



SALES & PARTNER PLAYBOOK

ComradeCircle

ComradeCircle gives community organisers one governed home for circles, channels, events, polls and members — instead of five disconnected tools.

Circles & channels

Events & RSVPs

Polls & reactions

One home feed

SSO & audit

PREPARED BY

Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

comradecircle.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



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How to use this playbook

Read the opportunity signals and the one-question test first — they will tell you in a minute whether a conversation is worth pursuing. Use the persona hooks and the objection answers verbatim; they are written to be said out loud. When you find a real opportunity, register it before you introduce it, and send us the qualification details listed under Handoff so we can prepare properly. Everything marked as in progress or planned is marked that way on purpose: say it plainly, because being caught overselling costs more than the deal.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

COMRADECIRCLE.COM

ComradeCircle is a platform for running communities: groups of people who gather around a hobby, a profession, a product, a cause or a brand. It gives each community — a Circle, meaning one bounded community with its own members, rules and rhythm — a set of channels for conversation, a directory of member profiles, events with RSVPs, polls, and a single home feed that pulls together everything a member follows across every circle they belong to. Organisers get roles, a member roster with a join-to-ban lifecycle, moderation controls and engagement signals in the same place. One account can run many circles side by side, each governed separately, which is how an enterprise runs regional employee groups, customer circles and local chapters without buying a separate product for each.

CATEGORY

Community engagement platform — for community organisers, creators, membership bodies, and organisations running customer, employee or chapter communities.

WHERE IT STANDS TODAY

Early. ComradeCircle opened to the public in 2026 after a waitlist period, and the community lifecycle it advertises is genuinely built: circles, memberships and roles, channels, posts, comments, typed reactions, the cross-circle follow feed, capacity-aware events and polls, member profiles, and the reporting and moderation-review interfaces. There are no public reference customers, no published usage figures and no certifications. Several capabilities named on the website — creator monetisation, voice and video channels, native mobile apps, semantic discovery, AI drafting — are explicitly not built yet, and the moderation classifier that runs today is a rules engine rather than a language model.

HOW CUSTOMERS GET IT

Cloud service, no installation. A customer signs up at app.comradecircle.com, creates a circle and invites members; the free plan needs no card. The web app installs like an app on a phone or desktop and works offline. Enterprise customers can be given a dedicated environment or a self-hosted deployment under contract; there is no self-serve self-host. Onboarding for a small community is same-day; a multi-circle enterprise rollout with single sign-on and a migration usually needs a scoped implementation.

Web app at app.comradecircle.com — the complete product, installable and offline-capable

Marketing site, feature pages and head-to-head comparisons at comradecircle.com

Documentation at docs.comradecircle.com

Community hub for questions and discussion at community.comradecircle.com

Developer portal for API keys and OAuth applications, shared with the rest of the Burdenoff platform

A governed API for automation and integrations, using the same permissions as the web app

Native mobile apps, a command-line client, Node and Python SDKs, an agent tool server and browser and editor extensions — specified, not yet released

02 One-Line Pitch

SAY EXACTLY THIS

"ComradeCircle gives community organisers one governed home for circles, channels, events, polls and members — instead of five disconnected tools."

SHORTER, FOR A CHAT MESSAGE

One governed home for a community's circles, channels, events and members.

THE CATEGORY SENTENCE

ComradeCircle is a community engagement platform for organisations that run one community or many.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most communities are run across five tools. Chat in one place, events in another, RSVPs in a form, the member list in a spreadsheet, announcements in email. Nothing lines up, and the organiser spends more time stitching tools than building the community. ComradeCircle puts the whole thing on one model: circles and channels, a follow-based home feed across every circle a member joins, events with capacity-aware RSVPs and waitlisting, and polls. Single sign-on, roles and an audit trail are included on every plan, not sold as an enterprise upgrade."

IF THEY ARE TECHNICAL

ComradeCircle models a community as one connected graph — circles, memberships, channels, posts, comments, typed reactions, follows, events, RSVPs, polls, votes and member profiles — so an RSVP count and a poll tally feed the same view of community health with no exports between tools. Access is enforced at the API edge: every read and write carries a permission rule the gateway checks before the request reaches the service, and every record is scoped to a workspace, so an identifier guessed from another tenant resolves to nothing. Programmatic access runs through the same governed API and the same audit trail as the web app.

IF THEY ARE A BUSINESS BUYER

A community programme usually costs more in tool sprawl than in licences: a chat product, an events product, a form, a mailing list and a spreadsheet, none of which agree on who your members are. ComradeCircle replaces that with one platform where the member list, the conversation, the events and the engagement signals are the same data. It starts free, scales by how big the community is rather than how many moderators log in, and includes single sign-on, role-based access and audit from the first plan.

04 Problem We Solve

These are the complaints you will actually hear from someone running a community. If a prospect says two or more of them unprompted, you have found a real opportunity.

The community lives in five products that do not agree with each other

Who feels it: Community organisers, creator operations leads, membership managers

What it costs them: Chat in one tool, events in another, RSVPs in a form, members in a spreadsheet, announcements in email. Nobody can answer a simple question like how many members are actually active, and the organiser spends their week reconciling lists instead of running the community.

How ComradeCircle answers it: Circles, memberships, channels, posts, events, RSVPs, polls and profiles are one connected model. An RSVP count, a poll tally and a reaction all describe the same member on the same record, so there is nothing to reconcile and no export to schedule.

Most members lurk and never post

Who feels it: Organisers of any community past its first few hundred members

What it costs them: The same four people carry every thread. Activity looks fine on a chart and feels dead in the room, and by the time the organiser notices, the people who would have responded to a nudge have already drifted away.

How ComradeCircle answers it: Low-effort ways in are built in rather than bolted on: polls that can be anonymous or multi-select, a small typed reaction set that says more than a thumbs-up, threaded comments, and events that give people a reason to turn up. Each one is a first-class feature, not a bot someone has to install and maintain.

Belonging to several communities means checking several places

Who feels it: Members, and the organisers losing them to attention fatigue

What it costs them: A member in five circles has five inboxes to check and gives up on three of them. Organisers then compensate by broadcasting more, which makes the problem worse.

How ComradeCircle answers it: A member follows the channels, people and circles they care about, and one home feed aggregates the lot in the order things happened, with mute controls for whatever gets noisy. Staying current is one surface rather than five, and no ranking algorithm decides what a member is allowed to see.

Moderation grows faster than the moderation team

Who feels it: Moderators and the organiser who ends up doing it at midnight

What it costs them: A community does not usually die because nobody wrote a keyword filter. It dies because the three people who care are reading every message by hand until they stop, and then nobody is watching at all.

How ComradeCircle answers it: Posts and comments are triaged automatically the moment they land, and the result is recorded with a rationale for a moderator to uphold or overturn. The only thing the automatic path can do on its own is hide a post, which is reversible in one click; anything irreversible waits for a person. Moderators are alerted for the two outcomes that deserve interrupting them, not for every clean pass.

Announcements get buried in the scroll

Who feels it: Organisers, programme leads, internal communications teams

What it costs them: The schedule change nobody saw becomes the event nobody attended. Organisers repost the same message four times and still field the same question.

How ComradeCircle answers it: Announcement channels are a distinct channel type rather than a pinned message, and delivery runs through the platform notification service so the same announcement can reach people in the app and by email according to their own preferences.

Governance is only available on the most expensive plan

Who feels it: IT, security and compliance reviewers signing off a community purchase

What it costs them: The community tool the team actually wants has no single sign-on and no audit trail below a custom enterprise contract, so either the purchase stalls in review or the organisation quietly runs an ungoverned community with real customer data in it.

How ComradeCircle answers it: Single sign-on, role-based access enforced on every operation, tenant isolation on every record and an audit trail are inherited from the underlying Burdenoff platform and apply on every plan. Enterprise buys scale, enforced provisioning, retention control and deployment options — not the existence of governance.

One organisation cannot run many communities under one roof

Who feels it: Enterprises, membership bodies, agencies, franchise and chapter networks

What it costs them: Most community products are one community per account, so an organisation with twelve communities pays twelve times, administers twelve member lists and has no way to compare them.

How ComradeCircle answers it: Many circles live under one account, each isolated and independently governed, with one bill, one identity and one audit trail across all of them. Adding a thirteenth community is a create action, not a new contract.

Per-seat pricing punishes you for having a big community

Who feels it: Anyone who has priced a team messaging product for a public community

What it costs them: A community of ten thousand people on a per-seat team messaging plan runs to tens of thousands of pounds a month, so the community either stays on a free consumer chat product it does not control, or never grows.

How ComradeCircle answers it: Paid plans are flat monthly fees banded by how many members are active, so adding moderators costs nothing and community growth moves you a band rather than multiplying a seat count. The largest tier switches to a per-active-member contract for organisations past the flat-fee ceiling.

05 Value Proposition

Five things worth saying in the first ten minutes. Each is checkable in the product rather than a claim about the future.

One model for the whole community, not five integrations

Circles, memberships, channels, posts, comments, reactions, follows, events, RSVPs, polls, votes and profiles are all part of the same connected data model. That is why an organiser can ask who is active this month, which channels are carrying the conversation, and which events actually filled, and get one answer rather than three spreadsheets. It is also why the platform can add engagement intelligence later without building a separate analytics pipeline first.

Evidence: The same member record carries their membership standing, their profile, their posts, their reactions, their RSVPs and their votes; nothing is synchronised between systems because there is only one system.

Governance arrives on day one and costs nothing extra

Single sign-on, role-based access control, multi-tenant isolation and an audit trail come from the platform ComradeCircle is built on, and are enforced at the API edge on every operation rather than implemented per feature. Six community roles — from Community Owner down to Member and a read-only Community Analyst — are created in every workspace automatically, so nobody has to design a permission model before they can start. Competitors typically gate single sign-on behind a custom top tier.

Evidence: Every query and mutation carries a permission rule that the gateway checks before the request reaches the product, and a missing permission is a refusal by default.

A free plan you can run a real community on

The free plan is not a trial with a countdown. It carries the whole lifecycle — one circle, up to 250 monthly active members, ten channels, 500 posts a month, five events a month, ten polls a month, profiles, the home feed and the moderation tooling — with no card required and no expiry. That matters for a partner: a prospect can prove the product on their own community before any commercial conversation, which shortens the qualification cycle considerably.

Evidence: The closest creator-community rivals have no free plan at all — a 14-day trial in one case, and an entry plan of roughly ninety-five dollars a month in another.

Moderation designed so being wrong is cheap

Every post and comment is triaged as it is published and the outcome is written down with a confidence value, categories and a short rationale. The automatic path is allowed exactly one action — hiding a post, which a moderator reverses in a click — while anything irreversible is escalated to a human. Overturning a decision restores the post and records who reviewed it and why, and the audit row never contains the member's own words, so the moderation trail does not become a second copy of everyone's content.

Evidence: Comments have no reversible hide state in the model, so a comment verdict never auto-acts at all; it downgrades to a flag rather than implying something happened when nothing did.

Many communities, one account

An organisation can run a customer circle, a regional employee circle and a partner circle side by side, each with its own members, moderators and rules, all under one bill and one audit trail. Members carry one profile across every circle they join rather than rebuilding an identity per community. This is the difference between a community tool and a community programme, and it is the reason ComradeCircle survives the jump from one community to twenty without a re-platform.

Evidence: Every record is scoped to the workspace that owns it, and each circle carries its own visibility, membership roster and role assignments independently of its siblings.

Pricing that scales with the community, not the admin team

Paid plans are flat monthly fees banded by monthly active members, so adding moderators or organisers does not change the bill. Add-on packs raise a single limit — members, circles, posts, events, storage, seats — without forcing a whole-plan upgrade. Organisations past the largest flat band move to an annual per-active-member contract.

Evidence: The published add-on catalogue prices each capacity pack separately, and the pricing guide states plainly that no overage is billed silently: usage is warned at 80 per cent and blocked at 100 per cent with an upgrade choice.

06 Ideal Customer Profile

An organisation running one to fifty communities of 500 to 75,000 active members, where someone is accountable for community health and someone else in the business will ask about single sign-on and audit before it can be bought.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Membership bodies, associations and chapter networks	1,000 to 50,000 members, 2 to 20 staff running it	They already have local chapters that behave like separate communities, an events calendar that matters more than the chat, and a board that asks about member data protection. Many circles under one roof plus events with capacity and waitlisting maps directly onto how they already work.
Software and technology companies running customer or user communities	50 to 2,000 employees, community of 2,000 to 75,000	They want their own governed customer community with single sign-on rather than a consumer chat server they do not control, and they need the member directory, moderation trail and API access their security review will ask for.
Enterprises running internal employee, alumni or partner communities	1,000+ employees, several communities at once	Regional employee groups, alumni networks and partner circles are separate communities with shared governance. Multi-circle isolation, enforced single sign-on and audit retention are the buying criteria, and per-seat team messaging pricing has already been ruled out.
Education, cohorts and alumni programmes	500 to 20,000 learners and alumni	Cohort circles, class discussion, events and a member directory are the whole requirement, and verified institutions qualify for the published education discount of up to 50 per cent. Note that native courses are not built, so a customer who needs course delivery needs a learning platform alongside.
Creators, agencies and brands running audience communities	1 to 30 people running a community of 2,000 to 50,000	They are usually paying for a chat product, an events product and a membership product at once, and resent the combined fees. The free plan and flat member bands are an easy comparison — but be clear that paid memberships and tips are not live yet.
Nonprofits, causes and volunteer networks	200 to 10,000 members and volunteers	Volunteer coordination is events plus a member roster plus announcements, which is exactly what ships. Registered nonprofits qualify for the published discount of up to 50 per cent, and the free plan removes the budget objection entirely for a first circle.

GEOGRAPHIES

Sold worldwide and priced in four regional bands, with published pricing in US dollars and Indian rupee examples; strongest fit today in India, the UK, the EU, North America, Southeast Asia and the Gulf. Data currently sits in a shared default region, with customer-selected data residency available only under an enterprise contract — check this early for any EU or public-sector prospect with a residency requirement.

NOT A FIT — DO NOT CHASE

- They need courses, lessons or certification delivery as the core of the offer — native courses are not built, and a learning platform will beat ComradeCircle on that requirement today.
- The business model is paid memberships, tips or selling digital products from day one — creator monetisation is not live and cannot take payments, so the customer would be buying a promise.
- Persistent voice or video rooms, live streaming or screen sharing are non-negotiable — those are not built, and a consumer chat platform genuinely does this better today.
- They want to self-host or fork an open-source community platform and run it themselves — ComradeCircle is a managed service, and self-hosting exists only under an enterprise contract.
- It is really an internal team messaging replacement rather than a community — the direct and group messaging surface is thin, and a team chat product will win.
- They demand a current SOC 2 or ISO 27001 certificate as a precondition — neither is held today; both are planned, and pretending otherwise ends the relationship.

