

Scout Briefs — Sample Standard

Demonstration artifact only. This is a fictional client engagement produced as a portfolio / sales sample for Scout Briefs **Standard (\$249)** SKU (Revenue Scout). It does not contain confidential client data. Pricing and claims are drawn from public web sources as of **2026-09-14**; verify live pages before relying on figures for decisions.

Field	Detail
SKU	Scout Brief Standard (\$249)
Prepared for	“Northline Notes” (fictional indie SaaS)
Client context	Solo founder evaluating the AI meeting notes / conversation intelligence category for positioning and GTM , not build-vs-buy for internal tooling
Competitors researched	Fireflies.ai · Otter.ai · Fathom · tl;dv · Read AI
Research date	2026-09-14
Sources	Public websites only (see Appendix)

1. Executive summary — who wins what

The AI meeting-notes market has bifurcated into **(A) freemium capture + summary tools** fighting for SMB and individual adoption, and **(B) conversation-intelligence / CRM-adjacent layers** priced for revenue teams. Pure “transcribe my Zoom” is table stakes; differentiation now sits in free-tier generosity, CRM depth, cross-meeting search, coaching, and compliance.

Buyer need	Current public leader (among these five)	Why
Generous free forever capture	Fathom	Unlimited recordings + transcriptions + basic AI summaries on Free (fathom.video/pricing)
Broadest “AI teammate” / platform narrative	Fireflies.ai	Positions as #1 AI assistant for meetings + email/Slack/CRM; unlimited transcription + summaries even on Free (fireflies.ai, Fireflies pricing blog)
Brand / mainstream notetaker recognition	Otter.ai	Strong “conversational knowledge engine” + education/enterprise brand; live transcription heritage (otter.ai, otter.ai/pricing)
EU-hosted / team collaboration + sales coaching angle	tl;dv	“AI Notetaker built for Team Collaboration”; EU storage narrative; sales coaching + playbooks on paid tiers (tldv.io, tldv.io/app/pricing/)
Meetings + email/messages as one knowledge graph	Read AI	Copilot across meetings, email, messaging; enterprise search + “Meeting Coach” (read.ai, read.ai/pricing)

Buyer need	Current public leader (among these five)	Why
Gong-lite deal / coaching without enterprise quote	Fathom Business (among these five)	Deal View, coaching scorecards, CRM field sync on published Business pricing (fathom.video/pricing)

Implication for Northline Notes (fictional): Competing as a sixth generalist notetaker on “accurate summaries + Zoom/Meet/Teams” will lose on free-tier economics (Fathom/Fireflies) and brand (Otter). A viable wedge is **narrow ICP + workflow outcome** (e.g., founder-led B2B sales, agency client sync, or Notion-native knowledge ops)—not feature parity.

2. Competitor snapshot

Prices below are **public list prices** for standard self-serve tiers. Annual = per-user/month equivalent when billed yearly. Enterprise / custom quotes marked as such.

Competitor	Core promise (homepage)	Typical ICP (public positioning)	Entry paid (annual / monthly)	Free tier
Fireflies.ai	“#1 AI Assistant For Your Meetings” — transcribe, summarize, search, analyze (fireflies.ai)	Individuals → teams; heavy CRM/integration story	Pro \$10 / \$18 ; Business \$19 / \$29 ; Enterprise \$39 annual-only (Fireflies pricing blog)	Yes — unlimited transcription & AI summaries; 400 min storage/team
Otter.ai	“AI notetaker” + “Conversational Knowledge Engine” (otter.ai)	Individuals, education, sales/teams, enterprise	Pro \$8.33 / \$16.99 ; Business \$19.99 / \$30 ; Enterprise custom (otter.ai/pricing)	Yes — Basic, 300 transcription min/mo , 30 min/conversation
Fathom	“Never Take Notes Again”; bot or bot-free capture; LLM integrations (fathom.ai, fathom.video/pricing)	Individuals → sales teams needing CRM/coaching	Premium \$16 / \$20 ; Team \$15 / \$19 (2-user min); Business \$25 / \$34 (2-user min); Enterprise contact sales (fathom.video/pricing)	Yes — unlimited recordings, transcriptions, instant summaries
tl;dv	“AI Notetaker built for Team Collaboration” (tldv.io)	Collaborative teams; sales coaching upsell	Pro €18 / €29 ; Business €29 / €39 per seat (schema on official pricing page; EUR) (tldv.io/app/pricing/); Enterprise custom	Yes — free forever; AI notes/query limits apply (see pricing notes)
Read AI	“AI copilot” for meetings, emails, messages → summaries & answers (read.ai)	Individuals & teams wanting cross-channel search	Pro \$15 / \$19.75 ; Enterprise \$22.50 / \$29.75 ; Enterprise+ \$29.75 / \$39.75 (read.ai/pricing)	Yes — 5 meetings/mo

