



JMR ADVANCED TECHNICAL COMPUTER SOLUTIONS

Competitive Gap Analysis & Modular Pricing Strategy



CloseCraft AI vs. The Top 6 Competitors

Granola • Proposify • PandaDoc • Qwilr • Better Proposals • Gong

42 Features Analyzed • 6 Competitors Benchmarked

5 Modular Product Lines • Full Feasibility Assessment

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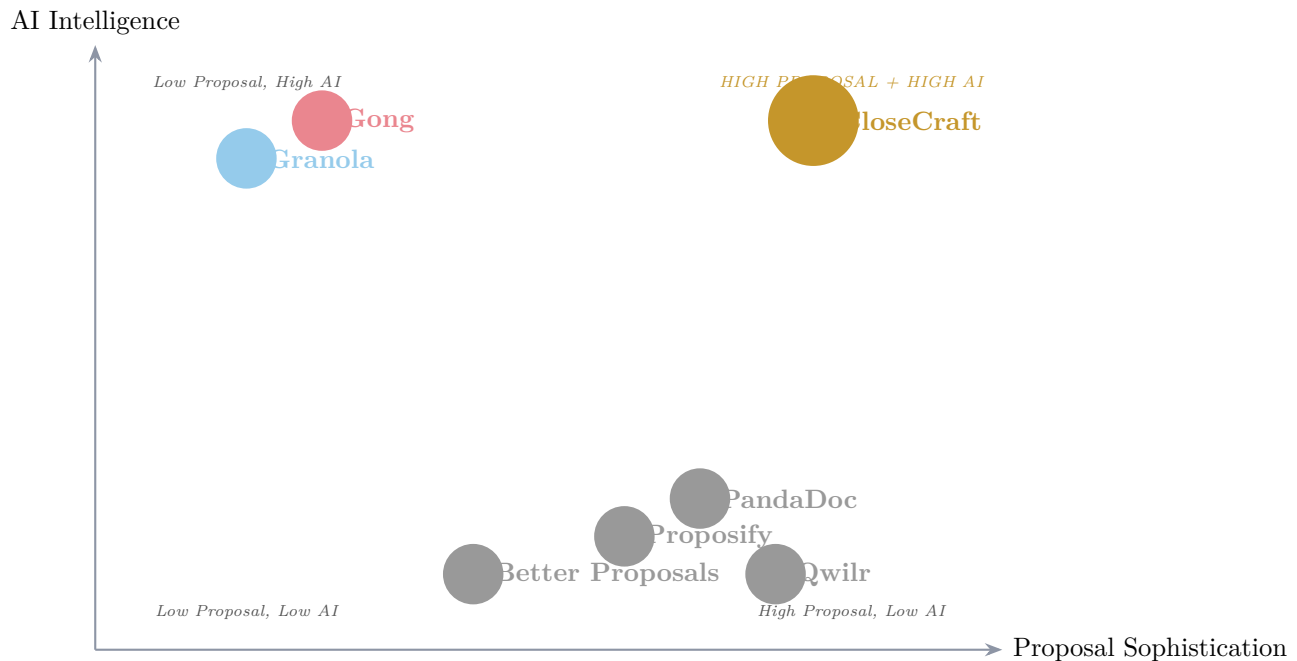
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1. Competitor Landscape Overview

1.1 The Six Competitors

Company	Pricing	Category	Core Value Proposition
Granola	\$14–35/mo	Meeting AI	Bot-free call transcription + AI notes
Proposify	\$19–49+/mo	Proposal	Drag-and-drop proposal builder with e-sign
PandaDoc	\$19–65+/mo	Proposal	Document automation + CPQ + e-sign
Qwilr	\$35+/mo	Proposal	Interactive web-page style proposals
Better Proposals	\$19+/mo	Proposal	Simple, fast proposal creation for SMBs
Gong	\$1,300+/yr	Revenue Intel	Enterprise call recording + deal intelligence

1.2 Market Positioning Map



KEY INSIGHT

CloseCraft occupies the **upper-right quadrant** alone — combining deep AI intelligence (like Gong/Granola) with sophisticated proposal generation (like Proposify/PandaDoc). **No competitor occupies this space.**