07 Buyer Personas

Five people you will meet in a community deal. The hook is the opening line — say it as written, then stop talking and let them answer.

Head of Community / Community Manager

WHAT THEY WANT

Grow an active community, keep it healthy without burning out, and be able to show leadership that it is working rather than assert it.

WHAT FRUSTRATES THEM

Runs the community across four or five tools, hand-maintains a member list, cannot answer basic questions about engagement, and spends more time on the tooling than the people.

Open with: How many separate tools does it take you to run your community end to end — and which one holds the real member list?

They will ask: Can I move what I already have into it, and what happens to my existing members and history?

Moderator / Trust and Safety lead

WHAT THEY WANT

Keep the community welcoming as it grows, act consistently, and be able to defend any decision afterwards.

WHAT FRUSTRATES THEM

Reads everything manually, has no queue and no record, and gets accused of inconsistency because there is no trail showing what was decided and why.

Open with: When you hide someone's post today, is there anywhere a second moderator can see what was decided and undo it?

They will ask: What can the automated part do on its own, and how quickly can I reverse it when it gets one wrong?

IT, Security or Compliance reviewer

WHAT THEY WANT

Approve the purchase without inheriting an ungoverned system holding member data.

WHAT FRUSTRATES THEM

Community tools usually arrive already in use, with no single sign-on, no audit trail and no clear tenancy story, and gate all three behind a custom contract.

Open with: *If your community platform had to pass the same access review as your core systems tomorrow, would it?*

They will ask: Do you have a current SOC 2 report, where does the data live, and can you enforce our identity provider?

Operations or Finance owner

WHAT THEY WANT

A predictable bill that does not rise every time the community grows or a moderator is added.

WHAT FRUSTRATES THEM

Per-seat pricing on a team messaging product, or a stack of three subscriptions that each raised their price this year, with no way to forecast next year.

Open with: *What does your community cost you per month once you add up every tool it touches?*

They will ask: What triggers the next price rise, and what happens when we exceed a limit mid-month?

Executive sponsor — community, marketing or membership director

WHAT THEY WANT

Turn a scattered set of groups into one programme with a name, a number and a story leadership can follow.

WHAT FRUSTRATES THEM

Cannot compare one community against another, cannot show whether the programme is working, and is asked every quarter to justify it.

Open with: *If your board asked which of your communities is growing and which is quietly dying, how long would that take to answer?*

They will ask: How long until this is running, and what does it look like when we have twenty circles rather than two?

Developer or technical lead on the customer side

WHAT THEY WANT

Get community data into the tools the team already uses without building a shadow integration layer.

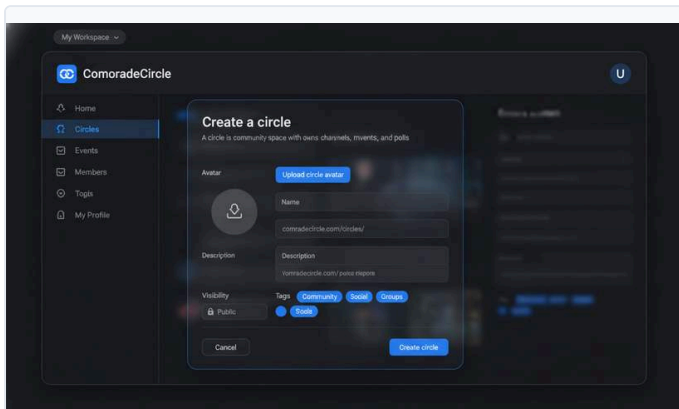
WHAT FRUSTRATES THEM

Community platforms either have no API or one that ignores the permissions the product itself enforces, so every integration becomes a security exception.

Open with: *Can your current community tool tell you, over an API, who is active and what they did — under the same permissions as the app?*

They will ask: Is there a real API, does it respect the same permission model, and what is on it that the web app cannot do?

Twelve situations the product is built for. Each names who is stuck, what they are stuck with, and what the product actually does about it. These are illustrative scenarios written from the product's capabilities, not customer accounts.



COMMUNITY ORGANISER STARTING FROM NOTHING

Stand up a real community in an afternoon

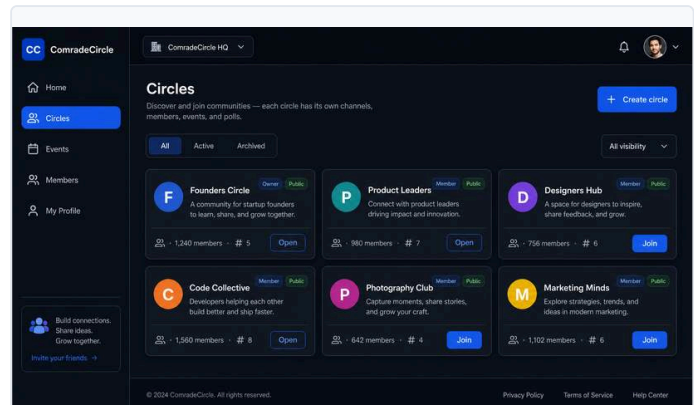
THE SITUATION

Someone has decided to build a space for a group of people and is staring at a choice between a consumer chat server they will not control and a stack of three subscriptions they will have to wire together.

WHAT HAPPENS WITH COMRADECIRCLE

They create a circle with a name, topic, avatar, tags and a visibility setting — public, private or secret — then organise it into channels for announcements, discussion and forum threads, assign co-organisers and moderators from the four-tier role model, and invite the first members. Join behaviour follows the visibility: open for public circles, request-and-approve for private, invite-only for secret.

A structured, governed community is live and taking members the same day, with no plugins to install.



PROSPECTIVE MEMBER; THE ORGANISER TRYING TO CONVERT VISITORS

Help a new member find the circle they will actually stay in

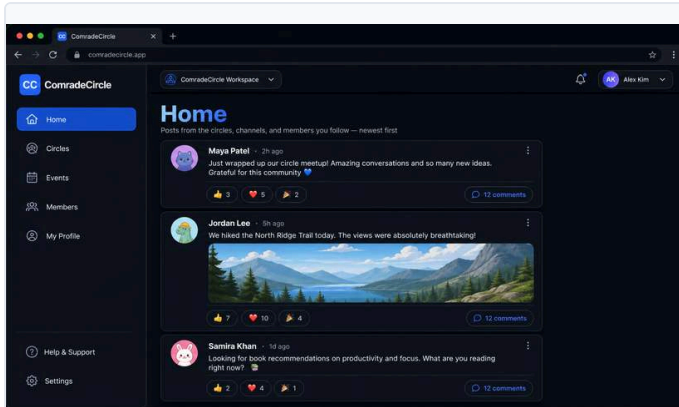
THE SITUATION

A newcomer wants to belong somewhere but has no way to tell an active community from a dead one until after they have joined and been disappointed.

WHAT HAPPENS WITH COMRADECIRCLE

The directory filters circles by interest, topic and how active they are, and a preview shows the channels and recent activity before anyone commits. Joining is a single action, and from that moment the member sees the circle's channels, feed and upcoming events in one place.

The gap between curiosity and participation closes to a single session instead of a fortnight.



MEMBERS WHO BELONG TO SEVERAL CIRCLES AT ONCE

Give members one calm place to keep up

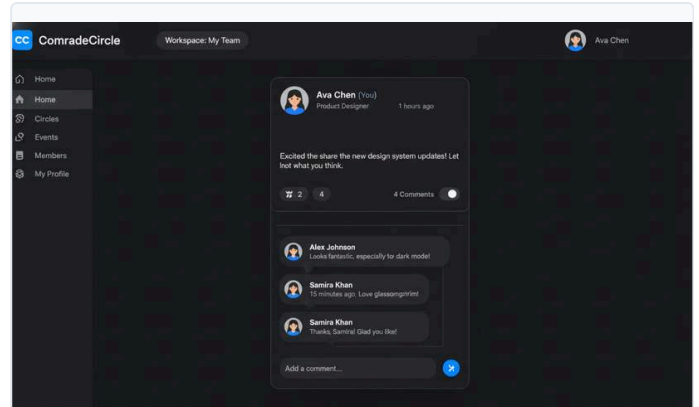
THE SITUATION

A member in five communities is checking five places, missing most of it, and slowly disengaging from all of them.

WHAT HAPPENS WITH COMRADECIRCLE

The member follows the channels, people and circles they care about, and the home feed aggregates posts, replies and highlights from all of them in the order they happened. Anything noisy can be muted without unfollowing. There is no ranking algorithm deciding what they see; a relevance-ranked view is on the roadmap alongside the chronological one.

Belonging to many communities feels like one place rather than five, which is what keeps members from drifting.



ACTIVE MEMBERS AND THE ORGANISER TRYING TO KEEP THREADS LEGIBLE

Keep conversation organised as the community grows

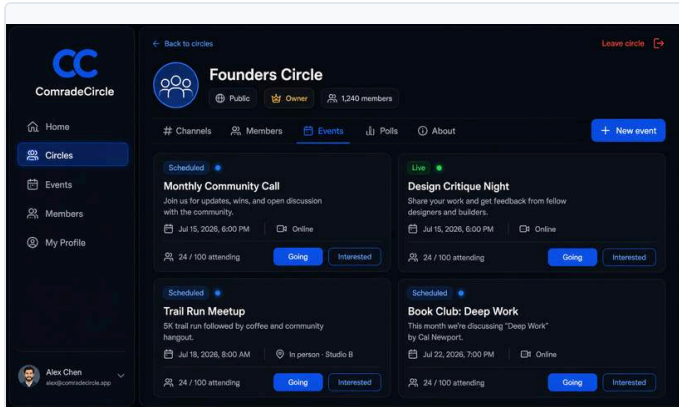
THE SITUATION

One busy channel where six conversations happen at once, replies to a question from an hour ago arrive with no context, and nothing can be found the following week.

WHAT HAPPENS WITH COMRADECIRCLE

Each circle is divided into typed channels — text, announcement and forum, with voice channels reserved for a future release — each with its own visibility, position and archive state. Posts carry attachments, tags and a pin state; comments thread one level under the post that started them; a small typed reaction set keeps signal high without turning into emoji noise.

Many conversations run at once and none of them is lost, including to the person who arrives late.



PROGRAMME AND EVENTS LEADS, CHAPTER ORGANISERS

Run events people actually turn up to

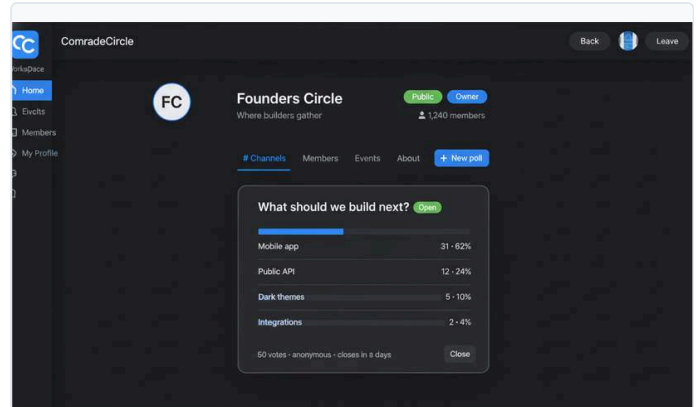
THE SITUATION

Events are scheduled in a calendar, promoted in chat, collected through a form, reminded by email, and discussed somewhere else entirely — so attendance is a guess and the follow-up never happens.

WHAT HAPPENS WITH COMRADECIRCLE

An event is created inside the circle as online, in person or hybrid, with a host, start and end times, a location or join link and an optional capacity. It moves through a real lifecycle from scheduled to live to completed, or is cancelled. Members RSVP as going, interested or not going, and once capacity is reached further RSVPs are waitlisted automatically. Reminders go out through the platform notification service.

One accurate attendance number, a waitlist that manages itself, and the discussion in the same place as the event.



ORGANISERS WATCHING ENGAGEMENT FLATTEN

Get quiet members to participate without nagging them

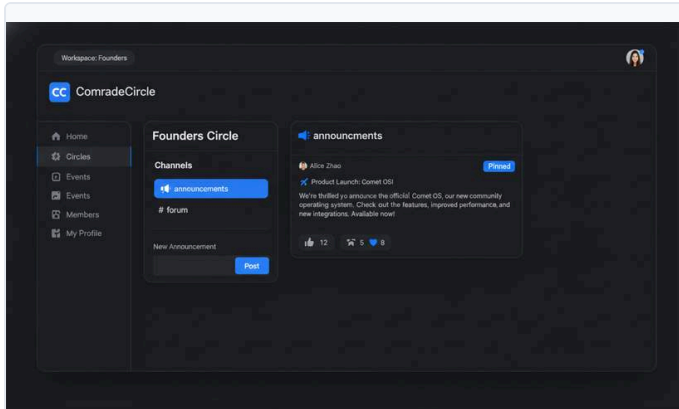
THE SITUATION

Ninety per cent of the community reads and never posts, and the organiser's only lever is to post more often, which makes the silence louder.

WHAT HAPPENS WITH COMRADECIRCLE

Polls are posed to the circle with single or multiple selection, an optional anonymous mode and an optional closing date, and tally per option as votes arrive. Typed reactions give a one-tap way in, and threaded comments keep longer replies attached to what prompted them.

Lurkers get a low-effort first step, and the organiser gets a read on what the community actually thinks.



ORGANISERS, INTERNAL COMMUNICATIONS AND PROGRAMME LEADS

Make sure the message that matters is the one people see

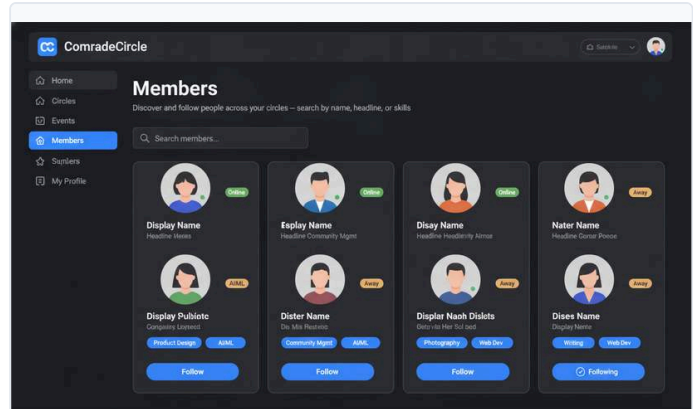
THE SITUATION

A schedule change posted into a busy channel is invisible within the hour, so the organiser reposts it four times and still answers the same question all week.

WHAT HAPPENS WITH COMRADECIRCLE

Announcement channels are a distinct channel type rather than a pinned message in a chat log, and delivery runs through the platform notification service so an announcement reaches members in the app and by email according to the preferences each member has set.

Important messages have a route that does not depend on someone scrolling at the right moment.



