



PlanMagnet

PlanMagnet gives product and engineering teams one workspace where the roadmap, the backlog, the sprint and the release are the same data.

PARTNER
CHEAT SHEET
PLANMAGNET.COM

Roadmaps

Sprints & boards

Feedback inbox

Releases

Delivery-ops

WHAT IT IS

One workspace for roadmaps, backlogs, sprints, issues, feedback and releases — the plan and the work are the same records.

30-SECOND PITCH

Teams plan in one tool and track work in another, so the roadmap goes stale by week two. PlanMagnet links initiatives to the epics delivering them. Editors are billed; viewers are free.

PROBLEM WE SOLVE

- Roadmap and tracker disagree within weeks
- Four subscriptions covering one workflow
- Status reporting assembled by hand
- Feedback scattered; loudest voice wins

VALUE PROPOSITION

- Plan and work are the same records
- Product plus engineering in one purchase
- Free unlimited viewers, per-editor pricing
- Two-way migration from five trackers

IDEAL CUSTOMER

Software product and engineering teams, 15-200 people, already running sprints and a separate roadmap

Not a fit: Non-software teams, or certification required before signing

WHO YOU ARE TALKING TO

Head of Product — Where does your roadmap live?

VP Engineering — How many tools per developer?

Delivery lead — Where is your risk register?

Agency ops lead — Paying for seats that only watch?

TOP USE CASES

- Roadmap linked to delivering epics
- Sprints with points and velocity
- Feedback inbox with weighted votes
- Releases gated by quality reviews
- Budgets and timesheets per project

CAPABILITIES

- Connected roadmaps
- Kanban and Scrum
- Backlog and sprints
- Feedback inbox
- Versioned releases
- Portfolios and programs
- Risk and quality gates
- Budgets and timesheets
- No-code automation
- Two-way tracker sync

PRICING

Free \$0
Pro \$9/editor/mo or \$7.50/editor/mo annual
Business \$16/editor/mo or \$13/editor/mo annual
Enterprise \$26/editor/mo list, custom annual
 Free plan; \$9 or \$16 per editor monthly

COMPETITIVE LANDSCAPE

Jira — One workspace, not four subscriptions

Linear — Adds feedback, releases, delivery operations

Aha! — Native execution, no separate add-on

Productboard — Ships the release, not just the signal

WHY US

- Roadmap items point at real work
- Delivery operations included, not sold separately
- Import and export both ship
- Viewers free on every plan

PROOF & CREDIBILITY

- Free plan, no card, test today
- Every capability marked shipped or roadmap
- Every AI call writes audit row

DEMO

Free plan opens in minutes; book us for a guided walkthrough

TALKING POINTS

- Roadmap and tracker are one system
- You pay only for editors
- Migration works in both directions
- Gaps are published, not hidden

OBJECTION HANDLING

"We already run Jira"

Import it, run one sprint, export back if wrong

"Do you have SOC 2?"

Not yet; encryption, isolation, audit and access control today

"You are a small company"

Free plan, monthly billing, and export ships alongside import

DISCOVERY QUESTIONS

- Where does the roadmap live today?
- How long does a status update take?
- How many tools between request and release?
- How many people only ever read?
- When did the last date slip surface?

SPOT A GOOD OPPORTUNITY

- Roadmap and tracker in different tools
- Someone assembles status reports weekly
- Paying for tracker plus roadmap tool
- Agency tracking budgets in spreadsheets
- Certification required before signature
- Non-software team wanting general management

HOW TO INTRODUCE US

"Your roadmap and your tracker never agree — PlanMagnet makes them the same records. Free plan available."

LEAD HANDOFF

Email Vignesh with company, contact, editor count and current tools, before the first call

PARTNER COMMERCIALS

10-15% of first-year net subscription; up to 15% reseller margin

USEFUL LINKS

PlanMagnet website planmagnet.com

Create a workspace app app.planmagnet.com

Documentation docs docs.planmagnet.com

Use-case walkthroughs

planmagnet.com/use-cases

Pricing planmagnet.com/pricing

TALK TO US

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BOOK A 1-1 CALL

calendly.com/vignesh-burdenoff/1-1

Scan the code to book

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