ASSUMPTION: “Typical ICP” rows synthesize homepage / pricing-page buyer language; they are not disclosed revenue-mix data.

3. Feature / positioning matrix

Capability	Fireflies	Otter	Fathom	tldv	Read AI
Zoom / Google Meet / Teams capture	Yes (fireflies.ai)	Yes (otter.ai/pricing)	Yes (fathom.ai)	Yes (tldv.io)	Yes (read.ai)
Bot-free / desktop capture narrative	Chrome ext / desktop (fireflies.ai)	Desktop app for bot-free (otter.ai)	Bot-free (beta, Mac) (fathom.video/pricing)	“No bot required” (tldv.io)	Chrome / apps (read.ai)
Unlimited free transcription	Unlimited tx + summaries; storage capped (Fireflies blog)	Cap: 300 min/mo (otter.ai/pricing)	Unlimited on Free (fathom.video/pricing)	Unlimited recordings/tx included on Free; AI notes limited (tldv.io FAQ)	5 meetings/mo Free (read.ai/pricing)
Cross-meeting AI Q&A	AskFred (fireflies.ai)	Otter AI Chat (otter.ai)	Ask Fathom (fathom.video/pricing)	Ask / multi-meeting insights (tldv.io)	Ask Read across meetings/email/messages (read.ai)
CRM sync (native narrative)	CRM integrations / AI Skills (fireflies.ai, Fireflies blog)	Salesforce / HubSpot on paid (otter.ai/pricing)	CRM sync / field sync on Team-Business (fathom.video/pricing)	CRM / follow-ups automation (tldv.io)	Salesforce / HubSpot on Pro+ (read.ai/pricing)
Sales coaching / deal intelligence	Deal Intelligence on Business+ (Fireflies blog)	Otter Sales Notetaker / Assist on Enterprise (otter.ai/pricing)	Coaching metrics & Deal View on Business (fathom.video/pricing)	AI sales coaching / playbooks (tldv.io)	Meeting Coach on Free+; less “Gong” framing (read.ai/pricing)
Email / non-meeting surfaces	Email Assistant / AI Skills (fireflies.ai)	AI Chat with Gmail etc. (Enterprise) (otter.ai/pricing)	LLM integrations (Chat-GPT/Claude) (fathom.ai)	Primarily meetings (tldv.io)	Email + messaging core pitch (read.ai)
Compliance callouts	SOC2, GDPR, HIPAA (Enterprise) (fireflies.ai)	Enterprise security; HIPAA add-on (otter.ai/pricing)	SSO/SCIM, HIPAA BAA on Enterprise (fathom.video/pricing)	GDPR, SOC2, EU-hosted (tldv.io)	SOC2, GDPR, HIPAA on Enterprise+ (read.ai, read.ai/pricing)
MCP / LLM tool access	Fireflies MCP (fireflies.ai)	Otter MCP (otter.ai, otter.ai/pricing)	Public API & MCP (fathom.video/pricing)	AI integrations narrative (tldv.io)	Not highlighted on pricing page as MCP (UNKNOWN / not confirmed on fetched pages)