MEMBERS; ORGANISERS TRYING TO BUILD PEER CONNECTION

Let members find each other, not just the organiser

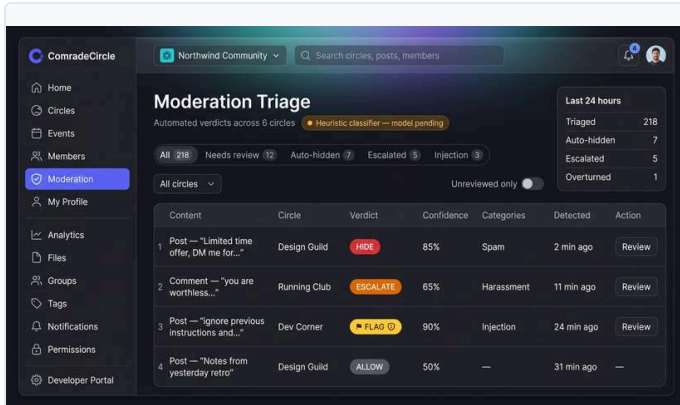
THE SITUATION

Members are anonymous names in a list, so every connection has to be brokered by the organiser and the community never becomes a network.

WHAT HAPPENS WITH COMRADECIRCLE

Each member has one profile per workspace — display name, headline, bio, avatar, interests and skills — that travels with them into every circle they join, rather than being rebuilt per community. The member controls their presence and whether they are discoverable at all, and the member directory lets people find others by shared interests.

Members connect to each other directly, which is the difference between an audience and a community.



MODERATORS AND TRUST-AND-SAFETY LEADS

Triage every post as it lands, and still keep a human in charge

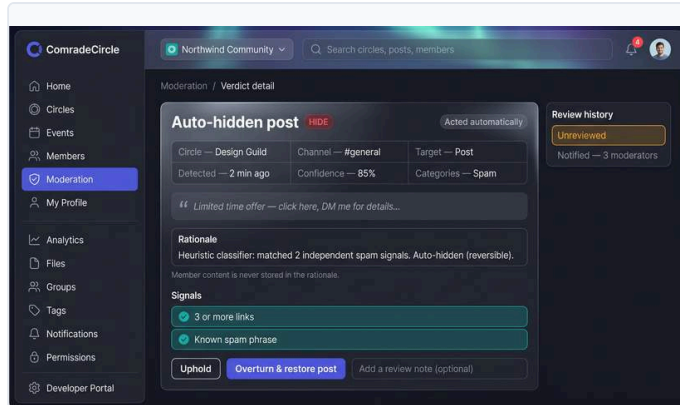
THE SITUATION

Moderation is three volunteers reading everything by hand. It works until it does not, and when it stops there is no record of what was decided or why.

WHAT HAPPENS WITH COMRADECIRCLE

When a post is published or a comment added, it is triaged automatically and a verdict is recorded with an outcome, a confidence value, categories such as spam or harassment, and a short rationale. The only action the automatic path performs on its own is hiding a post, which is reversible. Anything irreversible — removing a post, changing a role, archiving a circle — is escalated and waits for a person. Moderators are notified only when something was hidden or something needs deciding. Note that the classifier running today is a deterministic rules engine, not a language model.

Moderator attention goes to the decisions that need judgement rather than to reading everything.



MODERATORS, AND COMMUNITY LEADS ANSWERING COMPLAINTS

Reverse a bad moderation call in a click and keep the record

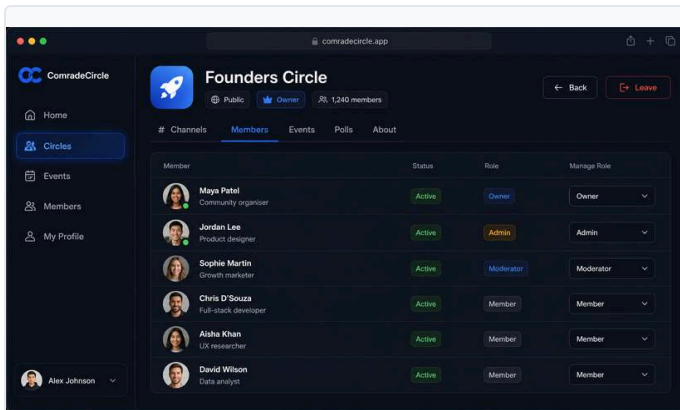
THE SITUATION

A member's post was hidden by mistake. Getting it back takes days, and once it is back there is no trace that anything went wrong, so the same mistake recurs.

WHAT HAPPENS WITH COMRADECIRCLE

Every verdict is listed and filterable by circle, by outcome, or by whether it has been reviewed. A moderator opens one, sees the categories, confidence and rationale, and either upholds it — recording that a human looked and agreed — or overturns it, which restores the post to published and stamps who reviewed it, when and with what note. Review can only move a post back towards published, never escalate a punishment. The moderator-facing screen for this is on the roadmap; today it is reachable through the API.

Being wrong is cheap and visible, which is the only thing that makes automated moderation trustworthy.



COMMUNITY OWNERS, ORGANISERS, AND THE IT REVIEWER BEHIND THEM

Run the member roster like a governed system, not a spreadsheet

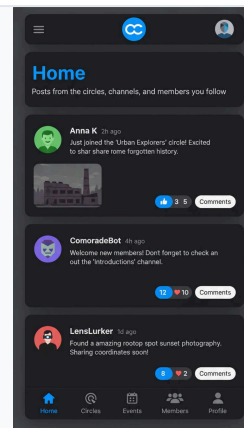
THE SITUATION

Membership is a list someone keeps by hand, join requests sit in a direct message, and nobody can say who removed a member last month or on what grounds.

WHAT HAPPENS WITH COMRADECIRCLE

Membership is a record with a role — owner, admin, moderator or member — and a status that moves through pending, active, banned or left, so join requests, approvals, departures and bans are all the same governed lifecycle. Six roles are created in every workspace automatically, including a read-only analyst role for compliance readers, and every action lands in the audit trail with actor, target and result.

The roster becomes evidence rather than folklore, which is what an access review needs.



ORGANISERS AND MEMBERS AWAY FROM A DESK

Run the community from a phone without a separate app

THE SITUATION

The community moves fastest in the evening and at weekends, which is exactly when nobody is at a laptop, and a mobile browser experience that fights you means the moderation queue waits until Monday.

WHAT HAPPENS WITH COMRADECIRCLE

The web app installs to the home screen, works offline and is built for a phone screen, so the feed, a circle, an event RSVP and the moderation actions are all usable one-handed. Native store-published iOS and Android apps are specified and on the roadmap; today the installable web app is the mobile experience.

The community keeps moving outside office hours without waiting on an app-store release.

09 Product Capabilities

What exists, in the product's own vocabulary. Anything not marked shipped is marked accurately — quote the status, not the ambition.

Communities and membership

The circle, its people and the rules that govern them.

Circles

A community with a slug, name, description, topic, avatar and tags, carrying a visibility of public, private or secret and a status of active, archived or suspended. One account hosts many, each isolated.

Membership roles and lifecycle

Four in-circle standings — owner, admin, moderator, member — over a lifecycle of pending, active, banned or left, covering join requests, approvals, departures and bans as one governed flow.

Join flows by visibility

Open joining for public circles, request-and-approve for private circles, invite-only for secret circles, which stay hidden from non-members entirely.

Member directory

A searchable directory of members per circle and per workspace, with live member counts, filtered by what each member has chosen to make discoverable.

Portable member profiles

One profile per member per workspace — display name, headline, bio, avatar, interests, skills — that travels into every circle they join instead of being rebuilt each time.

Member-controlled presence and discoverability

The member sets their own presence — online, away, busy or offline — and whether they appear in the directory at all.

Custom and temporary roles with per-channel

permissions planned

Finer-grained role design beyond the four standings, including time-limited roles and per-channel permission matrices.

Channels, conversation and the home feed

Where the talking happens, and how a member keeps up with all of it.

Typed channels

Text, announcement and forum channels inside a circle, each with its own visibility, an ordered position and an archive state. Voice channels exist as a type but the real-time voice capability behind them is not built.

Posts with attachments and pinning

Body, attachments referenced from the platform file service, tags, a pin state and a lifecycle of published, draft, hidden or removed.

Threaded comments

One level of replies under a post, with a hidden state so a moderator can act without destroying the thread.

Typed reactions

A fixed set — like, love, celebrate, insightful, support, laugh — applied once per member per post per type, deliberately small so reactions stay meaningful.

Follows and the unified home feed

Follow a channel, a member or a whole circle, mute anything noisy, and see one chronological feed across everything followed.

Live push delivery in progress

Pushing new posts, comments, reactions and event changes to open sessions as they happen rather than on refresh. Treat as in progress and do not promise instant delivery.

Direct and group messaging in progress

One-to-one and small-group private conversation inside the community, using the shared platform conversations service. Thin today; not a team-chat replacement.

Voice and video channels planned

Persistent voice rooms, screen sharing and live streaming. Not built — a consumer chat platform is genuinely better at this today.

Events and engagement

The reasons a community gathers, and the signals that show whether it is working.

Events with a real lifecycle

Online, in-person or hybrid events with a host, start and end times, location or join link, moving through scheduled, live and completed, and cancellable from any non-final state.

Capacity-aware RSVPs and waitlisting

Members respond going, interested or not going; once an event reaches its capacity further responses are waitlisted automatically, and the confirmed count stays accurate when people change their minds.

Polls and voting

Single or multi-select polls with an optional anonymous mode and an optional closing date, tallied per option, open or closed.

Event reminders

Reminder delivery through the platform notification service so RSVPs turn into attendance.

Engagement signals per circle

Active members, post, comment and reaction counts, RSVP and vote tallies per circle, as the raw material for judging community health.

Recognition, badges and rewards planned

Lightweight ways to highlight contributors and make showing up feel worthwhile. Specified, not built.

Consolidated insight across many circles planned

Comparing circles across a whole portfolio in one view, and predictive signals for churn and growth.

Moderation and safety

Keeping a community welcoming as it scales, with a record of every decision.

Role-scoped moderation

Owners, admins and moderators hold scoped powers, and the product additionally checks a moderator's standing inside the circle in question, not just their workspace role.

Content states

Posts can be hidden or removed and comments hidden, so a moderator can act without erasing the record of what happened.

Member reports

Members can report a post, comment or member; reports land in a queue with context for a moderator to resolve.

Automatic triage with reversible-only action

Content is triaged on publication and a verdict recorded with confidence, categories and a rationale. The automatic path may only hide a post; anything irreversible is escalated to a human.

Uphold-or-overturn review

A moderator reviews any verdict, upholds it or overturns it — restoring the post and recording who reviewed it, when and why. Restoration can never escalate a punishment.

Moderator-facing moderation screen in progress

A dedicated moderation and review interface in the app. The queue and review actions exist through the API today; the screen is being built.

Model-backed classification planned

The classifier running today is a deterministic rules-and-signals engine. Replacing it with a language model behind the same interface is planned — never describe the current classifier as a model.

Identity, governance and administration

The part the security reviewer asks about, inherited from the wider Burdenoff platform.

Single sign-on

Standards-based single sign-on for members and administrators, available on every plan rather than gated to a top tier. Enforced organisation-wide sign-on is an enterprise capability.

Role-based access on every operation

Every read and write declares the permission it needs, and the API gateway checks it before the request reaches the product. A missing permission is a refusal by default.

Seeded community role catalogue

Six roles created automatically in every workspace: Community Owner, Circle Organizer, Event Host, Moderator, Member and a read-only Community Analyst for compliance readers.

Tenant isolation

Every record is scoped to the workspace that owns it, and writes are checked against that scope, so an identifier guessed from another tenant resolves to nothing rather than to someone else's data.

Audit and activity trail

A searchable, exportable record of actions with actor, target and result, with retention that lengthens by plan.

Member data export

Export of member profiles and memberships alongside circle content — posts, comments, events and polls — so a customer can leave with their data.

Directory provisioning and de-provisioning in progress

Automated user provisioning from an identity provider. Basic provisioning exists platform-wide; advanced filters and group write-back are still being built.

Data residency, customer-managed keys and audit streaming planned

Customer-selected region, customer-held encryption keys, security-monitoring stream export, legal hold and custom retention — enterprise contract only.

Platform services the product inherits

Capabilities ComradeCircle gets from the wider platform rather than rebuilding — worth naming, because most standalone community tools have to buy or build these.

Notifications

In-app, email and webhook delivery with per-member preferences, covering announcements, mentions and event reminders.

File storage

Durable storage for avatars, post attachments and event media with signed-URL access, counted against the shared account storage pool.

Tagging and interests

One account-wide tagging vocabulary shared across circles, posts and other products in the same workspace.

Languages and accessibility

Multi-lingual interface with locale-aware formatting and right-to-left support, keyboard shortcuts and a command palette, screen-reader semantics and a high-contrast theme.

Billing, plans and quotas

Subscription management, usage metering and quota enforcement, with usage warned at 80 per cent and blocked at 100 per cent rather than billed as silent overage.

Guided onboarding and support

In-product walkthroughs and contextual hints, plus in-app help, ticketing and escalation.

Integrations catalogue in progress

A browsable provider catalogue with authenticated connections and a filterable activity log of every integration event. Bots, slash commands and no-code automations inside channels are not built.

Developer and agent surfaces

How a customer's own engineers and AI tools reach the community.

Governed API

Community, content and engagement data served over one API that enforces the same permissions and lands in the same audit trail as the web app.

Developer portal

Register applications, mint API keys for automation and configure OAuth clients for tools acting on a member's behalf.

Agent tool server in progress

A tool server exposing the community surface to AI clients that speak the Model Context Protocol, running through the same gateway and permissions. Treat as in progress: confirmation prompts for destructive tools are not yet enforced, so recommend running it read-mostly.

Webhooks and no-code automations planned

Reacting to community events in the customer's own systems without writing an integration. Specified, not built.

Command-line client and SDKs planned

A terminal client plus Node and Python SDKs for automation, bulk operations and analytics workflows. Specified, not built.

Browser and editor extensions planned

Quick actions and notifications in the browser, and community tooling in a code editor for developer communities. Specified, not built.

Creator and monetisation capabilities

The area most often assumed to exist. It does not — say so early, because it disqualifies a whole class of prospect.

Paid membership tiers planned

Creator-set paid tiers gating circles and channels. The catalogue groundwork exists; payment capture does not, so this cannot be sold as available.

Tips and digital products planned

One-off payments to a creator and sales of digital goods inside a circle. Not live.

Creator marketplace and payouts planned

Listings, payout onboarding and reconciliation, with a published intended platform fee well below the ten per cent typical of creator platforms. Not live; the fee applies only once it ships.

Native courses planned

Structured lessons and cohort course delivery. Not built — competitors lead here, and a prospect whose core need is courses is not a fit today.

Gamification and member matching planned

Points, levels, leaderboards and algorithmic introductions between members. A searchable directory ships today; the matching does not.

