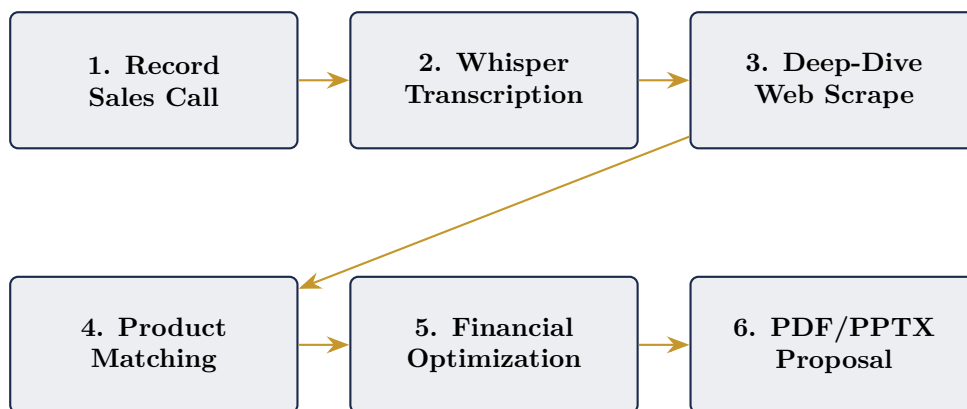
## 1.1 The Business at a Glance

Metric	Value
Product	AI sales proposal automation engine
Revenue Model	SaaS — per-seat monthly subscription
Pricing	\$19/mo (Lite)   \$59/mo (Pro)   \$119/mo (Enterprise)
COGS per customer	\$0.00 – \$23.89/month depending on tier
Gross Margin	80% – 100% across all tiers
Break-Even	5 paying customers (at \$59/mo Pro tier)
Infrastructure Cost	\$12.99/month (Hostinger VPS)
Primary Competitor	Granola AI (\$14–35/user/mo, \$1.5B valuation)
Key Differentiator	Full proposal generation vs. meeting notes only

### CORE THESIS

AI API costs have collapsed to the point where generating a full sales proposal—including web scraping, competitive analysis, product matching, and financial optimization—costs between **\$0.015 and \$0.33**. This makes it economically viable to offer AI-generated proposals as a \$19–119/month SaaS product with margins exceeding 80%.

## 2. Product Overview — How CloseCraft Works



### 2.1 Six-Stage Pipeline

#	Stage	What Happens	Technology
1	<b>Record Sales Call</b>	System audio loopback captures both sides of Teams/Zoom/Meet call—no bot visible	Electron + WASAPI
2	<b>Transcription</b>	Audio transcribed to text in real-time or post-call	Groq Whisper
3	<b>Deep-Dive Scrape</b>	Prospect’s website scraped for company intel, services, team, tech stack	Cheerio + Axios
4	<b>Product Matching</b>	AI matches prospect needs against seller’s price sheet; catches off-grid products rep would miss	OpenRouter LLM
5	<b>Financial Optimization</b>	Deal sized with discount tiers, margin calculation, labor hours, timeline, and sales rep commission	Node.js engine
6	<b>Proposal Output</b>	Professional PDF and PowerPoint generated with full pricing, competitive analysis, closing strategy	PDFKit + PptxGenJS