4. Messaging themes (homepage claims)

Fireflies.ai

- Category claim: “**The #1 AI Assistant For Your Meetings**”; also “#1 AI Teammate for Meetings, Email, Chat & CRM” (fireflies.ai).
- Proof cues: “95% Accurate,” “100+ Languages,” “USED ACROSS 1 MILLION+ COMPANIES,” conversation intelligence (talk-time, etc.), 200+ AI Skills, MCP (fireflies.ai).
- Security: SOC 2 Type II, GDPR, HIPAA, zero data retention for AI training (fireflies.ai).

Otter.ai

- Category shift: from notetaker → “**Conversational Knowledge Engine**” (otter.ai).
- Benefits: executive-assistant metaphor; live transcription; CRM push; channels; bot-free desktop; MCP into ChatGPT/Claude (otter.ai).
- Verticals called out: Sales, Education, Media, Recruiting Agent, SDR Agent (otter.ai).

Fathom

- Outcome: “Never Take Notes Again”; “summarizes your meetings so you can focus on the conversation”; bot-free availability (fathom.ai).
- Team: shared source of truth; Ask Fathom; CRM + coaching for sales (fathom.ai).
- Pricing page: LLM integrations (Claude & ChatGPT); 90-day guarantee on paid (fathom.video/pricing).

tldv

- Collaboration-first: “**AI Notetaker built for Team Collaboration**”; knowledge capture + automate workflows (tldv.io).
- Trust: “2M+ users,” GDPR & SOC2, EU storage, “never use [recordings] to train AI” (tldv.io).
- Upsell narrative: CRM/follow-ups automation; multi-meeting AI reports; sales coaching vs Gong cost framing in FAQ (tldv.io).

Read AI

- Scope expansion: meetings + **emails** + **messages**; “Agent” / Ada digital twin framing (read.ai).
- Jobs-to-be-done: capture & summarize; find answers instantly; keep everyone in the loop (read.ai).
- Free CTA: “5 free meetings / month,” no install, no credit card (read.ai).

Cross-cutting theme: Every homepage now sells **searchable meeting memory + automation into CRM/LLM**, not “transcription accuracy” alone. Accuracy claims remain (Fireflies 95%), but secondary.

5. Pricing notes (public only)

Fireflies.ai

Plan	Annual	Monthly	Notable limits
Free	\$0	\$0	400 min storage/team; limited integrations/downloads (Fireflies blog)
Pro	\$10/seat/mo	\$18/seat/mo	8,000 min storage/seat; 2hr recording/meeting
Business	\$19/seat/mo	\$29/seat/mo	Unlimited storage; team CI; 3hr/meeting

Plan	Annual	Monthly	Notable limits
Enterprise	\$39/seat/mo	Annual only	SSO/SCIM, HIPAA, private storage, etc.

Gap: Live pricing table on fireflies.ai/pricing did not expose dollar amounts in the text fetch used for this brief; figures above are from Fireflies’ **own pricing blog** (Jul 10, 2026), which states prices were verified against the live page. AI Credits are a separate add-on for advanced AskFred/AI Skills usage (guide.fireflies.ai AI credits).

Otter.ai (otter.ai/pricing)

Plan	Annual	Monthly	Notable limits
Basic	\$0	\$0	300 min/mo; 30 min/conversation; 3 lifetime file imports
Pro	\$8.33/user/mo	\$16.99/user/mo	1,200 in-app recording minutes; 90 min/meeting; 10 file imports/mo
Business	\$19.99/user/mo	\$30/user/mo	Unlimited meetings + in-app recordings; 4 hr/meeting; admin features
Enterprise	Custom	Custom	SSO/SCIM, Otter Sales Notetaker, HIPAA add-on

Note: Pricing page shows promotional asterisks (e.g., first-time subscriber offers); list the non-asterisk annual Pro as **\$8.33** per Otter’s primary annual figure on the fetched page.