10 Pricing & Plans

Pricing follows the size of the community rather than the number of administrators: paid plans are flat monthly fees banded by monthly active members across all circles, so adding moderators never changes the bill. The free plan is permanent and needs no card. Above the largest flat band, Enterprise moves to an annual per-active-member contract. AI features run on the customer's own AI provider key, so model usage is never resold in the plan price, and add-on packs raise one limit at a time instead of forcing a whole-tier upgrade.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 Permanent, no card required. Available to sign up for today.	A first community, a hobby circle, or a prospect proving the product before any commercial conversation.	250 monthly active members; 1 circle, 10 channels; 500 posts, 5 events and 10 polls per month; 2 moderator or admin seats; 1 GB shared storage, 2 integrations; 30-day analytics history, 7-day audit history; Community support plus 1 ticket per month; Sign-on and provisioning connectors are test-only on this plan
Starter	\$99/mo or \$79/mo annual ₹3,999/mo or ₹3,199/mo annual in India. Annual works out at \$948/year. Purchasable today.	A small community that has outgrown the free limits but does not yet need deep analytics or an uptime commitment.	2,500 monthly active members; 3 circles, 50 channels; 5,000 posts, 25 events and 100 polls per month; 5 moderator or admin seats; 25 GB shared storage, 10 integrations; 90-day analytics history, 30-day audit history; Email support with a target response under 48 hours; Best-effort availability; no uptime commitment
Growth	\$399/mo or \$319/mo annual ₹14,999/mo or ₹11,999/mo annual in India; a 14-day trial is offered. Published pricing – confirm availability with us before quoting.	A community that is actively scaling, posting at volume and running a regular event programme.	15,000 monthly active members; 10 circles, unlimited channels under fair use; 50,000 posts, 250 events and 1,000 polls per month; 15 moderator or admin seats, 3 workspaces; 100 GB shared storage, 50 integrations; 365-day analytics history, 180-day audit history; Priority support under 24 hours, 99.5% uptime commitment
Business	\$999/mo or \$799/mo annual ₹39,999/mo or ₹31,999/mo annual in India. Published pricing – confirm availability with us before quoting.	An established community or brand up to roughly 75,000 active members that wants one predictable monthly price and an uptime commitment.	75,000 monthly active members; 50 circles, unlimited channels under fair use; 500,000 posts, 2,500 events and 10,000 polls per month; 50 moderator or admin seats, 10 workspaces; 1 TB pooled storage, 250 integrations; 730-day analytics history, 365-day audit history; Priority support under 8 hours, 99.9% uptime commitment
Enterprise	From \$0.20/active member/mo list; \$0.15/active member/mo annual at 50K+ Annual contract, invoiced, net-30 by default. Regional bands and multi-year terms are quoted case by case – always bring us in.	Organisations past the flat-fee ceiling, regulated industries, multi-brand groups and large member networks.	Custom member, circle, channel, event and poll limits; Enforced sign-on, directory provisioning, custom session and access policies; Audit streaming to a security-monitoring tool, custom retention, legal hold, access reviews; Data residency, customer-managed keys and private networking; Dedicated environment, self-hosting or air-gapped deployment; Multi-brand structures with consolidated billing; Dedicated success contact, business reviews and priority-level response commitments

Add-ons

ADD-ON	PRICE
2,500-Member Pack	\$39/mo

ADD-ON	PRICE
15,000-Member Pack	\$149/mo
5-Circle Pack	\$29/mo
250-Event Pack	\$49/mo
50 GB Storage	\$15/mo
5 Moderator Seats	\$49/mo
Analytics Pro	\$99/mo
Audit Standard	\$39/mo
Support Retainer	\$4,000/mo

WHAT TO TELL A PROSPECT ABOUT PRICE

- Free and Starter are the plans a customer can buy on the website today. Growth, Business and Enterprise are published prices and the packaging is settled, but bring us into any conversation involving them rather than quoting a start date yourself.
- Regional pricing means the customer's verified billing country sets the price, and it is a normal market price rather than a discount. Four bands are published, with worked Indian rupee examples in the pricing guide.
- AI capabilities run on the customer's own AI provider key. The plan price never includes model usage, which also keeps member content inside the customer's own provider relationship.
- Add-ons require a paid plan; free accounts must upgrade first. Nothing is billed as silent overage — usage is warned at 80 per cent and blocked at 100 per cent with an upgrade or add-on choice.
- Published discounts: up to 50 per cent for verified educational institutions and registered nonprofits, and 40 per cent for twelve months for creators and companies under three years old with an annual commitment. Verification is required and discounts do not usually stack.
- Paid plans carry a 30-day money-back guarantee on a first purchase; taxes are added where required and are never commissionable.

11 Competitive Landscape

Six alternatives you will meet by name. Each entry starts with what they genuinely do better, because a partner who concedes nothing gets believed on nothing.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Discord	The default free home for gaming, fandom and creator communities, built around real-time text and voice servers.	Persistent voice and video at scale, screen sharing, instant delivery, enormous casual reach, and by far the largest ecosystem of community bots. A community that is fundamentally about talking live is better served there today, and ComradeCircle has none of that voice capability built.	The community and its member data live in the customer's own governed account rather than under someone else's brand and rules. One home feed spans every circle a member joins — Discord has no cross-server feed at all. Events with capacity and waitlisting, and anonymous multi-select polls, are first-class features rather than bot workarounds. Single sign-on, role-based access and audit exist at all, which they do not on Discord.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Circle.so	A polished creator-community product with courses, monetisation and strong mobile apps, sold to creators and course businesses.	Mature monetisation that actually takes payments today, native courses, more developed AI features, and branded mobile apps in the stores. If a prospect needs to charge for membership this quarter, Circle wins and you should say so.	There is a real free plan rather than a 14-day trial, and it runs the whole community lifecycle. One account runs many circles; Circle is one community per account. Single sign-on and audit are included on every plan rather than gated behind their custom top tier, and regional pricing bands are published where Circle prices in US dollars only.
Mighty Networks	A mobile-first community and courses platform popular with coaches and course creators.	Native courses, deep gamification with points and levels, algorithmic member matching, and store-published apps. All four are on ComradeCircle's roadmap rather than in the product.	A permanent free plan against an entry plan of roughly ninety-five dollars a month in US dollars only. Many circles under one governed account rather than one network per account. Standards-based single sign-on, role-based access and audit inherited platform-wide, where Mighty offers a lighter sign-on option on higher tiers. And every engagement signal — RSVPs, votes, reactions — sits in one model rather than needing exports between tools.
Slack	The benchmark for internal team messaging, with the strongest enterprise app ecosystem and compliance stack in the category.	Enterprise application integrations numbering in the thousands, mature AI assistance, instant delivery, and unmatched depth for internal team workflow. For an engineering team's day-to-day messaging, Slack is not the thing to displace.	It is built for communities rather than teams: circles, public membership, events with RSVPs and polls exist natively where Slack needs third-party apps. Pricing is banded by active members rather than charged per seat, which is the difference between a predictable monthly fee and a five-figure bill for a ten-thousand-member community. Single sign-on and audit are not reserved for the top enterprise tier.
Discourse	The open-source discussion platform behind many technical and support forums, self-hostable or managed.	Open source with complete control and no vendor risk, extremely deep customisation through plugins, and long-form threads that rank well in search — still the best answer for a public knowledge forum. ComradeCircle is proprietary and does not offer self-serve self-hosting.	A modern, app-like experience with channels, a cross-circle follow feed, capacity-aware events and native polls, rather than a category-and-topic list extended by plugins. Nothing to run: no servers, upgrades or backups. Governance is inherited rather than assembled from third-party plugins, and many communities run under one account instead of one forum per deployment.
Patreon	The best-known creator membership and payments platform, with a large audience already accustomed to paying creators.	An existing audience willing to pay, turnkey payment processing, and video today. ComradeCircle cannot take a payment for a creator at all yet, so for a creator whose only requirement is revenue, Patreon is the honest answer.	Patreon is a paywall with a content feed; members connect to the creator, not to each other. ComradeCircle gives the audience circles, channels, a shared feed, events with RSVPs and polls, so it becomes a community rather than a subscriber list. Governance, member export and multi-tenancy exist where Patreon has none. Positioning to use: build the community here now, and revisit payments when they ship.

THE POSITIONING LINE TO HOLD

Every rival is either a chat product you bolt community features onto or a community product you bolt governance onto — ComradeCircle is one model with both, and the governance is included rather than upsold.

12 Why Us / Differentiators

If you remember six things about why this is different, remember these.

One connected model, not a stack of integrations

Circles, memberships, channels, posts, comments, reactions, follows, events, RSVPs, polls, votes and profiles are parts of one data model rather than separate products joined by a synchronisation job. That is why community health is a question the product can already answer, and why nothing needs reconciling at month end.

Governance included rather than upsold

Single sign-on, role-based access enforced on every operation, tenant isolation and an audit trail apply from the free plan upwards. Rivals routinely reserve sign-on for a custom enterprise contract, which is exactly where community purchases stall in security review.

A cross-circle home feed nobody else has

Members follow the channels, people and circles they choose, and see all of it in one chronological feed with mute controls and no ranking algorithm. Chat servers are bounded by the server; creator platforms are bounded by the single community. Neither can aggregate across the communities a person actually belongs to.

Many communities under one governed roof

One account runs a customer circle, a regional employee circle and a chapter circle side by side, each isolated and separately governed, with one bill, one identity and one audit trail. The two nearest creator-community rivals are one community per account, so an organisation with a dozen communities pays and administers a dozen times.

Automated moderation that can only do reversible things

The automatic path may hide a post and nothing else; anything irreversible waits for a person. Overturning restores the post and records who decided what and when, and review can never escalate a punishment. The rationale in the audit row is a generated summary rather than a copy of the member's words, so the moderation trail does not become a second archive of everyone's content.

Priced by community size, not by seat

Flat monthly bands by monthly active members mean adding moderators costs nothing and growth moves you a band rather than multiplying a seat count. A ten-thousand-member community on a per-seat team messaging plan is an order of magnitude more expensive, which is the single clearest number in any comparison conversation.

An honest status label on every capability

The product's own website marks capabilities shipped, in progress or roadmap, including uncomfortable ones — that the moderation classifier is a rules engine rather than a language model, and that agent write tools have no confirmation gate yet. That is unusual, and for a partner it is the difference between a prospect who trusts the next thing you say and one who does not.

13 Customer Proof & Credibility

There are no customers to point at yet, so credibility has to come from three places: the depth of what is actually built and demonstrable in the free plan, the governance posture inherited from a platform that carries many products, and the unusual honesty of the product's own status labelling. Invite the prospect to check rather than asking them to believe.

THE COMMUNITY LIFECYCLE IS GENUINELY BUILT

Circles, memberships and roles, typed channels, posts, threaded comments, typed reactions, follows and the cross-circle feed, capacity-aware events with waitlisting, anonymous multi-select polls, portable profiles, member reports and the moderation review path all exist and can be exercised on a free account in one sitting.

GOVERNANCE IS ENFORCED STRUCTURALLY, NOT PER FEATURE

Every read and write declares the permission it needs and the API gateway checks it before the request reaches the product, so a missing permission is a refusal by default. Every record is scoped to the workspace that owns it, and writes are checked against that scope, so an identifier from another tenant resolves to nothing.

A SEEDED ROLE CATALOGUE RATHER THAN A BLANK PERMISSION MODEL

Six community roles are created automatically in every workspace — Community Owner, Circle Organizer, Event Host, Moderator, Member and a read-only Community Analyst for compliance readers — with a documented permission table each. Nobody has to design an access model before they can start.

THE PLATFORM UNDERNEATH CARRIES THE UNGLAMOROUS PARTS

Notifications, file storage, tagging, multi-lingual interface, accessibility including a command palette and high-contrast theme, billing and quotas, audit and activity, in-product guidance and support ticketing are shared platform services rather than things ComradeCircle has to build before launch.

MODERATION DESIGNED AROUND REVERSIBILITY

Reversible-only automatic action, a human gate on anything irreversible, a review path that can only restore and never escalate, notification limited to the two outcomes that need a person, and no member content in the audit row. This is a design a security or trust-and-safety reviewer can be walked through.

COMPLIANCE POSTURE STATED PLAINLY

No certifications are claimed. SOC 2 Type II and ISO 27001 are targeted after launch; GDPR and India's DPDP Act work — privacy policy, data processing addendum and subject-request flows — is drafted and pending final counsel sign-off. Card data is handled by the payment processors, so card numbers are never stored by the product.

CUSTOMERS CAN LEAVE WITH THEIR DATA

Export covers member profiles and memberships alongside circle content — posts, comments, events and polls — which is the question every community buyer who has been burned by a platform migration asks second.

PUBLISHED HEAD-TO-HEAD COMPARISONS THAT CONCEDE

The website publishes six named comparisons, each ending with an explicit statement of where the competitor still wins. Send a prospect the comparison against whatever they are using; it argues the case better than a pitch does.

Be straight about this. ComradeCircle is early. It opened to the public in 2026 after a waitlist period, and it has no public reference customers, no published usage or revenue figures, no testimonials and no security certifications. Several capabilities that a community buyer might assume are present are not: creator monetisation cannot take a payment, native courses do not exist, voice and video channels are not built, native mobile apps are not in the stores, the moderator-facing moderation screen is still being built, and the automatic moderation classifier is a rules engine rather than a language model. What a prospect should weigh instead is what they can verify themselves in an afternoon on the free plan — the depth and coherence of the community model, the governance posture, and whether the roadmap matches where they are going. If a buyer needs a named reference customer or a current certificate before they will proceed, they are not a fit yet, and saying so early is better for everyone.

14 Demo Information

The most persuasive demo is the prospect's own. Get them onto the free plan, build their real circle with them and let the product do the arguing. If you want to drive it yourself, this sequence covers the whole story without touching anything unfinished.

HOW TO GET A DEMO

Sign up free at app.comradecircle.com — no card, no expiry, and the free plan carries the entire community lifecycle. If you would rather we ran it, book a session directly with Vignesh T.V. and we will drive.

Runs about 20 minutes to run the flow, 35 to 45 with questions. Allow an extra 15 for a security or compliance reviewer, who will want the governance and moderation sections.

WHERE TO LOOK

- **ComradeCircle web app** — <https://app.comradecircle.com>
- **Product website and features** — <https://comradecircle.com/features>
- **Use-case stories with status labels** — <https://comradecircle.com/use-cases>
- **Head-to-head comparisons** — <https://comradecircle.com/vs>
- **Documentation** — <https://docs.comradecircle.com>
- **Book a walkthrough with Vignesh T.V.** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

1 Create a circle and give it channels

This is a circle — one community with its own members, rules and rhythm. Name it, pick whether it is public, private or secret, and split it into channels: announcements, discussion, a forum. That is the whole setup, and nothing has been installed.

2 Invite members and set roles

Membership is a governed record, not a list. Four standings — owner, admin, moderator, member — over a lifecycle from a pending join request through active, to left or banned. This is what an access review will ask you for later.

