

# Vellumica

Custom CRM and workflow apps without the spreadsheet chaos



A compact catalogue for business owners, call centers and potential partners.



# Company context

**Kamanda Intelligence (Pty) Ltd develops SaaS products and practical business systems.**

- Parent company behind Vellumica
- Focused on SaaS, workflow automation, CRM, cloud applications and data platforms
- Vellumica is the first product in the company portfolio
- Selective implementation work supports product setup, integrations and rollout

**Simple positioning: Kamanda Intelligence builds the software. Vellumica is the product businesses use.**



# The problem

Growing businesses often manage sales, service work, customer follow-ups and operations across too many disconnected places.

- Spreadsheets become fragile when the team grows
- Generic tools force the business to change how it works
- Owners lose visibility into what needs attention
- Reports take effort because the data lives everywhere



# What Vellumica does

**Vellumica lets a business create its own operating system for the way it already works.**

- Build a custom CRM or workflow app from templates or from scratch
- Add the fields your business actually tracks
- Move work through stages with a drag-and-drop board
- Connect data through Google Sheets, file syncs, webhooks and imports



# Vellumica plans

Workspace pricing helps small teams start without paying per seat from day one.

| Plan         | Monthly  | Users | Apps | Integrations | Records | Storage |
|--------------|----------|-------|------|--------------|---------|---------|
| Free         | \$0      | 1     | 1    | 1            | 1,000   | 1 GB    |
| Starter      | \$12.99  | 2     | 3    | 5            | 1,000   | 1 GB    |
| Professional | \$39.99  | 10    | 10   | 20           | 10,000  | 10 GB   |
| Business     | \$99.99  | 50    | 25   | 100          | 100,000 | 100 GB  |
| Enterprise   | \$499.99 | 100   | 50   | 100          | 250,000 | 250 GB  |

## Growth pricing

Extra user \$4.99/month    Extra app \$9.99/month    Extra integration \$3.99/month    Extra 1,000 records \$2.99/month    Extra GB storage \$0.99/month



