

EGP ORCA · 100 Offerings Architecture

· v1

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Owners: Hakeem · Octavio · Oliver · Sade · Gemma · Pinnacle-II

Scope: Top-down 10 ORCA categories · 10 offerings each · 100 total

1 · Executive Summary

EGP ORCA is the EnRoute systems integrator backbone (per Marc-locked canon 2026-06-15). This architecture extends ORCA into a 100-offering competitive portfolio across 10 categories, each anchored against real best-in-class incumbents (Stripe, GHL, Xero, Zapier, OpenAI, Vanta, Apollo, Looker, SearchAtlas, plus 10 verticals). Every offering carries: target persona, top 3 competitor URLs, EGP ORCA orchestrator hook, monotonic pricing tier (Starter < Growth < Scale), canonical home-page URL pattern `/offering/{category-slug}/{offering-slug}/`, and Brand Vault URL pattern `/offering/{category-slug}/{offering-slug}/brand-vault`.

2 · NET NEW /offering Home Pages (D1)

Identified 85 NET NEW /offering pages from `SITE-PAGE-REGISTRY-20260424.csv`. Each gets a canonical home page route plus a Brand Vault snippet hook at `/offering/{slug}/brand-vault`. Registry v2 surfaces per-NET-NEW offering, canonical home page URL, Brand Vault URL, launch status.

#	Slug	Home Page URL	Brand Vault URL	Status
1	<code>pocketcrm</code>	<code>https://enroutegrowthplatform.io/offerings/pocketcrm/</code>	<code>https://enroutegrowthplatform.io/offerings/pocketcrm/brand-vault</code>	NET NEW · home page route added ·

				Brand Vault hooked
2	gws-bridge	https://enroutegrowthplatform.io/offerings/gws-bridge/	https://enroutegrowthplatform.io/offerings/gws-bridge/brand-vault	NET NEW · home page route added · Brand Vault hooked
3	segment-studio	https://enroutegrowthplatform.io/offerings/segment-studio/	https://enroutegrowthplatform.io/offerings/segment-studio/brand-vault	NET NEW · home page route added · Brand Vault hooked
4	crm-physical	https://enroutegrowthplatform.io/offerings/crm-physical/	https://enroutegrowthplatform.io/offerings/crm-physical/brand-vault	NET NEW · home page route added · Brand Vault hooked
5	multiview	https://enroutegrowthplatform.io/offerings/multiview/	https://enroutegrowthplatform.io/offerings/multiview/brand-vault	NET NEW · home page route added · Brand Vault hooked
6	repboost-starter-reputation	https://enroutegrowthplatform.io/offerings/repboost-starter-reputation/	https://enroutegrowthplatform.io/offerings/repboost-starter-reputation/brand-vault	NET NEW · home page route

				added · Brand Vault hooked
7	repboost-pro	https:// enroutegrowthplatform.io/ offerings/repboost-pro/	https:// enroutegrowthplatform.io/ offerings/repboost-pro/ brand-vault	NET NEW · home page route added · Brand Vault hooked
8	recoverreviews	https:// enroutegrowthplatform.io/ offerings/recoverreviews/	https:// enroutegrowthplatform.io/ offerings/recoverreviews/ brand-vault	NET NEW · home page route added · Brand Vault hooked
9	alertengine	https:// enroutegrowthplatform.io/ offerings/alertengine/	https:// enroutegrowthplatform.io/ offerings/alertengine/brand- vault	NET NEW · home page route added · Brand Vault hooked
10	gracefulexit	https:// enroutegrowthplatform.io/ offerings/gracefulexit/	https:// enroutegrowthplatform.io/ offerings/gracefulexit/ brand-vault	NET NEW · home page route added · Brand Vault hooked
11	pulsecheck	https:// enroutegrowthplatform.io/ offerings/pulsecheck/	https:// enroutegrowthplatform.io/ offerings/pulsecheck/ brand-vault	NET NEW · home page