3 Post, comment, react

Posts carry attachments and tags and can be pinned. Comments thread one level under what started them. Reactions are a fixed set of six, deliberately small so they still mean something rather than becoming emoji noise.

4 Follow a channel and open the home feed

This is the piece nobody else has. Follow channels, people or whole circles, mute what is noisy, and everything you follow arrives in one feed in the order it happened. No algorithm decides what you see. If you belong to five communities, this is the difference between five inboxes and one.

5 Schedule an event and RSVP against a capacity

Online, in person or hybrid, with a host, times, a join link and a capacity. It moves from scheduled to live to completed. Members respond going, interested or not going, and once you hit capacity the rest are waitlisted automatically. No separate events tool and no RSVP form.

6 Run a poll and close it

Single or multi-select, optionally anonymous, optionally closing on a date. Anonymous voting is what gets you an honest answer on anything sensitive, and no bot had to be installed to do it.

7 Open a member profile and the directory

One profile per member that travels into every circle they join, with interests and skills so people can find each other. The member controls their presence and whether they appear here at all — privacy sits with them, not with the organiser.

8 Walk the moderation model

Content is triaged as it is published and the verdict recorded with a rationale. The automatic path may only hide a post, which is reversible; anything irreversible waits for a person. Overturning restores the post and records who decided it. Be straight here: the classifier today is a rules engine, not a language model, and the moderator screen is still being built — this part is reachable through the API.

9 Close on governance and pricing

Single sign-on, role-based access on every operation, tenant isolation and audit are included from the free plan, not sold as an enterprise tier. Paid plans are flat monthly bands by active members, so adding moderators never changes the bill. Start free, and we will talk when the community outgrows it.

15 Sales Talking Points

Eight lines that land, and why each one works. Use the one that fits the room rather than all eight.

Count the tools your community touches, then count the ones that agree on who your members are.

It converts a vague dissatisfaction into a number the prospect says out loud themselves, and every subsequent claim about one connected model has something concrete to attach to.

Governance is on the free plan. Single sign-on, roles, tenant isolation, audit — all of it, from day one.

This is the single most common reason a community purchase stalls, and most rivals gate sign-on behind a custom top tier. It moves the security reviewer from blocker to ally.

A ten-thousand-member community on per-seat team messaging pricing runs into five figures a month. Here it is a flat band.

It is the clearest arithmetic in the category and it reframes the conversation from features to unit economics, which is the finance owner's language.

One home feed across every circle a member belongs to — no chat server and no creator platform can do that.

It is genuinely unique and it is a member-retention argument rather than an administrator-convenience argument, which is what an executive sponsor actually cares about.

The automated moderation can only hide a post, and a moderator undoes it in one click. Anything permanent waits for a human.

Every trust-and-safety lead has been burned by an automated system that deleted something. Leading with the constraint rather than the capability is what earns their attention.

Run twelve communities under one account, one bill and one audit trail — the nearest rivals are one community per account.

For membership bodies, chapter networks and enterprises this is not a nice-to-have; it is the whole reason they are looking, and it disqualifies half the competitive set immediately.

The free plan is not a trial. It is permanent, needs no card, and runs the whole lifecycle.

It removes every reason to delay and turns a long qualification into a homework assignment the prospect can complete before the second call.

It is early, and the website tells you exactly what is not built. Read the comparison against whatever you use now.

Volunteering the weakness first is what makes the strengths believable, and the published comparisons each end with where the competitor wins — which almost no vendor does.

The objections in the prospect's own words, with an answer you can say without checking anything. Where the honest answer is that we lose, that is the answer given.

"We already use a free chat server for this. Why would we pay?"

For a lot of communities you should not — if it is fundamentally about talking live, they do voice better and it costs nothing. The moment it stops working is when the community has to be governed: you need single sign-on, a member list you own, an audit trail, or a way to run more than one community without renting more servers. That is the switch point, not the feature list. And you can hold both while you decide, because our free plan costs nothing either.

PROOF · Single sign-on, role-based access and an audit trail do not exist on consumer chat servers at any price, and there is no cross-server feed for members who belong to more than one.

"You are pre-launch with no customers. Why would we take that risk?"

That is a fair reason to be careful, so make it cheap to find out. The free plan is permanent and needs no card, so run a real circle on it for a month before any money changes hands. Export is built in, so you can leave with your members and content. And judge the roadmap against your own plan rather than ours — if you need courses or payments this quarter, we will tell you to buy something else.

PROOF · Export covers member profiles and memberships alongside posts, comments, events and polls; the free plan has no expiry and no card requirement.

"It costs more than the creator platform we were quoted."

Compare the whole bill rather than the entry line. Most communities are also paying for an events tool, a form product and a mailing list, and those add up faster than the difference. Also check what governance costs on the other quote — single sign-on is usually a custom top-tier contract there and it is included here from the free plan. And there is a permanent free tier where the nearest rival gives you fourteen days.

PROOF · The nearest creator-community rival has no free plan, only a 14-day trial, and gates single sign-on behind a custom plan; another's entry plan is roughly ninety-five dollars a month in US dollars only.

"Why not just build this ourselves on top of what we already have?"

People underestimate this one consistently. It is not the posting; it is the member lifecycle, the role model, moderation states and a defensible audit trail, notifications, file handling, storage quotas, accessibility and languages — and then keeping all of it running. That is a team, indefinitely, on something that is not your product. Build the parts that are your differentiator and buy the community substrate.

PROOF · Six roles with documented permission tables are created automatically in every workspace, and notifications, file storage, tagging, languages, accessibility, billing and audit are inherited platform services rather than per-product code.

"We need paid memberships and to sell content. Can you do that?"

No, not today. The catalogue groundwork exists but there is no payment capture, so we cannot take money for you and we will not sell it as though we could. If revenue is the requirement this quarter, buy a creator platform that does it now. If the requirement is a real community that you might monetise later, build it here and revisit when it ships — the published intent is a platform fee well below the ten per cent typical of creator platforms.

PROOF · The customer-facing pricing guide states plainly that creator monetisation is a roadmap capability, not sold as available, and carries no fee until it ships.

"Our security team will want a SOC 2 report before we can sign anything."

We do not have one, and I am not going to imply otherwise. SOC 2 Type II and ISO 27001 are both targeted after launch. What exists today is the control posture underneath: single sign-on, permission checks on every operation, tenant isolation on every record, an exportable audit trail, and a data processing addendum. If a current certificate is a hard precondition, you are not a fit yet — better to know that now than after three meetings.

PROOF · The compliance position is published rather than hidden: no certification is claimed, targets are stated, and card data is handled by the payment processors so card numbers are never stored.

"What happens to our members and content if we want to leave?"

You export them. Member profiles, memberships and circle content — posts, comments, events, polls — all come out. That has been a shipped capability rather than a promise, because a community platform that makes leaving hard has stopped competing on merit. Data above a limit after a downgrade becomes read-only rather than being deleted, and free accounts are only queued for deletion after twelve months of inactivity, with notice.

PROOF · One-click export of member and content data is documented as shipped, and the downgrade behaviour is stated in the customer-facing pricing guide.

"You are a small company. What happens if you disappear?"

Reasonable question and there is no clever answer to it. What reduces the exposure: the free tier means you can evaluate without commitment, the export means you can leave with everything, and the platform underneath carries a whole family of products rather than this one alone. For an enterprise contract we can talk about a dedicated environment or a self-hosted deployment, which changes the risk profile considerably.

PROOF · Dedicated tenancy and self-hosting are published enterprise options, and export is a shipped capability rather than a contractual promise.

"Our members expect voice channels and a proper mobile app."

Neither exists today. Voice and video channels are on the roadmap with nothing shipped, and the mobile experience is an installable web app rather than a store-published native app. If live voice is central to how your community works, a consumer chat platform is honestly the better answer right now. If voice is occasional, most communities run it on whatever conferencing tool they already have and keep everything else here.

PROOF · The published comparison pages state directly that voice and video channels are roadmap and that store-published apps are not yet released.

"Who actually supports our members when something goes wrong?"

Support runs through the product itself — in-app help, ticketing and escalation — with response targets that step up by plan: email under 48 hours on the entry plan, priority under 24 and under 8 hours on the higher tiers, and a dedicated contact with agreed response levels on an enterprise contract. There are also paid support blocks and a monthly retainer if you want guaranteed hours. As the partner, you can hold first-line yourself if that suits your model.

PROOF · Published response targets and uptime commitments per plan, plus support hour packs and a monthly retainer in the add-on catalogue.

"We are one community, not twelve. The multi-circle thing is irrelevant to us."

Fine — ignore it, and judge it on the single-community experience: channels, the feed, events with capacity, polls, profiles and moderation. The multi-circle model matters later, when the one community becomes a regional group plus a customer group plus an alumni group. The point is that it does not become a re-platforming project when that happens, because you are already on the model that supports it.

PROOF · Circles are isolated and independently governed under one account, so adding a second community is a create action rather than a new contract.

"Can we run this in our own region, or on our own infrastructure?"

Under an enterprise contract, yes: customer-selected data residency, customer-managed encryption keys, a dedicated environment, self-hosting and air-gapped deployment are all published enterprise options. On the standard plans data sits in a shared default region. If residency is a hard requirement, tell us early — it changes the shape of the deal and it is not something the self-serve plans can do.

PROOF · Data residency, customer-managed keys, dedicated tenancy and self-hosting are listed as enterprise capabilities in the published tier design.

17 Discovery / Qualification Questions

Ten questions that qualify a community opportunity quickly. Listen for the answer behind the answer — the tell is usually in how long they take to work it out.

ASK THIS

Walk me through every tool your community touches in a normal week.

Who is accountable for the community, and what are they measured on?

How many separate communities do you run, and are they going to multiply?

LISTEN FOR

Four or more named products, and any hesitation about which one holds the real member list. If they list one tool and are happy with it, this is not an opportunity today.

A named person with a target is a live opportunity. If nobody owns it, or it is a side responsibility of a marketing role, expect a very long cycle regardless of fit.

Chapters, regions, cohorts, customer segments or brands. Two or more, or a plan to add them, points straight at the multi-circle model and rules out half the competitive set.

ASK THIS**LISTEN FOR**

How would you know today whether the community is growing or quietly dying?

Gut feel, a manual spreadsheet, or an admission that they would not know. Confident, instrumented answers mean they have already solved this and the pain is elsewhere.

What does moderation look like right now, and who does it?

Volunteers reading everything by hand, no queue, no record, and one person who is visibly close to burning out. Also listen for whether an incident has already happened — that is a budget trigger.

If your security team reviewed the community platform tomorrow, what would they object to?

No single sign-on, no audit trail, uncertainty about where member data lives, or a shrug. A prospect who knows the answer immediately has already tried to get this approved and been blocked.

How do you run events today, from scheduling to knowing who turned up?

Three tools and a spreadsheet. Any mention of capacity, waitlists or no-shows is a direct hit on capacity-aware RSVPs.

What do you spend on the community stack in total each month, and what triggers the next increase?

A number they have to assemble from several subscriptions, or a per-seat plan they know will get worse. Both make the flat member-band pricing land.

Does the community need to earn money in the next six months?

If yes, disqualify or park — monetisation is not live. If they say it is a next-year question, the opportunity is intact and the roadmap is a bonus rather than a dependency.

How much of your community happens by live voice or video?

If live voice is the centre of the community, walk away politely — a consumer chat platform wins. If it is occasional and already handled by a conferencing tool, it is not a blocker.

Who else has to say yes, and what will they each need to see?

Security, procurement, finance and a data protection officer. Getting the list early tells you whether to lead with governance or with engagement, and how long the cycle actually is.

If I set you up with a free circle this week, who would you put in it first?

A specific group named without hesitation means a real intent to act. Vagueness means you are talking to someone researching, not buying — useful to know before you spend two more calls.

18 How to Identify a Good Opportunity

How to tell a real opportunity from a pleasant conversation, in the first fifteen minutes.

STRONG SIGNAL — PURSUE

- They name four or more tools their community runs on and cannot say which holds the authoritative member list
- They run, or are about to run, more than one community — chapters, regions, cohorts, customer segments or brands
- A security or procurement review has already blocked or stalled a community tool over single sign-on or audit
- Moderation is one or two volunteers reading everything manually, and someone is visibly close to giving up
- Events matter to them and are currently a calendar plus a form plus a chat announcement plus a spreadsheet
- They have priced a per-seat team messaging product for a community of thousands and recoiled at the number
- Someone is measured on community health and has no instrumented way to report it

Introduce us straight away.

WORTH A CONVERSATION

- One community, happy with the current tool, curious rather than dissatisfied — worth a free circle, not a proposal
- Monetisation is on their list but not this quarter — the opportunity is real, but never let payments become the deciding criterion
- Enthusiastic community manager with no budget line and no executive sponsor identified yet
- Occasional live voice or video that they say is 'important' — probe whether a conferencing tool already covers it
- A residency or certification requirement that they think is soft — get it confirmed in writing before investing time
- Migration of a large existing community with years of history — feasible, but scope it with us before promising anything

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- Courses, lessons or certification delivery are the core of the offer — not built, and a learning platform will win
- They must charge members or sell content within the next quarter — monetisation cannot take a payment
- Persistent voice, video or live streaming is non-negotiable to how the community works
- A current SOC 2 or ISO 27001 certificate is a stated precondition of even evaluating
- They want an open-source platform they can fork and self-host themselves
- It is really internal team messaging with a community label on it

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: 'How many separate tools does it take to run your community end to end, and which one holds the real member list?' If the answer is four or more and they hesitate on the second half, you have a real opportunity. If it is one tool and they answer instantly, thank them and move on.

19 How to Introduce Us

Introduce it as a fit for a specific pain they have already described to you, never as a product launch. Name the stage plainly in the first message — it costs nothing and it makes everything after it credible.

IN CONVERSATION

"You mentioned your community is spread across four tools and nobody trusts the member list. There is a platform called ComradeCircle that puts the whole thing on one model — circles and channels, one feed across every community a member belongs to, events with capacity and waitlists, polls — and it includes single sign-on and an audit trail from the free plan rather than selling them as an enterprise tier. It is early, and there is no charge to try it properly. Want me to introduce you to the person who builds it?"

EMAIL – SUBJECT: THE COMMUNITY TOOL SPRAWL YOU MENTIONED – WORTH A LOOK

Hi [Name],

You said [the community] runs across [chat tool], a separate events tool and a spreadsheet nobody trusts. ComradeCircle puts all of that on one model: circles and channels, one home feed across every circle a member follows, events with capacity-aware RSVPs and waitlisting, and polls — with single sign-on, roles and an audit trail included on every plan rather than sold as an enterprise upgrade.

Being straight with you: it is early and has no public reference customers yet. It also has a permanent free plan you can run a real community on, so it costs nothing to judge for yourself.