### 2.2 Unique Engine Features

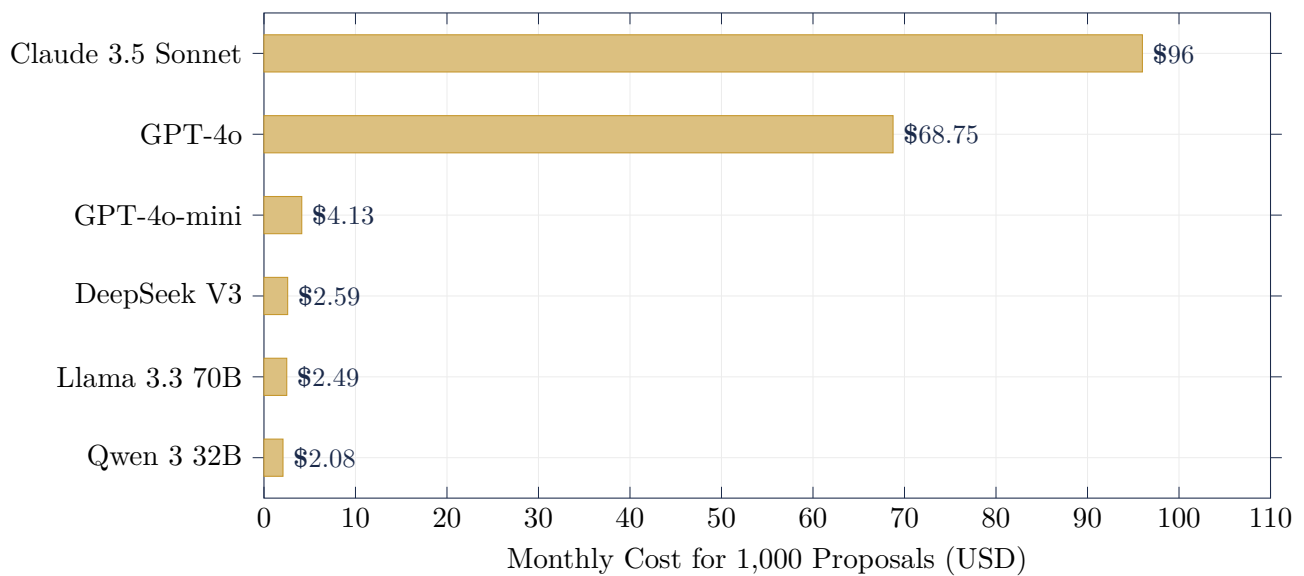
- **Offer Grid Awareness:** The AI knows which products the rep typically pitches vs. which they forget. It flags “off-grid” products the transcript reveals the client needs.
- **Commission Calculator:** Instantly shows the rep their tiered commission, SPIFF bonuses, multi-product accelerators, and new logo bonus for each deal.
- **Budget Estimation:** AI estimates the prospect’s company size, annual revenue, and likely budget range from website data and conversation signals.
- **Closing Strategy:** Generates approach recommendation (consultative/value/urgency), key opening message, objection handling scripts, and next steps.

### 3. AI Token Economics

Each proposal requires 3 sequential AI calls totaling approximately 14,000 tokens:

AI Call	Input	Output	Total
Call 1: Deep-dive website analysis	4,000	2,000	6,000
Call 2: Product match + financial optimization	3,500	1,500	5,000
Call 3: Closing strategy + objection handling	2,000	1,000	3,000
<b>Total per proposal</b>	<b>9,500</b>	<b>4,500</b>	<b>14,000</b>

#### 3.1 Cost Per 1,000 Proposals by Model



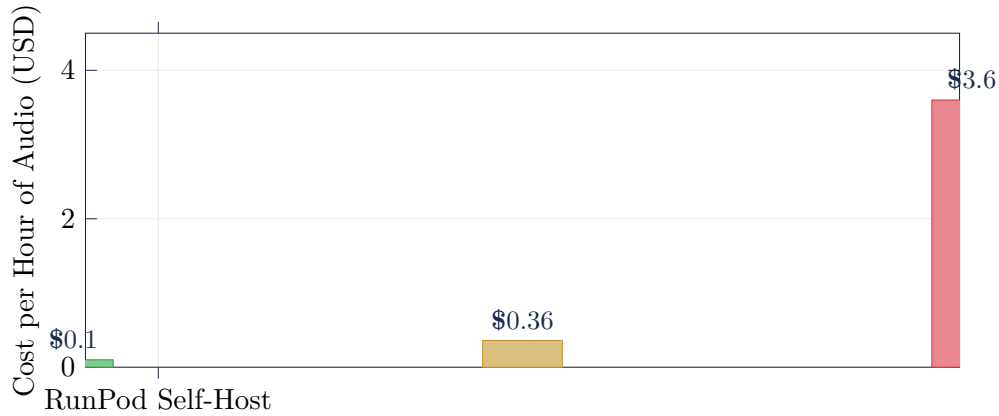
#### KEY INSIGHT

**Even Claude 3.5 Sonnet**—the most expensive model available—costs only **\$0.096 per proposal**. Budget models like Qwen 3 32B cost **\$0.002 per proposal**. AI inference is effectively free at this scale.