				route added · Brand Vault hooked
12	qandaqueue	https://enroutegrowthplatform.io/offerings/qandaqueue/	https://enroutegrowthplatform.io/offerings/qandaqueue/brand-vault	NET NEW · home page route added · Brand Vault hooked
13	snapreview	https://enroutegrowthplatform.io/offerings/snapreview/	https://enroutegrowthplatform.io/offerings/snapreview/brand-vault	NET NEW · home page route added · Brand Vault hooked
14	trustwall	https://enroutegrowthplatform.io/offerings/trustwall/	https://enroutegrowthplatform.io/offerings/trustwall/brand-vault	NET NEW · home page route added · Brand Vault hooked
15	reviewrescue	https://enroutegrowthplatform.io/offerings/reviewrescue/	https://enroutegrowthplatform.io/offerings/reviewrescue/brand-vault	NET NEW · home page route added · Brand Vault hooked
16	magnetcraft	https://enroutegrowthplatform.io/offerings/magnetcraft/	https://enroutegrowthplatform.io/	NET NEW · home

			offerings/magnetcraft/ brand-vault	page route added · Brand Vault hooked
17	webinarboost	https:// enroutegrowthplatform.io/ offerings/webinarboost/	https:// enroutegrowthplatform.io/ offerings/webinarboost/ brand-vault	NET NEW · home page route added · Brand Vault hooked
18	adcatch	https:// enroutegrowthplatform.io/ offerings/adcatch/	https:// enroutegrowthplatform.io/ offerings/adcatch/brand- vault	NET NEW · home page route added · Brand Vault hooked
19	lsaintegrate	https:// enroutegrowthplatform.io/ offerings/lsaintegrate/	https:// enroutegrowthplatform.io/ offerings/lsaintegrate/ brand-vault	NET NEW · home page route added · Brand Vault hooked
20	quizforge	https:// enroutegrowthplatform.io/ offerings/quizforge/	https:// enroutegrowthplatform.io/ offerings/quizforge/brand- vault	NET NEW · home page route added · Brand Vault hooked
21	chatspark		https:// enroutegrowthplatform.io/	NET NEW ·

		https:// enroutegrowthplatform.io/ offerings/chatspark/	offerings/chatspark/brand- vault	home page route added · Brand Vault hooked
22	qrspark	https:// enroutegrowthplatform.io/ offerings/qrspark/	https:// enroutegrowthplatform.io/ offerings/qrspark/brand- vault	NET NEW · home page route added · Brand Vault hooked
23	textcap	https:// enroutegrowthplatform.io/ offerings/textcap/	https:// enroutegrowthplatform.io/ offerings/textcap/brand- vault	NET NEW · home page route added · Brand Vault hooked
24	upgradegate	https:// enroutegrowthplatform.io/ offerings/upgradegate/	https:// enroutegrowthplatform.io/ offerings/upgradegate/ brand-vault	NET NEW · home page route added · Brand Vault hooked
25	growthgame	https:// enroutegrowthplatform.io/ offerings/growthgame/	https:// enroutegrowthplatform.io/ offerings/growthgame/ brand-vault	NET NEW · home page route added · Brand Vault hooked
26	clienthub-lite			

		https:// enroutegrowthplatform.io/ offerings/clienthub-lite/	https:// enroutegrowthplatform.io/ offerings/clienthub-lite/ brand-vault	NET NEW · home page route added · Brand Vault hooked
27	clienthub-pro	https:// enroutegrowthplatform.io/ offerings/clienthub-pro/	https:// enroutegrowthplatform.io/ offerings/clienthub-pro/ brand-vault	NET NEW · home page route added · Brand Vault hooked
28	memberstage	https:// enroutegrowthplatform.io/ offerings/memberstage/	https:// enroutegrowthplatform.io/ offerings/memberstage/ brand-vault	NET NEW · home page route added · Brand Vault hooked
29	learnstack	https:// enroutegrowthplatform.io/ offerings/learnstack/	https:// enroutegrowthplatform.io/ offerings/learnstack/brand- vault	NET NEW · home page route added · Brand Vault hooked
30	coachsphere	https:// enroutegrowthplatform.io/ offerings/coachsphere/	https:// enroutegrowthplatform.io/ offerings/coachsphere/ brand-vault	NET NEW · home page route added · Brand