# Who it helps

## **Sales teams**

pipeline, follow-ups, client notes

## **Service businesses**

jobs, requests, dispatch, status

## **Call centers**

leads, call events, recordings

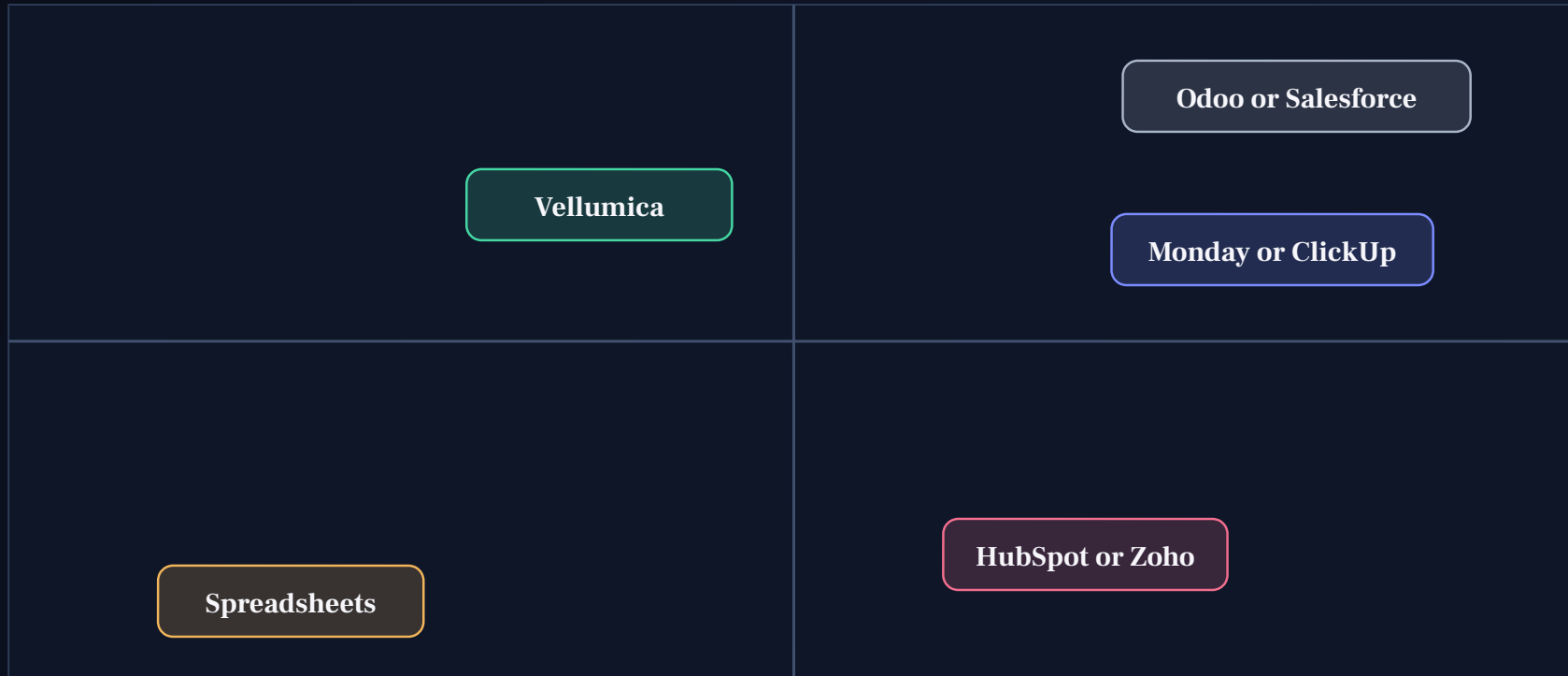
## **Operations teams**

approvals, handovers, reporting



# Competitor map

Highly tailored



Generic fit

Lower setup effort

More setup effort

**The opportunity: custom tools that still feel easy to adopt.**



# Competitor matrix

Use this as the simple explanation: each tool can be good, but they solve different buying problems.

| Company    | Price signal                                               | Quality                                | Usage fit                                         | Vellumica angle                                                                     |
|------------|------------------------------------------------------------|----------------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------------|
| Vellumica  | \$12.99 to \$99.99 workspace<br>Enterprise \$499.99        | Strong custom fit<br>Needs sales proof | CRM, operations, service, call-center workflows   | Lower entry cost, setup support, migrations, Google Sheets, Odoo import, PBX events |
| Odoo       | \$31.10 to \$61 per user monthly                           | Mature ERP suite                       | Companies that want many departments on one suite | Position Vellumica when the client needs CRM/workflow first, not a full ERP project |
| Salesforce | \$25 to \$550 per user monthly                             | Enterprise CRM leader                  | Large sales organizations with admin capacity     | Position Vellumica as lighter, more direct and easier for smaller teams             |
| HubSpot    | Free, Starter from \$7/seat<br>Pro from \$1,300/month      | Polished customer platform             | Marketing, sales and service teams                | Position Vellumica for custom internal workflows and local setup                    |
| monday CRM | \$12 to \$28 per seat annually<br>Plans start from 3 seats | Polished and flexible                  | Sales boards and work management                  | Position Vellumica around tailored setup, data migration and workflow ownership     |
| ClickUp    | \$10 to \$19 per user monthly                              | Broad work platform                    | Projects, tasks, docs and automations             | Position Vellumica for structured business records instead of task-heavy work       |
| Zoho CRM   | \$14 to \$52 per user annually                             | Established CRM suite                  | Standard sales CRM with wider Zoho ecosystem      | Position Vellumica for faster custom process fit and easier migration conversations |

**Talk track: we respect the big tools. We win when the client wants a practical system shaped around their workflow.**

# Why choose Vellumica

**Vellumica combines software, setup help and integration thinking in one practical offer.**

## Faster setup

Start with one process, then expand after the team sees value.

## Better fit

Custom fields, stages and dashboards match how the client works.

## Easy migration

Import from Odoo, CSV or Excel and keep spreadsheet users connected through Google Sheets sync.

## Integration ready

Webhooks, inbound ingest and PBX call-event mapping support sales and call-center workflows.

**Best-fit buyer: a growing business that has outgrown spreadsheets but does not want a heavy ERP project yet.**



# Call-center fit

**Hosted PBX gives SMEs professional calling. Vellumica adds the CRM, follow-up and reporting layer around it.**

- |   |                      |                                                                                   |
|---|----------------------|-----------------------------------------------------------------------------------|
| 1 | <b>PBX layer</b>     | Business numbers, extensions, auto attendant, hunt groups and mobile integration. |
| 2 | <b>CRM layer</b>     | Leads, customer records, stages, tasks and dashboards hold the business context.  |
| 3 | <b>Call workflow</b> | Call events can match phone numbers and log outcomes against customer records.    |
| 4 | <b>SME value</b>     | Lower hardware cost, remote work, easier scaling and faster customer routing.     |

**Simple offer: hosted PBX plus Vellumica CRM setup, with handover, training and support.**



# Get started

**Let us map one process in your business and turn it into a working Vellumica demo.**

- Pick one process such as leads, jobs, approvals or client requests
- We map the stages, fields and dashboard around your workflow
- You decide after seeing your own business running

**Book a 20 minute workflow mapping call**



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**Suggested line: What process in your business would be easier to grow if you could see it clearly?**