Beton Project – Section 6: Competitive & adjacent landscape research

This PDF corresponds to Section 6 of the expanded markdown in ChatGPT. It summarizes the research you've done on Clay.com, open-source Clay alternatives, AI SDR tools, AI CSM tools, and lead-form builders with enrichment. The goal of this section is to show how Beton is being deliberately positioned relative to these tools rather than just drifting into the market.

The section notes that Clay is currently the most direct point of comparison, especially on enrichment and spreadsheet-like workflows. By scraping and structuring their pricing, you can argue concretely that Beton is cheaper on comparable workloads and more flexible with BYOK and on-prem deployments. At the same time, open-source alternatives help define the baseline for what the community expects from a COSS Clay-like tool.

AI SDR and AI CSM startups are treated more as adjacencies than as head-to-head competitors. They reinforce the trend of AI-infused GTM platforms while leaving room for Beton to be the core infra that both sales and post-sales automations can sit on top of. Lead-form builders with enrichment show another distribution angle: Beton can power enriched lead capture anywhere form-based acquisition happens.