## 4. Complete Cost Stack — Per Customer Per Month

### 4.1 Cost Breakdown by Service

#### 4.1.1 Transcription — The Dominant Cost



#### COST DRIVER

Transcription represents **83% of total COGS** for audio-enabled tiers. The choice between Groq Whisper (\$0.36/hr) and OpenAI Whisper (\$3.60/hr) is the single most impactful cost decision. **Always use Groq or self-hosted RunPod.**

#### 4.1.2 Infrastructure — Fixed Costs

Component	Provider	Monthly
App Server (2 vCPU, 8GB RAM, 100GB)	Hostinger VPS KVM 2	\$8.99
MySQL Database	Same VPS	\$0.00
Redis Cache	Same VPS	\$0.00
Domain	Hostinger	\$1.00
SSL Certificate	Let's Encrypt	\$0.00
CDN	Cloudflare Free	\$0.00
File Storage (S3-compatible)	Backblaze B2	\$3.00
Monitoring	UptimeRobot Free	\$0.00
PDF Generation	PDFKit (on server)	\$0.00
PowerPoint Generation	PptxGenJS (on server)	\$0.00
Email (transactional)	JMR TechNet API	\$0.00
<b>Total Fixed Infrastructure</b>		<b>\$12.99/mo</b>

# 5. Pricing Architecture



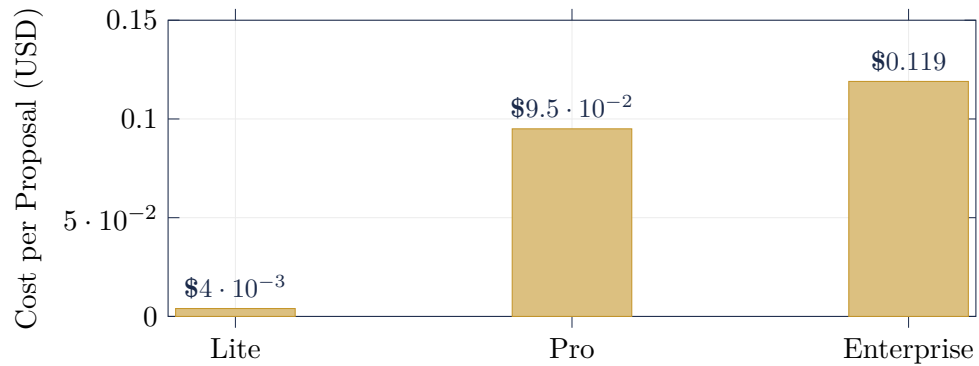
## 5.1 Three-Tier Model

	LITE (BYOK)	PRO	ENTERPRISE
<b>Price</b>	\$19/mo	\$59/mo	\$119/mo
<b>Proposals</b>	50/month	100/month	Unlimited
<b>Audio Hours</b>	0 (text/paste only)	25 hours	50 hours
<b>AI API</b>	BYOK (user pays)	We provide	We provide
<b>Transcription</b>	BYOK (user pays)	We provide (Groq)	We provide (Groq)
<b>Web Scraping</b>	DIY (our scraper)	DIY (our scraper)	Tavily premium
<b>CRM Integration</b>	Zapier webhook	Zapier webhook	Native SF/HubSpot
<b>PDF Output</b>	✓	✓	✓
<b>PPTX Output</b>	—	✓	✓
<b>Commission Calc</b>	✓	✓	✓
<b>Priority Support</b>	—	—	✓