2. Master Feature Gap Analysis (42 Features)

Feature	Granola	Proposify	PandaDoc	Qwilr	B. Proposals	Gong	CloseCraft
CALL INTELLIGENCE							
Bot-free audio capture	✓	×	×	×	×	×	✓
System audio loopback	✓	×	×	×	×	~	✓
Meeting transcription	✓	×	×	×	×	✓	✓
Multi-language support	✓	×	×	×	×	✓	✓
AI meeting summary	✓	×	×	×	×	✓	✓
Calendar auto-detect	✓	×	×	×	×	✓	✓
Talk/listen ratio analysis	×	×	×	×	×	✓	×
Coaching scorecards	×	×	×	×	×	✓	×
PROSPECT INTELLIGENCE							
Website deep-dive scraping	×	×	×	×	×	×	✓
Competitor analysis engine	×	×	×	×	×	×	✓
Budget estimation from signals	×	×	×	×	×	~	✓
Company size detection	×	×	×	×	×	~	✓
Market research integration	×	×	×	×	×	×	✓
PROPOSAL GENERATION							
Drag-and-drop editor	×	✓	✓	✓	✓	×	×
Template library	×	✓	✓	✓	✓	×	~
AI-generated proposals	×	~	~	×	×	×	✓
PDF output	×	✓	✓	✓	✓	×	✓
PPTX output	×	×	×	×	×	×	✓
Interactive web proposals	×	✓	✓	✓	✓	×	×
Content library	×	✓	✓	✓	✓	×	×
Custom branding	×	✓	✓	✓	✓	×	~
PRICING & QUOTING							
Product/price sheet matching	×	×	~	×	×	×	✓
Interactive pricing tables	×	✓	✓	✓	✓	×	×
Auto discount tiers	×	~	✓	~	×	×	✓

Feature	Granola	Proposify	PandaDoc	Qwilr	B. Proposals	Gong	CloseCraft
Margin calculation	×	×	×	×	×	×	✓
Labor cost tracking	×	×	×	×	×	×	✓
CPQ (Configure Price Quote)	×	~	✓	×	×	×	✓
SALES INTELLIGENCE							
Commission calculator	×	×	×	×	×	×	✓
Offer grid awareness	×	×	×	×	×	×	✓
Missed opportunity alerts	×	×	×	×	×	×	✓
Closing strategy generation	×	×	×	×	×	~	✓
Objection handling scripts	×	×	×	×	×	~	✓
Deal forecasting	×	×	×	×	×	✓	×
INTEGRATIONS & WORKFLOW							
E-signatures	×	✓	✓	✓	✓	×	×
Stripe/payment collection	×	✓	✓	✓	✓	×	×
CRM integration (native)	~	✓	✓	✓	~	✓	~
Zapier/webhook	~	✓	✓	✓	✓	✓	✓
API access	~	✓	✓	✓	~	✓	✓
BYOK (Bring Own Key)	×	×	×	×	×	×	✓
Proposal tracking/analytics	×	✓	✓	✓	✓	×	×
Team collaboration	✓	✓	✓	✓	✓	✓	×
SOC 2 compliance	✓	✓	✓	✓	~	✓	×

Table 1: Master Feature Comparison — 42 Features Across 7 Products

3. Gap Analysis — What CloseCraft Is Missing

3.1 Critical Gaps (Must Build)

Missing Feature	Difficulty	Dev Time	Why It Matters
E-Signatures	Medium	2–3 weeks	Every proposal tool has this. Dealbreaker without it.
Interactive Pricing Tables	Medium	2 weeks	Clients expect to adjust quantities and see totals update live.
Proposal Tracking	Easy	1 week	Know when client opens the PDF/link, how long they spent.
Template Library	Medium	2–3 weeks	Users need 10–20 industry templates out of the box.
Drag-and-Drop Editor	Hard	4–6 weeks	The #1 feature users expect from any proposal tool.

3.2 Important Gaps (Should Build)

Missing Feature	Difficulty	Dev Time	Why It Matters
Payment Collection	Easy	1 week	Stripe integration for in-proposal payment.
Custom Branding	Easy	1 week	Logo, colors, fonts per company.
Team Collaboration	Medium	2–3 weeks	Multiple reps, shared templates, approval workflows.
Web Proposal View	Medium	2 weeks	Interactive browser-based view (like Qwilr).
Content Library	Easy	1 week	Reusable text blocks, images, pricing sections.