Fathom (fathom.video/pricing)

Plan	Annual	Monthly	Notes
Free	\$0	\$0	Unlimited recordings + transcriptions + instant summaries
Premium	\$16/user/mo	\$20/user/mo	Individuals; advanced summaries, action items, Ask Fathom
Team	\$15/user/mo	\$19/user/mo	2-user minimum
Business	\$25/user/mo	\$34/user/mo	2-user minimum; CRM field sync, Deal View, coaching
Enterprise	Contact sales	Contact sales	SSO/SCIM, HIPAA BAA, etc.

tldv (tldv.io/app/pricing/)

Official structured offers (schema.org on pricing URL) publish in **EUR**:

Plan	Annual equiv.	Monthly
Free	€0	€0
Pro	€18/seat/mo (€216/yr)	€29/seat/mo
Business	€29/seat/mo (€348/yr)	€39/seat/mo

Gaps / caveats: - Homepage FAQ still contrasts free vs Gong and claims generous free AI notes; third-party reviews (2026) often cite **lifetime caps** on free AI summaries (e.g., 10 notes)—treat free AI limits as **verify-on-checkout** (tldv.io FAQ vs review sites). - Some USD review sites list Business ~\$59/\$98 annual/monthly; **do not use those** without reconfirming—this brief prefers official schema EUR figures. - Enterprise: **custom** / **UNKNOWN** list price.

Read AI (read.ai/pricing)

Plan	Annual	Monthly	Notes
Free	\$0	\$0	5 meeting transcripts/mo
Pro	\$15/user/mo	\$19.75/user/mo	Unlimited transcripts; premium integrations
Enterprise	\$22.50/user/mo	\$29.75/user/mo	Audio & video playback, highlights
Enterprise+	\$29.75/user/mo	\$39.75/user/mo	HIPAA, SAML/SCIM, domain capture, custom retention

Pricing landscape takeaway for Northline: Self-serve paid seats cluster roughly **\$8–\$25/user/mo annual** for core notetaking; **sales CI features** push toward **\$25–€39+/user/mo** or Enterprise quotes. Free tiers are the real CAC battlefield.

6. SWOT-lite (cross-cutting + per competitor)

Category-level

Strengths (incumbents)	Habitual calendar bots; freemium funnels; CRM + LLM ecosystem hooks; rising bot-free options
Weaknesses (category)	Commoditized summaries; bot fatigue; credit/minute footguns; trust/privacy scrutiny
Opportunities	Vertical workflows; opinionated templates; privacy-first / local / EU; “no bot” as default; post-meeting agent actions beyond notes
Threats	Native Zoom/Meet/Teams AI; Notion/Microsoft/Google bundling; Gong/Chorus downward pressure; model vendors owning meeting context via MCP

Per competitor (condensed)

Fireflies — Strengths: Platform breadth; unlimited free tx/summaries; aggressive pricing on Pro/Business; AskFred + AI Skills. **Weaknesses:** Free storage cap; AI credits complexity; “#1” claim invites skepticism. **Opportunity for rivals:** Simpler metering; sharper ICP. **Threat:** Becomes default “good enough” for SMB.

Otter — **Strengths:** Brand; education foothold; knowledge-engine + agents narrative. **Weaknesses:** Minute caps on Free/Pro; Business price higher than Fireflies/Fathom peers. **Opportunity for rivals:** Unlimited-feeling free; clearer team pricing. **Threat:** Enterprise sales motion crowds mid-market.

Fathom — **Strengths:** Best-in-class free capture; transparent sales CI on Business; LLM integrations. **Weaknesses:** Team/Business 2-seat minimum; Premium may feel unnecessary if Free is strong. **Opportunity for rivals:** Solo founder team features without 2-seat floor. **Threat:** Free tier sets price expectation near \$0 for notes.

tl;dv — **Strengths:** Collaboration + EU trust story; sales coaching content; multilingual. **Weaknesses:** Currency/list-price confusion across regions; free AI limits may surprise. **Opportunity for rivals:** Crystal-clear free vs paid boundary. **Threat:** Wins EU/privacy-sensitive buyers by default.