### 5.2 Per-Customer COGS by Tier

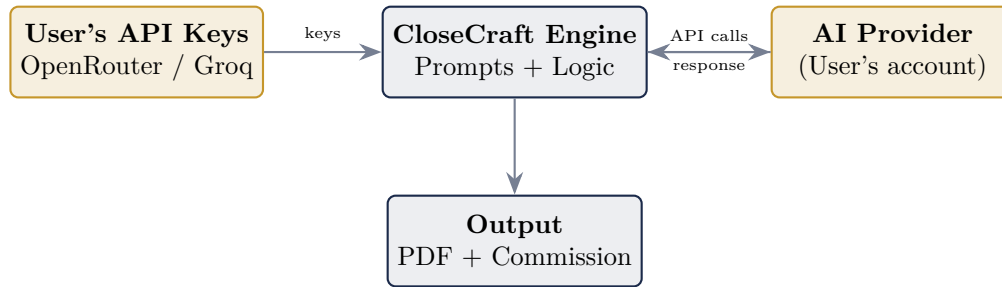
Cost Line	Lite \$19	Pro \$59	Enterprise \$119
AI API (GPT-4o-mini)	\$0.00 (BYOK)	\$0.41	\$0.82
Transcription (Groq)	\$0.00 (BYOK)	\$9.00	\$18.00
Web Scraping	\$0.00	\$0.00	\$5.00
Audio Storage (S3)	\$0.00	\$0.04	\$0.07
Text + PDF Storage	\$0.00	\$0.00	\$0.00
Doc Generation	\$0.00	\$0.00	\$0.00
CRM Integration	\$0.00	\$0.00	\$0.00
<b>TOTAL COGS</b>	<b>\$0.00</b>	<b>\$9.45</b>	<b>\$23.89</b>
<b>GROSS PROFIT</b>	<b>\$19.00</b>	<b>\$49.55</b>	<b>\$95.11</b>
<b>GROSS MARGIN</b>	<b>100%</b>	<b>84%</b>	<b>80%</b>

### 5.3 Per-Proposal Cost



## 6. BYOK (Bring Your Own Key) Architecture

The Lite tier operates on the BYOK model: the customer provides their own API keys, and all inference costs are borne by the customer rather than CloseCraft.



Service	Who Pays (BYOK)	Who Pays (Pro+)
AI Inference	Customer	CloseCraft
Transcription	Customer	CloseCraft
Web Scraping	CloseCraft (free)	CloseCraft
PDF/PPTX Gen	CloseCraft (free)	CloseCraft
CRM Push	Free API calls	Free API calls

### WHY BYOK IS STRATEGIC

- Zero COGS** — every Lite dollar is pure profit
- Lower price point** — \$19 is below Granola’s \$14 adjusted for value
- No billing risk** — if a user generates 500 proposals, it’s their API bill
- Developer trust** — technical users prefer controlling their own keys
- Natural upgrade path** — users get tired of managing keys, upgrade to Pro

## 7. Competitive Analysis — CloseCraft vs. Granola AI



### 7.1 Company Comparison

	Granola AI	CloseCraft AI
<b>Valuation</b>	\$1.5 billion	Pre-launch
<b>Total Funding</b>	\$192M (Series C)	Bootstrapped
<b>Investors</b>	Index Ventures, Kleiner Perkins	—
<b>Pricing</b>	\$14–35/user/mo	\$19–119/user/mo
<b>Target User</b>	Anyone in meetings	Sales reps specifically
<b>SOC 2 Compliant</b>	Yes	Roadmap

## 7.2 Feature Comparison

Feature	Granola	CloseCraft
Bot-free system audio capture	✓	✓
Meeting transcription	✓	✓
AI meeting summary	✓	✓
Custom templates	✓	✓
CRM integration	✓	✓
Multi-language	✓	✓
Zapier integration	✓	✓
Prospect website deep-dive scraping	✗	✓
Product/price sheet matching	✗	✓
Financial proposal generation (PDF/PPTX)	✗	✓
Sales rep commission calculator	✗	✓
Offer grid + missed opportunity alerts	✗	✓
Competitive analysis engine	✗	✓
Client budget estimation	✗	✓
Closing strategy + objections	✗	✓
BYOK model	✗	✓