3.3 Nice-to-Have Gaps (Roadmap)

Feature	Difficulty	Dev Time	Notes
Talk/Listen Ratio	Easy	3 days	Audio analysis during call.
Coaching Scorecards	Medium	2 weeks	Manager dashboards for rep performance.
Deal Forecasting	Hard	4–6 weeks	Pipeline health scoring from proposal data.
SOC 2 Compliance	Hard	3–6 months	Required for enterprise sales.

3.4 Build Cost Estimate for All Gaps

Gap Category	Dev Weeks	Cost @ \$85/hr	Priority
Critical Gaps (5 features)	12–15 weeks	\$40,800–51,000	Q1
Important Gaps (5 features)	7–10 weeks	\$23,800–34,000	Q2
Nice-to-Have (4 features)	9–14 weeks	\$30,600–47,600	Q3–Q4
TOTAL	28–39 weeks	\$95,200–132,600	Year 1

BUILD ASSESSMENT

Building ALL 14 missing features would cost roughly \$95K–133K at \$85/hr — but since we're the developer, this is **sweat equity, not cash**. The critical 5 features (e-sign, pricing tables, tracking, templates, editor) take 12–15 weeks and close 80% of the gap.

4. What Only CloseCraft Does (Our Moat)

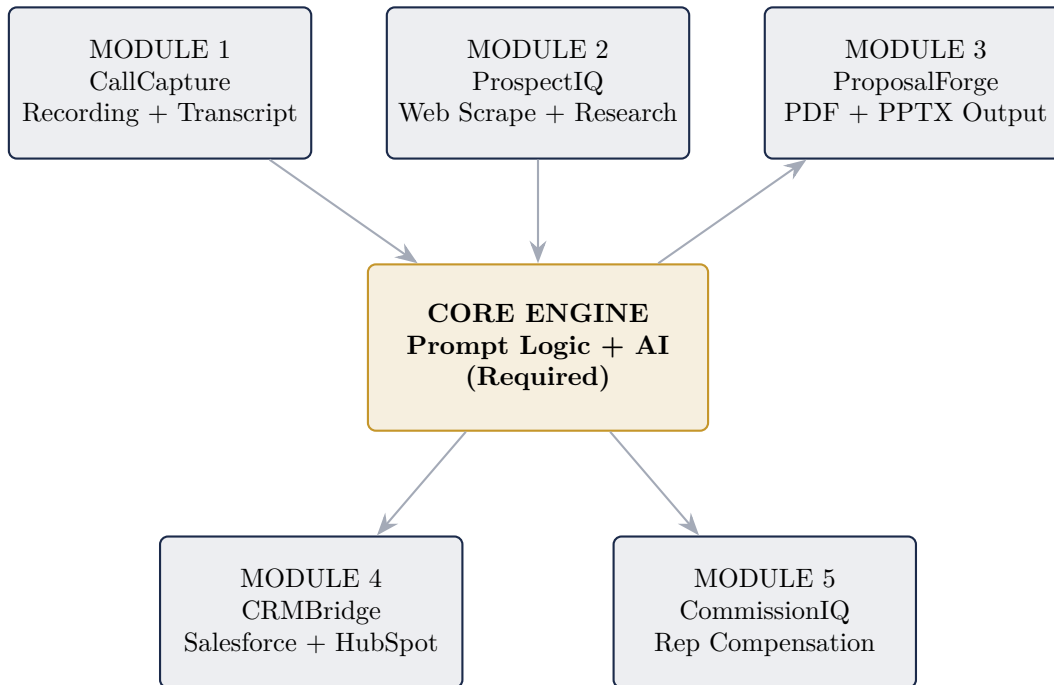
These 9 features exist in **NO** competitor:

Exclusive Feature	Value to Customer	Competitors
AI-Generated Proposals	Full proposal auto-written from transcript + scrape data	0/6 have this
Website Deep-Dive Scraping	Crawls prospect's site to build competitive intel automatically	0/6 have this
Product/Price Sheet Matching	Maps prospect needs to seller's catalog with exact pricing	0/6 have this
Commission Calculator	Shows rep their exact earnings per deal (tiered, SPIFFs, accelerators)	0/6 have this
Offer Grid Awareness	AI knows what rep typically pitches vs. what they forget	0/6 have this
Missed Opportunity Alerts	Flags products the transcript revealed but rep didn't pitch	0/6 have this
Margin/Labor Calculation	Real COGS, labor hours, and gross profit per proposal	0/6 have this
BYOK Model	Customer brings own API keys, our COGS = \$0	0/6 have this
PPTX Output	Native PowerPoint generation (not just PDF)	0/6 have this