Read AI — **Strengths:** Cross-channel (meetings+email+chat); search-centric; published Enterprise+compliance path. **Weaknesses:** Free limited to 5 meetings; video playback gated to Enterprise. **Opportunity for rivals:** Meeting-only product with richer free. **Threat:** Becomes “work OS memory” if Ada/agent story lands.

7. Implications for Northline Notes (fictional client) positioning

Do not position as “AI meeting notes for everyone.” That lane is owned by Fathom (free), Fireflies (platform), and Otter (brand).

Recommended wedges (pick one — ASSUMPTION: product can specialize):

1. Founder-led B2B sales OS (pre-Gong)

- Promise: Deal hygiene + next-step drafts for 1–10 person teams without Business-tier seat minimums or Enterprise quotes.
- Contrast: Fathom Business (2-seat min, \$25 annual) and tl;dv Business (€29 annual) are the comps; undercut complexity, not just price.

2. Privacy / bot-optional default for agencies

- Promise: Client-facing calls with consent-first, bot-free capture and shareable recaps branded per client.
- Contrast: Everyone claims bot-free; few own **agency multi-client workspaces** in messaging.

3. Knowledge ops into a single system of record (e.g., Notion-native)

- Promise: Meetings become structured pages/databases, not another transcript silo.
- Contrast: Read AI owns cross-channel search; Northline can own **structured output fidelity** for builders.

Messaging do's - Lead with **workflow outcome** (CRM fields filled, client update sent, decision log published). - Publish **honest free limits** (Fathom/Fireflies set expectations; Otter/Read punish surprise caps). - State **security posture** in one line (SOC2/GDPR path)—table stakes for paid SMB.

Messaging don'ts - “Most accurate transcription” without third-party proof (Fireflies already claims 95%). - “Replace Gong” unless coaching analytics are real—Fathom/tl;dv already occupy “Gong-lite.” - Feature laundry lists that mirror Fireflies’ AI Skills catalog.

Pricing posture (directional — ASSUMPTION)

Anchor annual seats near **\$12–\$18/user** for Pro-equivalent (between Fireflies Pro and Fathom Premium), with a **transparent free** that is useful but not unlimited-forever if unit economics can't match Fathom. Charge premium only for **vertical automations**, not for “summary templates.”

Near-term competitive watch list - Fathom free + Business CI packaging

- Fireflies AI credits + Voice Agents

- Otter Agents (SDR/Recruiting) expanding beyond notes
- Native meeting AI in Zoom/Microsoft/Google

8. Source appendix

#	Source	URL	Used for
1	Fireflies homepage	https://fireflies.ai/	Positioning, features, security claims
2	Fireflies pricing page	https://fireflies.ai/pricing	Feature matrix rows (amounts via blog)
3	Fireflies pricing blog (2026-07-10)	https://fireflies.ai/blog/fireflies-pricing-which-plan-is-right-for-you	Plan prices, storage, recording limits
4	Fireflies AI Credits guide	https://guide.fireflies.ai/articles/learn-about-ai-credits	Context
5	Otter homepage	https://otter.ai/	Messaging, product framing
6	Otter pricing	https://otter.ai/pricing	Plan prices and limits
7	Fathom homepage	https://www.fathom.ai/	Messaging
8	Fathom pricing	https://fathom.video/pricing	Plan prices and feature gates
9	tldv homepage	https://tldv.io/	Messaging, security, FAQ
10	tldv pricing (schema offers)	https://tldv.io/app/pricing/EUR Pro/Business	list prices
11	Read AI homepage	https://www.read.ai/	Messaging
12	Read AI pricing	https://www.read.ai/pricing	Plan prices and inclusions

Research method: WebSearch + WebFetch of public pages on 2026-09-14. No vendor interviews, no private pricing, no scraped authenticated dashboards.

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