Happy to introduce you to Vignesh T.V. (vignesh@burdenoff.com, +91-7358445777), who builds it, or you can book him directly: <https://calendly.com/vignesh-burdenoff/1-1>

Best,

[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about running the community across four tools — that member-list problem is exactly what ComradeCircle is built for: circles, channels, events with capacity-aware RSVPs and polls on one model, with single sign-on and audit included rather than upsold. Early product, permanent free plan, no reference customers yet. Worth ten minutes? I can introduce you to the founder.

WARM THREE-WAY INTRODUCTION

[Name], meet Vignesh T.V., who builds ComradeCircle — a community platform that puts circles, channels, events, polls and the member roster on one governed model. [Name] runs [community] across [n] tools and is hitting exactly the problems you two should talk about. Vignesh is straight about what is and is not built yet, which is why I am making the introduction. Vignesh: vignesh@burdenoff.com, +91-7358445777, or book directly at <https://calendly.com/vignesh-burdenoff/1-1> — I will leave you to it.

Please do not: Do not imply there are existing customers, named references, testimonials or usage figures. There are none, and one invented number ends the relationship.; Do not promise creator monetisation, native courses, voice or video channels, native mobile apps or semantic discovery. None of them are live, and a prospect who buys on them will churn loudly.; Do not describe the moderation classifier as an AI model. It is a deterministic rules engine today, and the product's own documentation says so.; Do not quote a price you have invented, discount anything, or promise a delivery date. All pricing and quotes come from us in writing.; Do not claim any security certification. SOC 2 and ISO 27001 are targets, not held, and privacy compliance work is still with counsel.

20 Lead Handoff Process

Register first, introduce second. Registration is what protects your commission, and it takes a few minutes. Send the qualification detail with the introduction so the first call with us is a

working session rather than a repeat of yours.

1 Register the opportunity before you introduce it

Email vignesh@burdenoff.com with the organisation, the contact, the community size and shape, and what you have already discussed. Commission eligibility starts at approved registration, and there is no retroactive registration — an unregistered introduction earns nothing.

2 Send the qualification detail

The items under 'What we need' below. It takes ten minutes and it is what lets us prepare a first call that is worth the prospect's time rather than a discovery session they have already sat through with you.

3 Make the introduction

A three-way email or a direct calendar link, whichever suits the relationship. Use the warm-introduction wording above, and say plainly that the product is early — it lands better from you than from us.

4 Join the first call if you can

Optional but strongly recommended. You hold the relationship and the context, and it is the fastest way for you to learn where the product wins and loses so your next conversation is sharper.

5 Agree who owns what next

We will confirm in writing whether you are introducing only, supporting the evaluation, delivering an implementation, or reselling. That decision sets your commission tier, so settle it before the commercial conversation rather than after.

6 Track it to a decision

We report back on status. An approved registration is protected for 90 days, with one further 90-day extension available where there is active progress, so tell us if a deal goes quiet rather than letting the window lapse.

SEND US THIS — IT IS ALL WE NEED

- Organisation name, sector, rough size, and the country that will be billed — the billing country sets the regional price band
- The contact's name, role, and whether they own the community, the budget, or neither
- How many communities they run today and how many members are active in the largest
- What they use now, tool by tool, and which specific thing broke or blocked them
- Whether a security, procurement or data protection review is required, and any residency or certification requirement they have already stated
- Any timing pressure — an event, a renewal date, a migration deadline, a board commitment
- Whether they need courses, payments or live voice, so we can disqualify early rather than after three meetings
- What you have already told them, including anything you promised, so we do not contradict you

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one business day and confirm approval or a conflict within two. Introductions get a first call offered within three business days. Quotes for standard plans come back within three business days; enterprise quotes involving dedicated tenancy, residency or self-hosting take up to five. If something is going to slip, we tell you before it does.

Deal registration: Register every opportunity in writing to vignesh@burdenoff.com (+91-7358445777) before you introduce it. Approved registrations are protected for 90 days, extendable once by a further 90 days where there is active progress. No commission is payable on a deal we already had in active pipeline unless you open a new buying centre or materially expand the scope, and where two partners claim the same deal the first approved registration with real contribution takes priority. Splits require written approval.

21 Partner / Referral Commercials

Partners are paid on collected net revenue rather than list price, at a rate set by how much of the work you do — introduce, support the evaluation, deliver the implementation, or own the resale. Regional pricing does not reduce your eligibility: if the customer is billed at a lower regional band, the commission is simply calculated on that lower collected amount. Net revenue excludes taxes, refunds, chargebacks, credits, payment fees, marketplace payouts, customer-owned cloud costs and AI provider costs.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net software subscription	0% unless separately approved · 3% on first-year collected net add-ons, capped at \$10,000
Community Consulting Partner	Introduction plus evaluation support and advice to the customer	12% of first-year collected net software subscription	0–3% where active in the success plan · 3% on first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus rollout, migration, integration or training delivery	15% of first-year collected net software subscription	3–5% where active in the renewal success plan · 5% on first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership in a region or account	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, only where approved
Community-Tech Agency or MSP	Operates ComradeCircle on behalf of end customers, or bundles it into a managed offering sold under the ComradeCircle name	Custom wholesale or managed-service terms	Custom · Custom
Strategic Alliance Partner	Brings repeat enterprise pipeline or a bundled joint offering	Custom programme terms	Custom · Custom

THE RULES THAT MATTER

- Registration comes first. Commission eligibility starts at approved registration, protection runs 90 days with one 90-day extension where there is progress, and there is no retroactive registration.
- Large deals earn extra: an additional 1% (capped at \$2,500) on first-year net subscription between \$100,000 and \$249,999, 2% (capped at \$7,500) between \$250,000 and \$499,999, and 3% (capped at \$25,000) above \$500,000 — provided the deal was registered before procurement and you materially helped qualify or close it.
- Dedicated tenancy, self-hosted licences, air-gapped packages, premium support and managed services carry heavy delivery effort, so partner economics on those items are lower and must be approved in the quote.
- Professional services you contract directly with the customer are yours to keep, as long as they do not conflict with our contract with that customer.
- Not commissionable: taxes and duties, customer-owned cloud costs, AI provider costs, marketplace publisher revenue, and services we deliver ourselves unless written into an approved partner deal.
- Partner and affiliate rewards do not stack — one customer belongs to one commercial programme unless we approve an exception in writing.
- We control final pricing, discounting, contract terms and commission eligibility. Every reseller quote needs written approval before it reaches the customer, and reseller margin combined with any customer discount must not push net realisation below the approved enterprise regional floor.
- Never promise features, compliance status, discounts or timelines without written approval from us, and no side letters, rebates or off-contract promises.

GETTING PAID

Commission is paid on collected net revenue only, 15 days after successful realisation of that revenue, once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year deals pay as customer cash is collected rather than on total contract value unless separately approved. Refunds and chargebacks reverse the commission or offset it against future payouts, and customer credits reduce the commissionable amount. Payment is made in the currency named in your partner agreement, converted at the payment processor or accounting rate. Partners handle their own invoicing and local tax compliance; we withhold and report where the law requires it.

These are the standard ComradeCircle partner programme terms as published, and the product is early — terms may be updated as the programme matures. Nothing here is an offer or a guarantee of payment. The terms that actually bind are those in your signed partner agreement and the quote we issue to the customer; where anything here differs from those documents, those documents govern.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If ComradeCircle is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
ComradeCircle website	https://comradecircle.com	Positioning, features, pricing and the case for the product in its own words.
The web app	https://app.comradecircle.com	Sign up on the free plan — no card, no expiry, the whole community lifecycle.
Features	https://comradecircle.com/features	Capability by capability, with honest status labels on anything unfinished.
Use-case stories	https://comradecircle.com/use-cases	Twenty-plus scenarios by persona, each ending with a plain statement of what is and is not built.
Head-to-head comparisons	https://comradecircle.com/vs	Six named competitors, each with an explicit note on where they still win. Send the relevant one to a prospect.
Security and trust	https://comradecircle.com/security	Security posture and the standards being worked towards — no certifications are claimed.
Documentation	https://docs.comradecircle.com	Product guides and API reference for a technical evaluator.
Community hub	https://community.comradecircle.com	Questions, discussion and user stories.
Book a call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	Direct 1-1 booking — use it for introductions, demos and deal reviews.
All Burdenoff products	https://burdenoff.com/products	The wider product family, if a prospect's interest turns out to be adjacent.
Talk to us	mailto:vignesh@burdenoff.com	Vignesh T.V. — vignesh@burdenoff.com , +91-7358445777. Register opportunities here .

WHAT YOU CAN SHARE, AND WITH WHOM

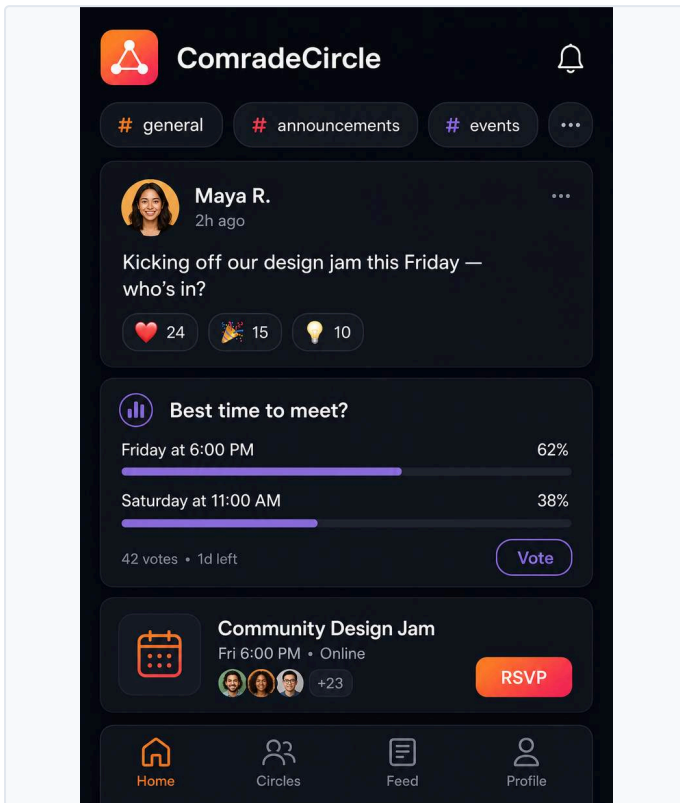
- Share freely in public: anything published on comradecircle.com and docs.comradecircle.com, including the feature pages, use-case stories, comparison pages, pricing page and security page. Link to them rather than copying, so the status labels stay current.
- Share with a prospect, not publicly: this playbook, the cheat sheet, the plan and add-on prices listed here, and the discovery and objection material. It is written for you, not for an audience.
- Never share, in any form: the partner commission rates, deal-registration mechanics, big-deal incentives, and anything you learn about another partner's or customer's deal.
- Needs our written sign-off before use: any quote, discount, delivery date, roadmap commitment, statement about compliance or certification status, joint press or co-marketing material, and any use of the ComradeCircle name or logo in your own marketing.
- Never publish security findings, incident detail, or anything a prospect tells you under confidentiality — including in a public forum, a community post or a social update.
- Always mark the stage. Wherever you describe the product in writing, say that it is early with no public reference customers. Removing that line makes the rest of the document a liability.

24 Product Mockups — Complete Visual Appendix

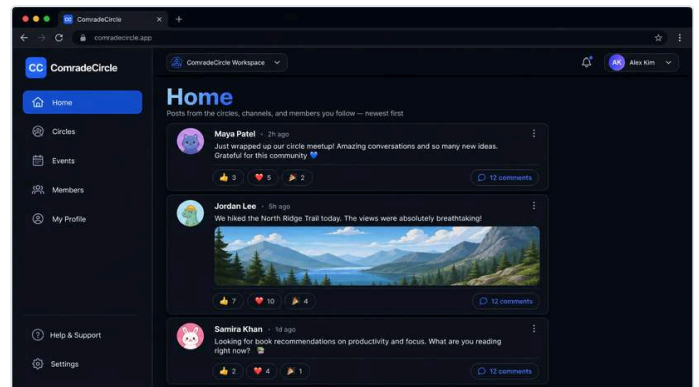
37 SCREENS

Every screen in the ComradeCircle design set — 37 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

