



FluidGrids

FluidGrids lets an operations team draw a process on a canvas and have that drawing run, reliably, in the background.

PARTNER
CHEAT SHEET
WWW.FLUIDGRIDS.AI

Visual canvas

Embeddable SDK

Run forensics

AI agents

Workspace RBAC

WHAT IT IS

Visual workflow automation: draw a process on a canvas, run it in the background, or embed the builder in your own product

30-SECOND PITCH

Teams glue tools together by hand. FluidGrids turns the process diagram into the thing that actually runs: versioned, observable, retryable step by step. The same builder embeds inside your own product as a React component.

PROBLEM WE SOLVE

- Process docs that cannot execute
- Every integration is a one-off script
- Failed pipelines with no per-step evidence
- Building an automation engine in-house

VALUE PROPOSITION

- Draw once, run forever, versioned
- Retry the failed step, not everything
- Embed the builder in your product
- Governance and audit come as standard

IDEAL CUSTOMER

Mid-market operations teams, agencies running client automations, and SaaS teams needing embedded automation

Not a fit: Data-sovereign buyers needing self-hosting, or long-tail connector breadth

WHO YOU ARE TALKING TO

Ops lead — Which process breaks most often?

Product lead — Customers asking for automation yet?

Platform engineer — Who owns your workflow scripts?

Agency director — How many clients share one automation?

TOP USE CASES

- Order-to-cash across five systems
- Invoice capture with human exceptions
- Scheduled pipelines feeding live dashboards
- Embedded automation tab in your product
- Client automations stamped from one template

CAPABILITIES

- Visual canvas
- Connector catalogue
- Immutable versioning
- Single-step retry
- Webhook triggers
- Cron schedules
- AI agent steps
- Embeddable SDK
- Workspace roles
- Live dashboard feeds

PRICING

Free	\$0 forever
Starter	\$19/user/mo
Pro	\$49/user/mo
Enterprise	Custom
Free tier; paid from \$19 per user monthly; Enterprise custom	

COMPETITIVE LANDSCAPE

Zapier — Branching canvas, run-based billing, single-step retry

Make — Immutable versions and surgical run recovery

n8n — Managed, multi-tenant, unbranded React embed

Workato — Native embed at mid-market price

WHY US

- The builder ships as React components
- Every save is an immutable version
- Retry one step, not the run
- One step turns output into dashboards

PROOF & CREDIBILITY

- Our own app runs the embed package
- Per-step state, typed errors, live log
- Six seeded roles, audit on everything

DEMO

Live guided walkthrough in about thirty minutes; free account available immediately

TALKING POINTS

- The diagram is the implementation
- Runs pin to the version that started them
- Credentials never live in workflow definitions
- Automation your customers see under your brand

OBJECTION HANDLING

"Zapier has every integration"

True. We win on branching, versioning and run-based cost.

"Can we self-host it?"

Not today. Managed only, with isolation and residency options.

"You are very early"

We are. Start with one workflow and judge the record.

DISCOVERY QUESTIONS

- Which process breaks most often?
- How do you roll a workflow back?
- Who debugs a failed automation today?
- Are customers asking for automation inside?
- What does automation cost you monthly?

SPOT A GOOD OPPORTUNITY

- Spreadsheet-and-email glue between several systems
- Automation wanted inside their own product
- Nobody can say which step failed
- Automation bill rising with volume
- Hard self-hosting or data-sovereignty requirement
- Needs a very long-tail connector list

HOW TO INTRODUCE US

"You should meet Vignesh at Burdenoff; FluidGrids does the workflow automation piece you were describing."

LEAD HANDOFF

Company, contact, the process to automate, systems involved, run volume, timeline.

PARTNER COMMERCIALS

10-15% of first-year subscription by partner tier; add-ons capped.

USEFUL LINKS

FluidGrids website www.fluidgrids.ai

Sign up and build app. fluidgrids.ai

Documentation docs.fluidgrids.ai

Use case library www.fluidgrids.ai/use-cases

Pricing www.fluidgrids.ai/pricing

TALK TO US

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BOOK A 1-1 CALL

calendly.com/vignesh-burdenoff/1-1

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