**Granola answers: “What did we talk about?”**

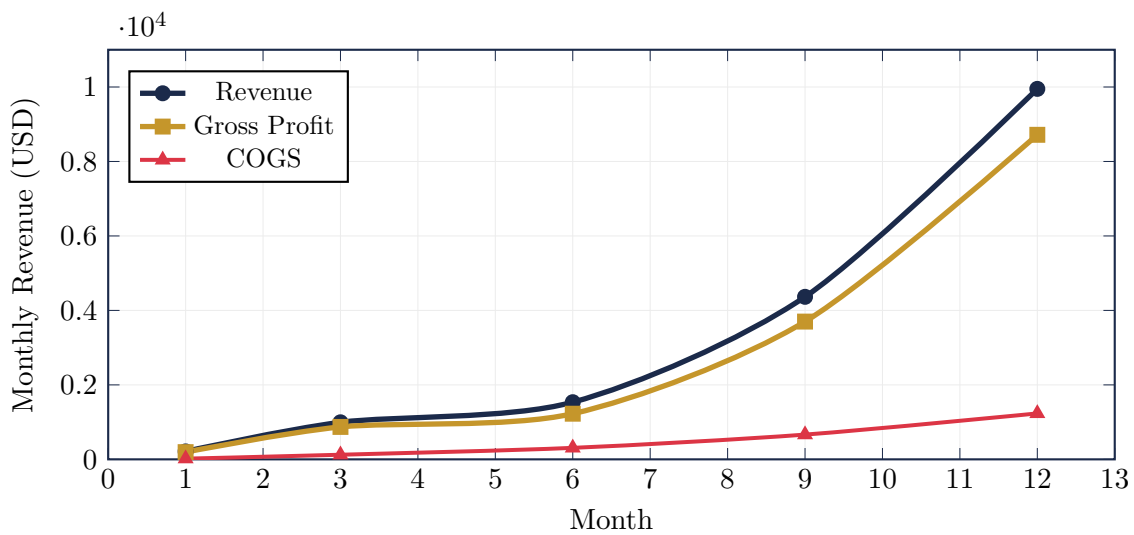
**CloseCraft answers: “What should I sell them, for how much, and how do I close?”**

## 8. Revenue Projections

### 8.1 Year 1 Growth Model

Assuming organic growth from launch with modest customer acquisition:

Month	Lite	Pro	Ent.	Revenue	COGS	Profit
1	5	2	0	\$213	\$19	\$194
3	15	8	2	\$995	\$124	\$871
6	40	20	5	\$1,535	\$309	\$1,226
9	80	45	10	\$4,365	\$665	\$3,700
12	150	80	20	\$9,950	\$1,234	\$8,716



### 8.2 At Scale: 1,000 Customers

Mix	Revenue	COGS	Profit	Margin
500 Lite, 350 Pro, 150 Ent	\$48,960/mo	\$6,892	\$42,068	86%
<b>Annual</b>	<b>\$587,520</b>	<b>\$82,704</b>	<b>\$504,816</b>	<b>86%</b>

## 9. CRM Integration Architecture

### 9.1 What Gets Pushed to the CRM

CloseCraft put	Out-	Salesforce Object	HubSpot Object
Company + web- site		Account	Company
Contact name + email		Contact	Contact
Call transcript + notes		Activity / Task	Engagement (Note)
Proposal PDF		File → Opportunity	File → Deal
Deal value + products		Opportunity + Line Items	Deal + Line Items
Next steps follow-ups	/	Task (assigned to rep)	Task (assigned to rep)

### 9.2 Integration Methods by Tier

Method	How It Works	CRMs Sup- ported	Our Cost
Zapier Web- hook	POST JSON to Zapier → routes to any CRM	500+	\$0.00
Native Hub- Spot	Direct REST API via OAuth2	HubSpot	\$0.00
Native Sales- force	JWT Bearer OAuth2 flow	Salesforce	\$0.00
Pipedrive API	Direct REST via API key	Pipedrive	\$0.00

#### ZERO-COST INTEGRATIONS

All CRM APIs are free to call. HubSpot includes API access in every plan. Salesforce includes it in Enterprise+. The Zapier webhook approach is a single outbound POST—no Zapier subscription needed on our end (the customer uses their own Zapier account if they want it).