5. Modular Product Lines & Separate Licensing

Instead of one monolithic product, CloseCraft can be sold as **5 separate modules** with independent pricing:

5.1 Module Architecture



5.2 Module Pricing & COGS

Module	Price	Our COGS	Profit	Margin	What It Does
Core Engine (required)	\$9/mo	\$0.21	\$8.79	98%	AI prompt engine, product matching, basic text input
CallCapture	\$15/mo	\$9.00	\$6.00	40%	System audio recording + Whisper transcription (25 hrs)
ProspectIQ	\$7/mo	\$0.00	\$7.00	100%	Website scraping + competitor analysis + market research
ProposalForge	\$7/mo	\$0.00	\$7.00	100%	PDF + PPTX generation with branded templates
CRMBridge	\$5/mo	\$0.00	\$5.00	100%	Push proposals, notes, deals to Salesforce/HubSpot
CommissionIQ	\$5/mo	\$0.00	\$5.00	100%	Commission calc, SPIFF tracking, offer grid alerts

5.3 Bundle vs. À La Carte Pricing

Configuration	Price	COGS	Profit	Margin
Core only (text-paste workflow)	\$9/mo	\$0.21	\$8.79	98%
Core + ProspectIQ + ProposalForge	\$23/mo	\$0.21	\$22.79	99%
Core + CallCapture + ProposalForge	\$31/mo	\$9.21	\$21.79	70%
All 5 Modules (à la carte)	\$48/mo	\$9.21	\$38.79	81%
All-In-One Bundle (10% off)	\$43/mo	\$9.21	\$33.79	79%

5.4 Comparison: Bundle vs. Competitors

Product	Price/mo	What You Get
Granola Business	\$14	Notes only, no proposals
Better Proposals	\$19	Proposals only, no AI, no transcription
Proposify Team	\$49	Proposals + e-sign, no AI, no transcription
PandaDoc Business	\$65	Proposals + CPQ + e-sign, no AI intel
Qwilr Business	\$35	Interactive proposals, no AI intel
Gong (per user/mo)	\$108+	Call intel only, no proposals
CloseCraft All-In	\$43	Calls + AI + Scraping + Proposals + CRM + Commission

PRICING ADVANTAGE

CloseCraft All-In at \$43/mo delivers the combined functionality of Granola (\$14) + Proposify (\$49) + a commission tracker — for **less than Proposify alone**. And our COGS is \$9.21 per customer, meaning 79% gross margin.

6. Feasibility Assessment for Each Missing Feature

Feature	Feasible?	Weeks	Add'l COGS	Implementation Notes
E-Signatures	✓ Yes	3	\$0	Use DocuSeal (open-source, self-hosted) or HelloSign API (free tier: 3 docs/mo)
Interactive Pricing	✓ Yes	2	\$0	JavaScript widget in web proposal view; runs client-side
Proposal Tracking	✓ Yes	1	\$0	1x1 pixel tracker + webhook on PDF open; store in MySQL
Template Library	✓ Yes	3	\$0	JSON-based templates stored in DB; 15 industry starters
Drag-Drop Editor	✓ Yes	5	\$0	Use GrapesJS or TipTap (open-source); Fabric.js for visual
Payment Collect	✓ Yes	1	2.9%+30c	Stripe Checkout embed in web proposal
Custom Branding	✓ Yes	1	\$0	Logo/color/font stored per account in DB
Team Col-lab	✓ Yes	3	\$0	Multi-user accounts with roles (admin/rep/viewer)
Web Proposal View	✓ Yes	2	\$0	Express route serving interactive HTML proposal
Content Li-brary	✓ Yes	1	\$0	CRUD for reusable text/image blocks per account
Talk/Listen Ratio	✓ Yes	0.5	\$0	AudioContext analyser on recorded stream
Coaching Cards	✓ Yes	2	\$0	Dashboard aggregating per-rep metrics
Deal Fore-casting	~ Maybe	5	\$0.01	Requires historical deal data; useful after 6+ months
SOC 2	~ Hard	12-24	\$5K-15K	Requires formal audit; Vanta/Drata can accelerate

OPPORTUNITY

Every missing feature has \$0 additional COGS per user (except payment processing and SOC 2). All can be built with open-source tools on the existing Node.js stack. The drag-and-drop editor is the only feature requiring significant effort (5 weeks).