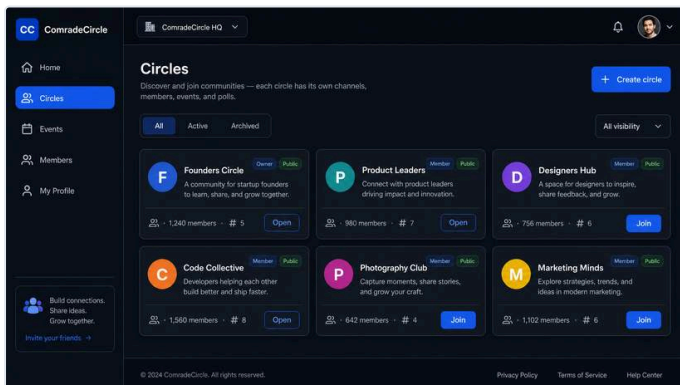
PRODUCT SCREENS • 31 SCREENS



001 Comradecircle 00 Mobile App Preview



002 Comradecircle 01 Home Feed



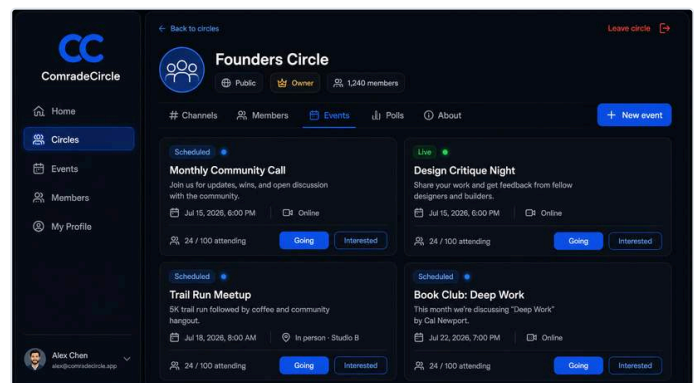
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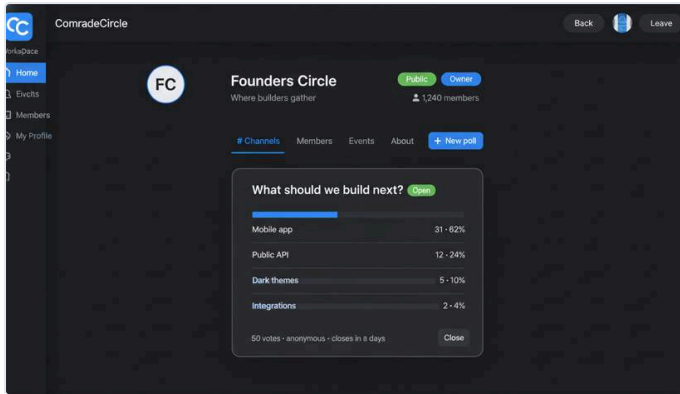
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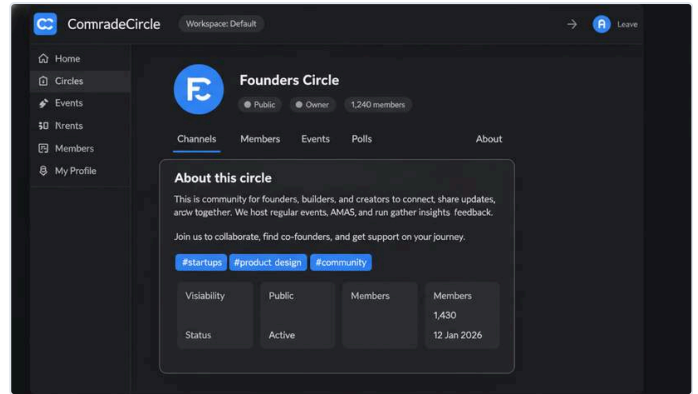
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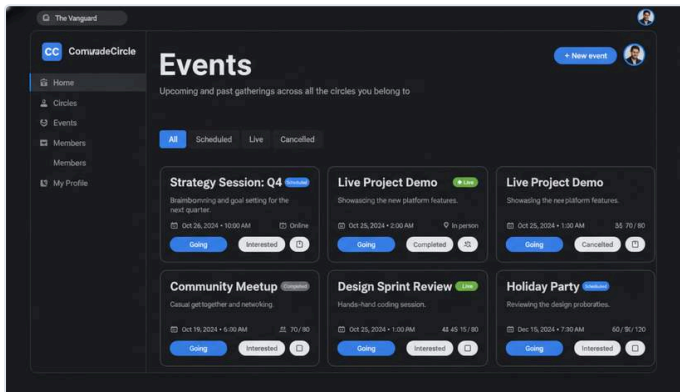
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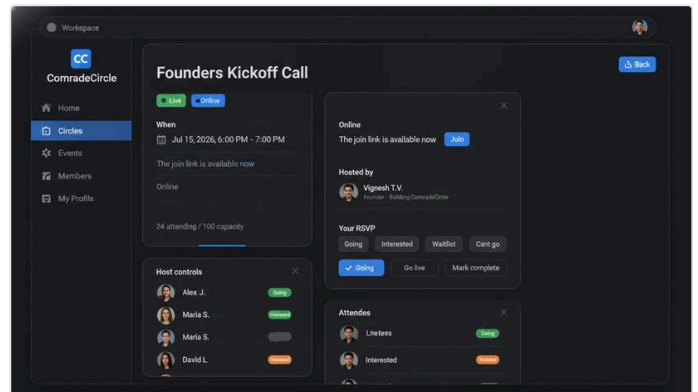
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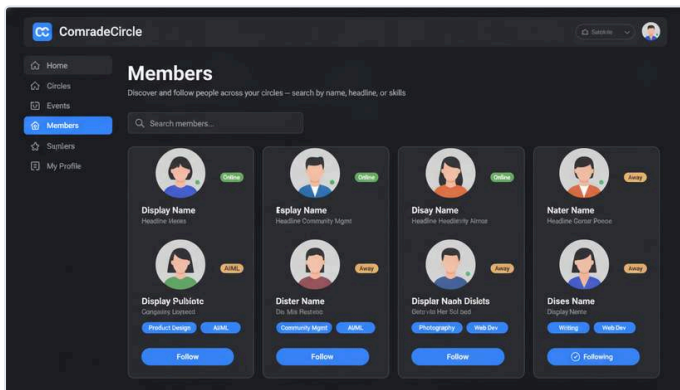
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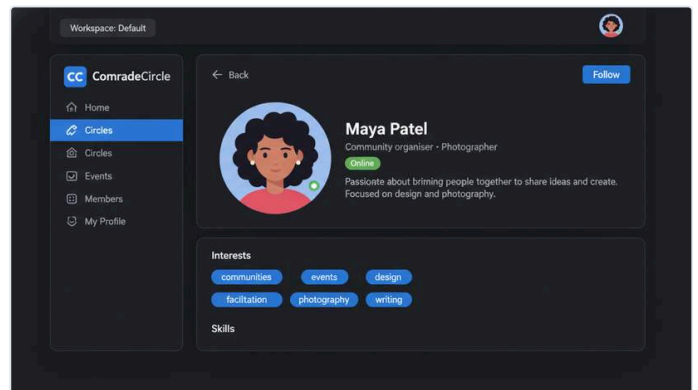
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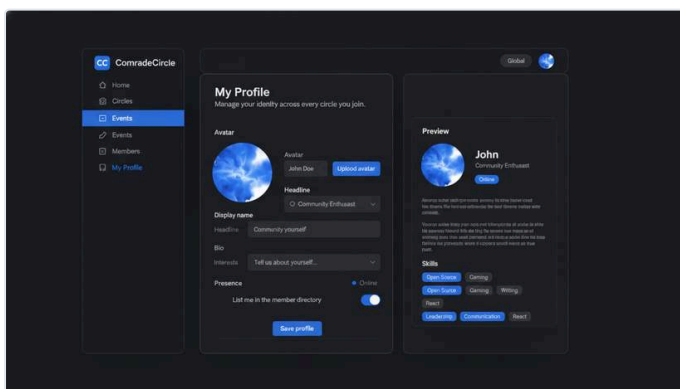
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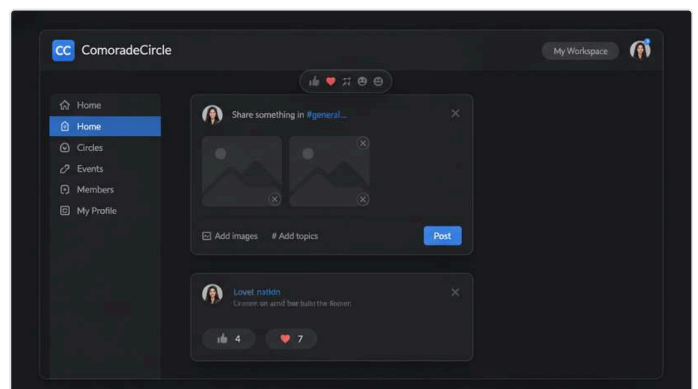
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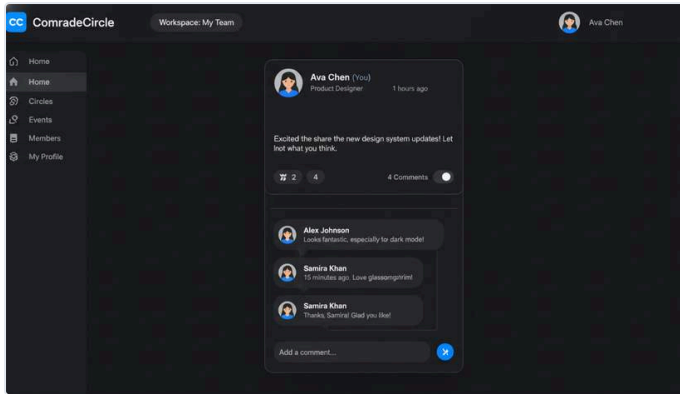
012 Comradecircle 11 Member Profile



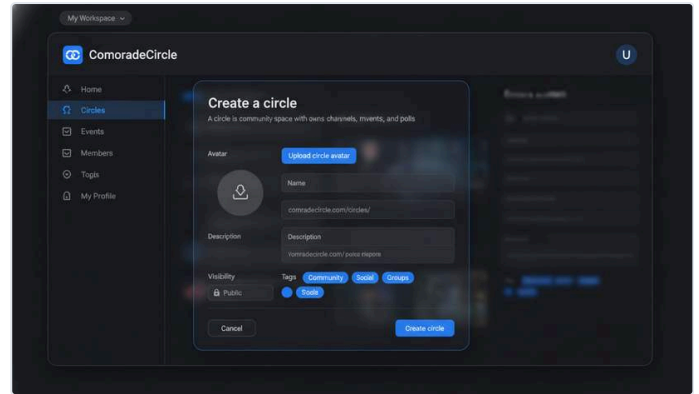
013 Comradecircle 12 My Profile Editor



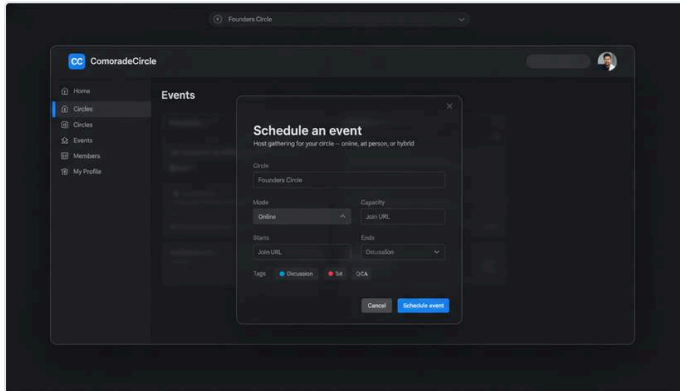
014 Comradecircle 13 Post Composer Attachments



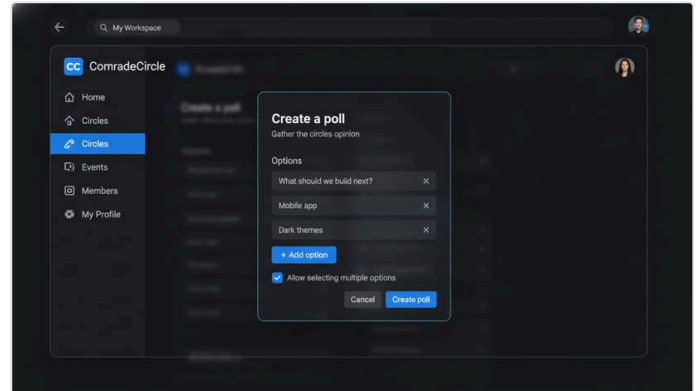
015 Comradecircle 14 Channel Post Thread



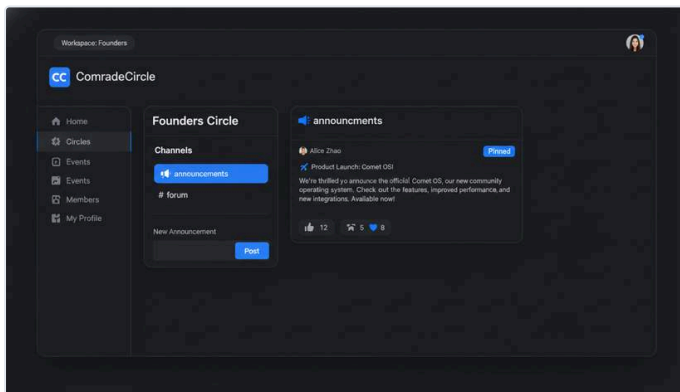
016 Comradecircle 15 Create Circle Dialog



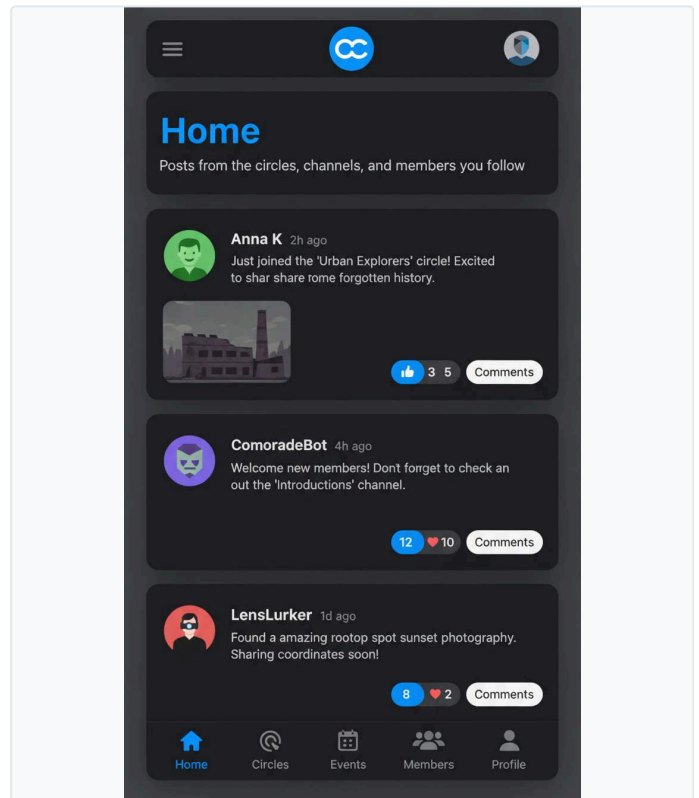
017 Comradecircle 16 Create Event Dialog



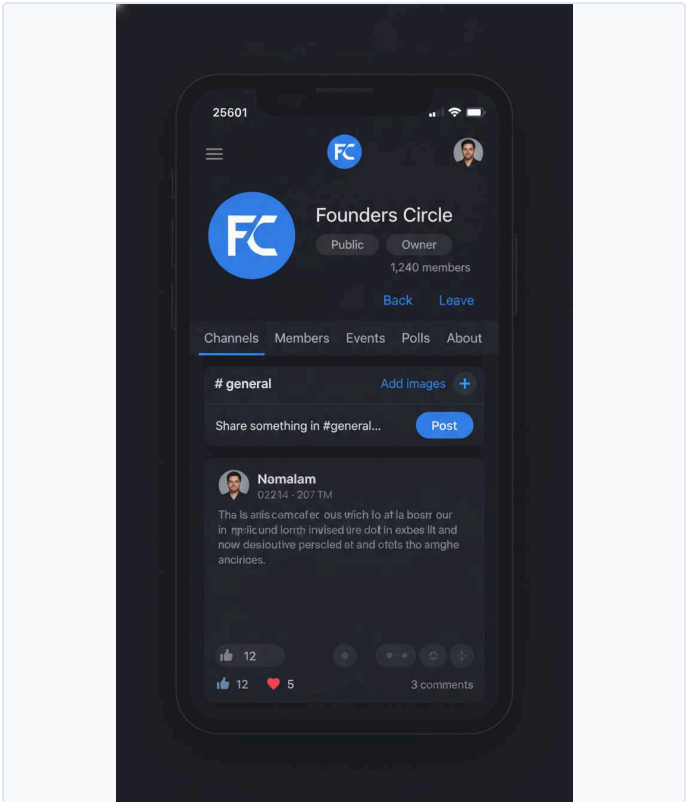
018 Comradecircle 17 Create Poll Dialog



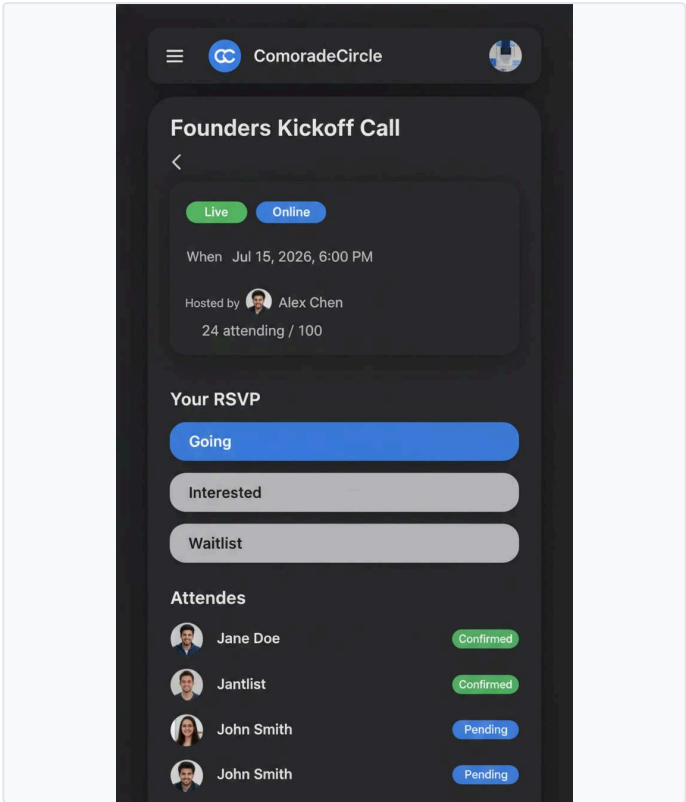
019 Comradecircle 18 Announcement Channel