## 10. Technical Architecture

## 10.1 Desktop Application (Electron)

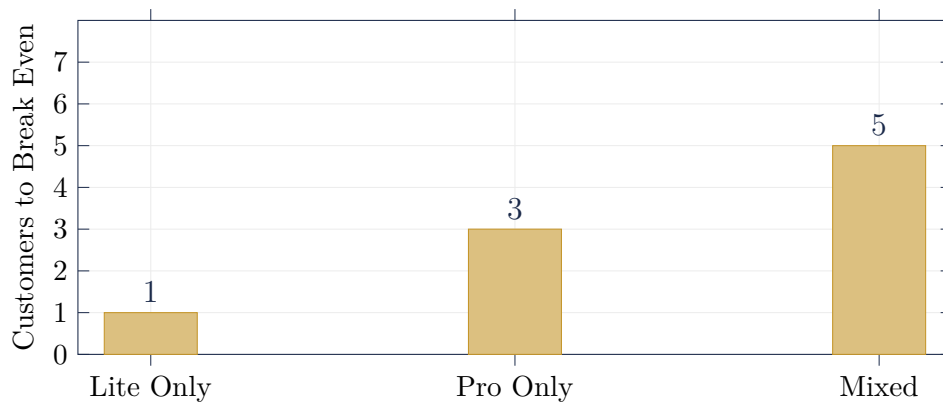
Component	Technology	Purpose
Shell	Electron	Cross-platform desktop app
Audio Capture	WASAPI Loop-back	Capture Teams/Zoom system audio
Frontend	Vite + Vanilla JS	Fast, lightweight UI
Canvas Designer	Fabric.js	Visual proposal builder (future)

## 10.2 Backend (Node.js)

Component	Technology	Purpose
Server	Node.js + Express	API routes, auth, file serving
Database	MySQL	Users, proposals, price sheets, config
Cache	Redis	Session management, rate limiting
AI Gateway	OpenRouter API	Multi-model routing (100+ models)
Transcription	Groq Whisper API	Fast, cheap speech-to-text
Scraper	Cheerio + Axios	Prospect website intelligence
PDF Engine	PDFKit	Professional proposal PDFs
PPTX Engine	PptxGenJS	PowerPoint proposal decks
Hosting	Hostinger VPS	\$8.99/mo production server

## 11. Break-Even Analysis & Risk Assessment

### 11.1 Break-Even by Scenario



Scenario	COGS	Price/User	Break-Even
All Lite (BYOK)	\$12.99 infra	\$19/user	<b>1 customer</b>
All Pro	\$12.99 + COGS	\$59/user	<b>3 customers</b>
Realistic mix	\$12.99 + COGS	Blended	<b>5 customers</b>

### 11.2 Risk Matrix

Risk	Impact	Likelihood	Mitigation
AI API price increase	Medium	Low	Multi-provider via OpenRouter; switch models instantly
Granola adds proposals	High	Medium	First-mover advantage; deeper sales focus
Rate limit throttling	Medium	Medium	BYOK model offloads to customer keys
CRM API changes	Low	Low	Zapier as universal fallback
Audio capture blocked by OS	Medium	Low	WASAPI is stable Windows API; no OS changes planned
Data privacy / GDPR	High	Medium	All processing on user device; SOC 2 roadmap

## 12. Conclusion

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CloseCraft AI is a zero-to-low-COGS SaaS business  
with 80–100% gross margins,  
a 1–5 customer break-even point,  
and a differentiated position in a \$1.5B+ validated market.

## 12.1 Key Numbers Summary

Metric	Value
Cost per AI proposal	\$0.004 – \$0.12
Cost per audio hour (transcription)	\$0.10 – \$0.36
Total monthly infrastructure	\$12.99
Lite tier COGS per customer	\$0.00 (BYOK)
Pro tier COGS per customer	\$9.45
Enterprise COGS per customer	\$23.89
Lite gross margin	100%
Pro gross margin	84%
Enterprise gross margin	80%
Break-even point	1–5 customers
Year 1 revenue (250 customers)	\$9,950/month
At 1,000 customers	\$587,520/year
Closest competitor valuation	Granola: \$1.5 billion

This report was generated by CloseCraft AI  
JMR Advanced Technical Computer Solutions  
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