

COMPETITORS SCRAPING AGENDA INFO

| Company / Platform | Primary Customer | What They Actually Do | Coverage Depth (Planning / DRC) | AI Summaries | Alerts / Monitoring | Construction-Specific Focus | Pricing Model | Competitive Threat Level |
|--------------------------|------------------------------------|--|---------------------------------|-----------------------|--------------------------------|------------------------------|----------------------|--------------------------|
| Your Planning Agenda Biz | GCs, dirt contractors, developers | Ingests agendas, minutes, DRC notes → summarizes → delivers actionable development intel | Deep (purpose-built) | Yes (core) | Yes (by project, parcel, city) | Yes (core value) | \$99/mo per region | — |
| Curate Solutions | Corporations, public affairs firms | Monitors thousands of gov sources incl. agendas & minutes | Medium (broad, not deep) | Yes (policy-oriented) | Yes | No (policy/regulatory focus) | Enterprise contracts | ⚠️ Medium |
| Gnowit | Government affairs teams | Legislative & regulatory monitoring | Low-Medium (municipal optional) | Yes | Yes | No | Enterprise | Low |
| Granicus | Cities & counties | Creates & publishes agendas/minutes | High (raw data only) | No | No (public portals only) | No | Municipal SaaS | None |
| CivicPlus (Agenda Mgmt) | Cities & counties | Agenda & meeting workflow software | High (raw) | No | No | No | Municipal SaaS | None |
| eScribe / CivicClerk | Cities & counties | Agenda/minutes drafting & publishing | High (raw) | No | No | No | Municipal SaaS | None |
| MRSC / similar orgs | Municipal staff | Research & documentation | Low | No | No | No | Public/non-profit | None |
| Open-source scrapers | Developers | Raw scraping tools | Variable | No | No | No | Free | Very Low |

SALES CYCLE, DRAFT #1 -

| Companies Relied On | n8n-Performed Steps | Elaborated Process (Optimized Flow) |
|--|--|---|
| Dodge Construction Network (Provides verified construction leads/lists at ~\$500/mo regional access—gold-standard for GC/excavator contacts, like we used at CM for permit subs.) | 1. Lead Ingestion & Initial Filtering | n8n starts the pipeline by pulling Dodge CSV exports via webhook or scheduled node (e.g., daily refresh). It filters raw lists (e.g., 1,000 UT excavators) for relevance—e.g., exclude inactive firms or non-dirt/GC types using basic rules. Elaboration: This input stage minimizes waste by validating data upfront (idempotency checks to avoid duplicates), enriching with our agenda DB (e.g., tag leads near hot rezonings). Efficiency gain: Processes 500-1,000 records in minutes, outputting a clean dataset to Apollo—scalable without overload via queuing. From CM lumps: We lost leads to bad data; n8n's error handling (retries on fetch fails) ensures 95%+ success rate. |
| Apollo (AI lead enrichment/sorting at \$49/mo starter—handles verification, scoring; integrates seamlessly with n8n for construction filters.) | 2. Lead Enrichment & Scoring | n8n triggers Apollo nodes to sift/verify lists—adding emails/phones via Hunter integration, scoring based on 10+ signals (e.g., company size, past bids matched to agendas). High-scores (e.g., excavator near 20-acre project) route to outreach; lows to nurture. Elaboration: As process engineer, this is the refinement stage—parallel branches optimize throughput (e.g., batch 100 leads at once), using OpenAI node for semantic scoring (e.g., "Prioritize if matches Jacob's 10-unit params"). Output: Prioritized queue for campaigns, reducing CAC by targeting 20-30% conversion potentials first. Tip: A/B test scores weekly in n8n dashboard for 40% qualified lead boost. |
| HubSpot (Free CRM for tracking; handles email campaigns/nurture at scale—pairs with SendGrid for high-volume sends if needed, ~\$10/mo.) OpenAI (Personalization at ~\$20/mo pay-per-use—feeds n8n for custom pitches.) SendGrid (Email delivery, free tier for starters.) | 3. Automated Outreach & Campaign Execution | n8n orchestrates HubSpot/SendGrid nodes for email sequences—personalizing with OpenAI (e.g., "Based on this Clark rezoning, here's a map teaser for your bids"). Sparks website traffic by including CTAs (e.g., "View free sample"). Elaboration: This diffusion stage fans out efficiently—scheduled nodes send batches (e.g., 200/day to avoid spam), tracking opens/clicks in real-time via webhooks. Feedback loops: If low engagement, n8n auto-adjusts (e.g., retry with variant subject). Scalability: Handles 1,000 touches/day without lag, integrating agenda alerts for timeliness. From CM: Blasts failed on compliance; n8n adds CAN-SPAM opt-outs automatically. |