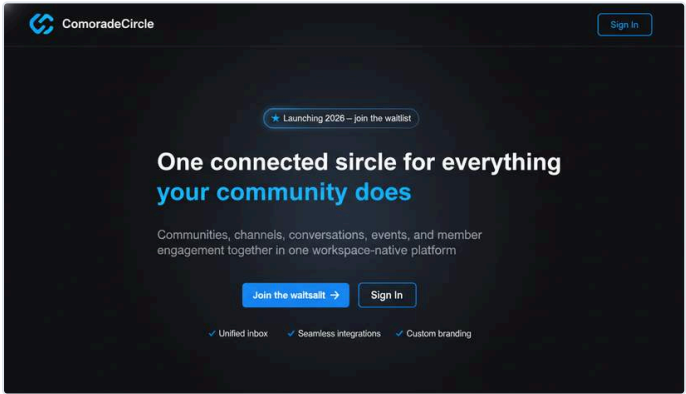
020 Comradecircle 19 Mobile Home Feed



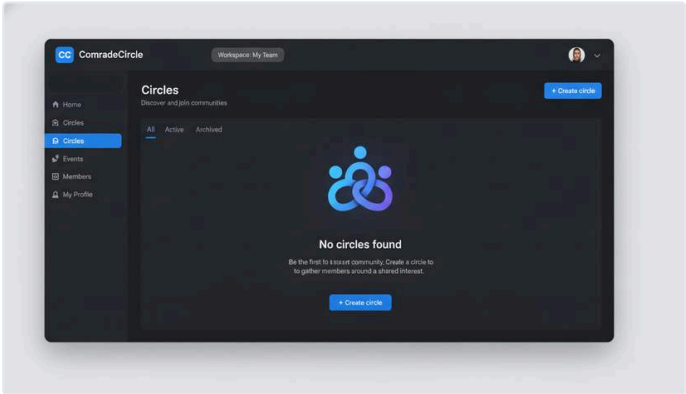
021 Comradecircle 20 Mobile Circle Detail



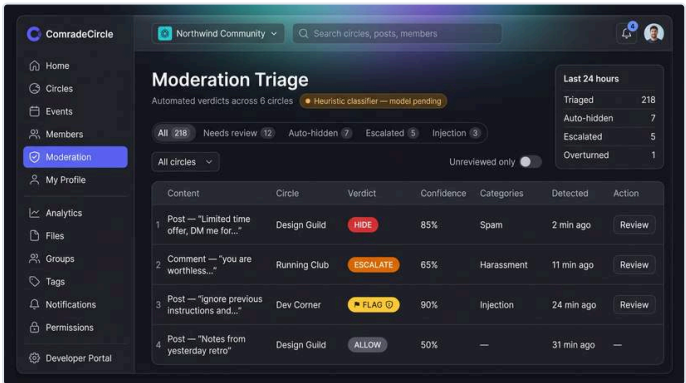
022 Comradecircle 21 Mobile Event Rsvp



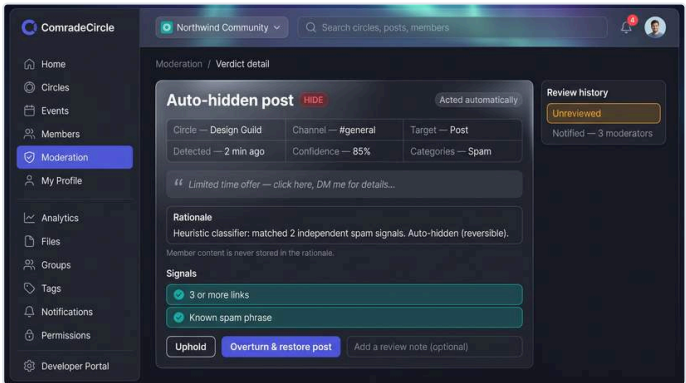
023 Comradecircle 22 Landing Page



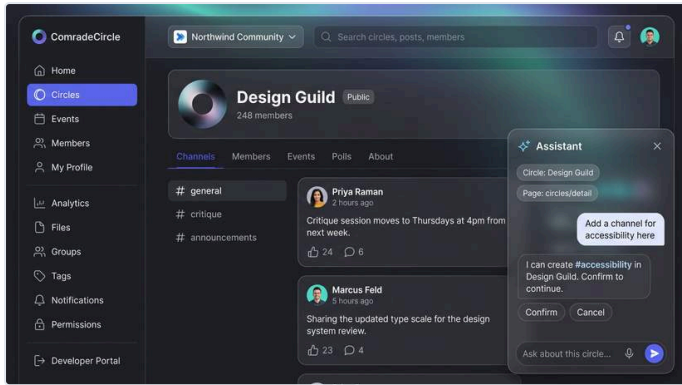
024 Comradecircle 23 Circles Empty State



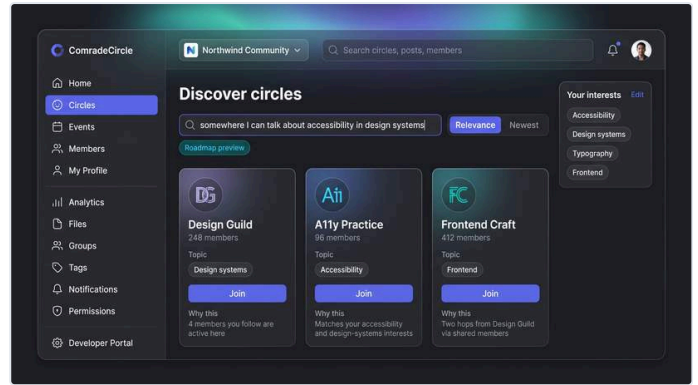
025 Comradecircle 24 AI Moderation Triage Queue



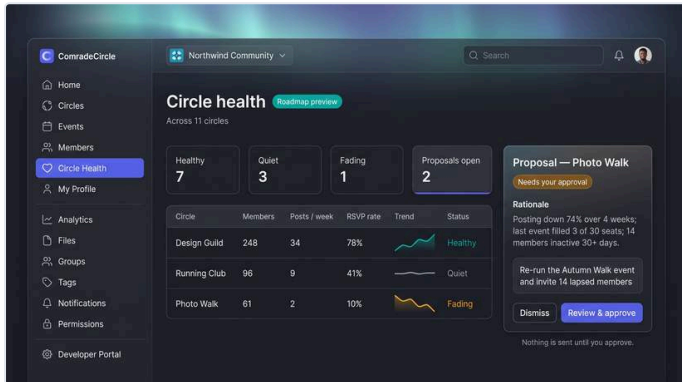
026 Comradecircle 25 AI Verdict Decision Card



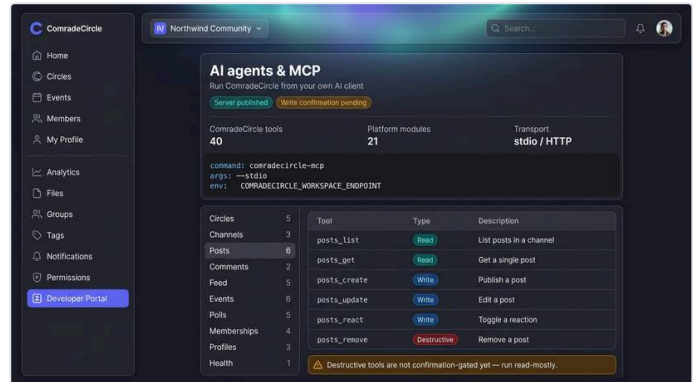
027 Comradecircle 26 AI Assistant Circle Context



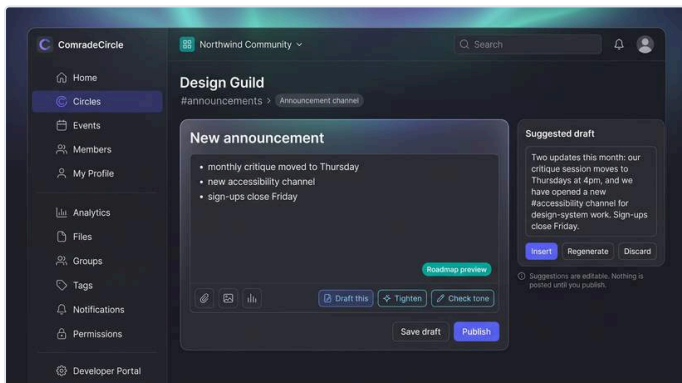
028 Comradecircle 27 AI Semantic Circle Discovery



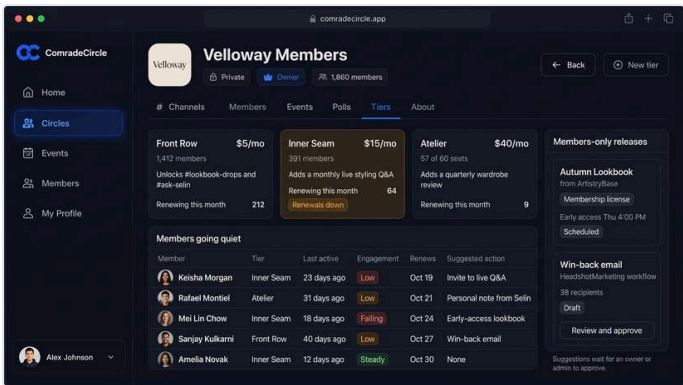
029 Comradecircle 28 AI Circle Health Agent



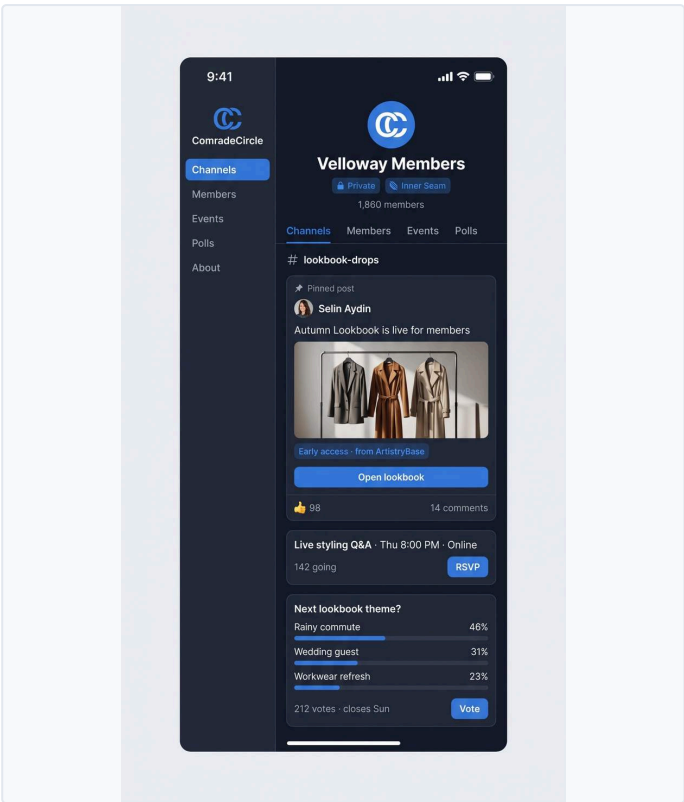
030 Comradecircle 29 AI Agent MCP Tools



031 Comradecircle 30 AI Writing Assistance Composer



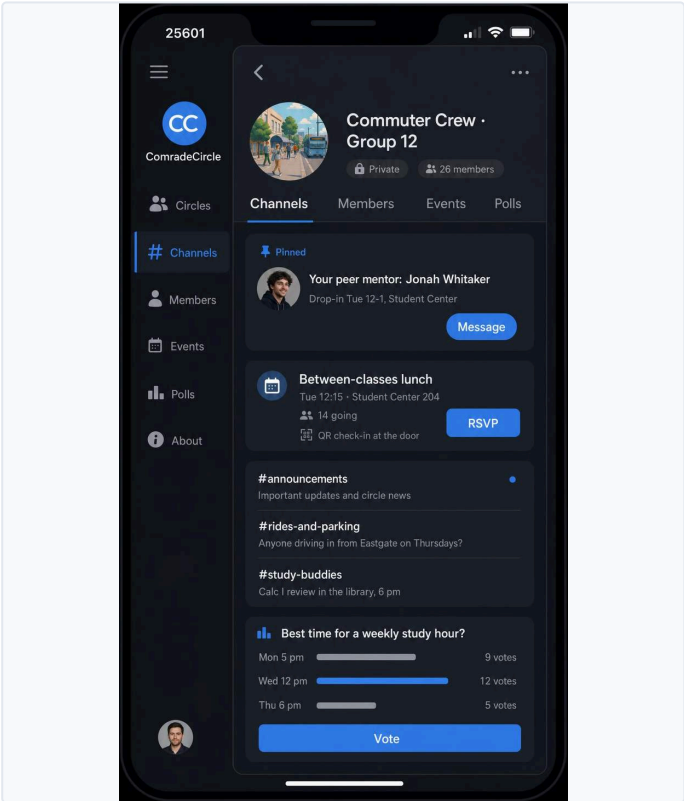
032 Superfan Membership Tiers 1 Tiers And Members Going



033 Superfan Membership Tiers 2 Member View On A Phone



034 First Year Cohort Circles 1 First Year Circles Overv



035 First Year Cohort Circles 2 Student Circle On Mobile



036 Chapter Officer Succession Board 1 Officer Seats By Chapter



037 Supporters Club Fixture And Membership Hub 1 Supporters Circle



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