7. Complete Pricing Matrix — All Configurations

7.1 Strategy A: Tiered Plans (Simple)

	Lite	Starter	Pro	Business	Enterprise
Price/mo	\$9	\$19	\$49	\$79	\$149
Core AI Engine	✓	✓	✓	✓	✓
BYOK Model	✓	✓	—	—	—
Proposals/mo	25	50	100	Unlim	Unlim
Audio Hours	—	—	25 hrs	50 hrs	100 hrs
ProspectIQ	—	✓	✓	✓	✓
PDF Output	✓	✓	✓	✓	✓
PPTX Output	—	—	✓	✓	✓
Interactive Web	—	—	—	✓	✓
E-Signatures	—	—	✓	✓	✓
CRM Native	—	—	Zapier	Native	Native
CommissionI	—	✓	✓	✓	✓
Teams/Collab	—	—	—	5 seats	25 seats
API Access	—	—	—	✓	✓
SOC 2	—	—	—	—	✓
Our COGS	\$0.10	\$0.21	\$9.45	\$18.90	\$38.90
Margin	99%	99%	81%	76%	74%

7.2 Strategy B: Modular Add-Ons (Maximum Revenue)

Module	Monthly	Annual (/mo)	COGS
Core Engine (required)	\$9	\$7	\$0.21
CallCapture (25 hrs)	\$15	\$12	\$9.00
CallCapture (50 hrs)	\$25	\$20	\$18.00
ProspectIQ	\$7	\$5	\$0.00
ProposalForge (PDF+PPTX)	\$7	\$5	\$0.00
ProposalForge + E-Sign	\$12	\$9	\$0.00
CRMBridge (Zapier)	\$3	\$2	\$0.00
CRMBridge (Native SF/HS)	\$5	\$4	\$0.00
CommissionIQ	\$5	\$4	\$0.00
Team Pack (5 seats)	\$15	\$12	\$0.00
Template Marketplace	\$3	\$2	\$0.00

7.3 Revenue Modeling: Which Strategy Wins?

For a customer who buys “everything”:

Strategy	Revenue	COGS	Profit	Margin
Tiered: Business Plan	\$79/mo	\$18.90	\$60.10	76%
Modular: All modules	\$66/mo	\$9.21	\$56.79	86%
Tiered: Enterprise	\$149/mo	\$38.90	\$110.10	74%

RECOMMENDATION

Use **Strategy A (Tiered Plans)** for simplicity at launch. Customers prefer picking one plan, not assembling modules. However, expose modules as “add-ons” inside each tier — e.g., Pro users can add CallCapture 50 hrs for +\$10/mo. This captures both the simplicity-seekers and the power users.

8. Cost Summary — Every Configuration

Configuration	Price	COGS	AI	Whisp	Scrape	Store	Margin
Core only (BYOK)	\$9	\$0.10	\$0	\$0	\$0	\$0.10	99%
Starter (BYOK)	\$19	\$0.21	\$0	\$0	\$0	\$0.21	99%
Pro (no call)	\$49	\$0.45	\$0.41	\$0	\$0	\$0.04	99%
Pro (25hr call)	\$49	\$9.45	\$0.41	\$9	\$0	\$0.04	81%
Business (50hr)	\$79	\$18.90	\$0.82	\$18	\$0	\$0.08	76%
Enterprise (100hr)	\$149	\$38.90	\$0.82	\$36	\$2	\$0.08	74%
Module: All-In @\$43	\$43	\$9.21	\$0.21	\$9	\$0	\$0	79%

Bottom Line

Lowest possible COGS: \$0.10/customer (Core BYOK)

Highest possible COGS: \$38.90/customer (Enterprise, 100hr audio)

Best margin tier: Starter at 99%

Best revenue tier: Enterprise at \$149/mo

Best overall: Pro at \$49/mo (81% margin, \$39.55 profit)

Features no one else has: 9 exclusive features

Features we're missing: 14 (all buildable, \$0 add'l COGS)

Total dev to close all gaps: 28–39 weeks (sweat equity)

CloseCraft AI — Competitive Gap Analysis & Modular Pricing

JMR Advanced Technical Computer Solutions — April 7, 2026