				Vault hooked
31	masterstage	https://enroutegrowthplatform.io/offerings/masterstage/	https://enroutegrowthplatform.io/offerings/masterstage/brand-vault	NET NEW · home page route added · Brand Vault hooked
32	franchisehub	https://enroutegrowthplatform.io/offerings/franchisehub/	https://enroutegrowthplatform.io/offerings/franchisehub/brand-vault	NET NEW · home page route added · Brand Vault hooked
33	partnerdeck	https://enroutegrowthplatform.io/offerings/partnerdeck/	https://enroutegrowthplatform.io/offerings/partnerdeck/brand-vault	NET NEW · home page route added · Brand Vault hooked
34	stakeholderview	https://enroutegrowthplatform.io/offerings/stakeholderview/	https://enroutegrowthplatform.io/offerings/stakeholderview/brand-vault	NET NEW · home page route added · Brand Vault hooked
35	resellerkit	https://enroutegrowthplatform.io/offerings/resellerkit/	https://enroutegrowthplatform.io/offerings/resellerkit/brand-vault	NET NEW · home page route added ·

				Brand Vault hooked
36	dinetrust	https://enroutegrowthplatform.io/offerings/dinetrust/	https://enroutegrowthplatform.io/offerings/dinetrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
37	glowtrust	https://enroutegrowthplatform.io/offerings/glowtrust/	https://enroutegrowthplatform.io/offerings/glowtrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
38	smiletrust	https://enroutegrowthplatform.io/offerings/smiletrust/	https://enroutegrowthplatform.io/offerings/smiletrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
39	casetrust	https://enroutegrowthplatform.io/offerings/casetrust/	https://enroutegrowthplatform.io/offerings/casetrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
40	jobdonetrust	https://enroutegrowthplatform.io/offerings/jobdonetrust/	https://enroutegrowthplatform.io/offerings/jobdonetrust/brand-vault	NET NEW · home page route

				added · Brand Vault hooked
41	<code>closingtrust</code>	https://enroutegrowthplatform.io/offerings/closingtrust/	https://enroutegrowthplatform.io/offerings/closingtrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
42	<code>drivetrust</code>	https://enroutegrowthplatform.io/offerings/drivetrust/	https://enroutegrowthplatform.io/offerings/drivetrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
43	<code>fittrust</code>	https://enroutegrowthplatform.io/offerings/fittrust/	https://enroutegrowthplatform.io/offerings/fittrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
44	<code>styletrust</code>	https://enroutegrowthplatform.io/offerings/styletrust/	https://enroutegrowthplatform.io/offerings/styletrust/brand-vault	NET NEW · home page route added · Brand Vault hooked
45	<code>pawtrust</code>	https://enroutegrowthplatform.io/offerings/pawtrust/	https://enroutegrowthplatform.io/offerings/pawtrust/brand-vault	NET NEW · home page

				route added · Brand Vault hooked
46	calendarconcierge	https://enroutegrowthplatform.io/offerings/calendarconcierge/	https://enroutegrowthplatform.io/offerings/calendarconcierge/brand-vault	NET NEW · home page route added · Brand Vault hooked
47	roundrobin	https://enroutegrowthplatform.io/offerings/roundrobin/	https://enroutegrowthplatform.io/offerings/roundrobin/brand-vault	NET NEW · home page route added · Brand Vault hooked
48	groupbook	https://enroutegrowthplatform.io/offerings/groupbook/	https://enroutegrowthplatform.io/offerings/groupbook/brand-vault	NET NEW · home page route added · Brand Vault hooked
49	consultcatch	https://enroutegrowthplatform.io/offerings/consultcatch/	https://enroutegrowthplatform.io/offerings/consultcatch/brand-vault	NET NEW · home page route added · Brand Vault hooked
50	discoverpro	https://enroutegrowthplatform.io/offerings/discoverpro/	https://enroutegrowthplatform.io/	NET NEW · home

			offerings/discoverpro/ brand-vault	page route added · Brand Vault hooked
51	paidbook	https:// enroutegrowthplatform.io/ offerings/paidbook/	https:// enroutegrowthplatform.io/ offerings/paidbook/brand- vault	NET NEW · home page route added · Brand Vault hooked
52	eventdesk	https:// enroutegrowthplatform.io/ offerings/eventdesk/	https:// enroutegrowthplatform.io/ offerings/eventdesk/brand- vault	NET NEW · home page route added · Brand Vault hooked
53	classdeck	https:// enroutegrowthplatform.io/ offerings/classdeck/	https:// enroutegrowthplatform.io/ offerings/classdeck/brand- vault	NET NEW · home page route added · Brand Vault hooked
54	resourcedesk	https:// enroutegrowthplatform.io/ offerings/resourcedesk/	https:// enroutegrowthplatform.io/ offerings/resourcedesk/ brand-vault	NET NEW · home page route added · Brand Vault hooked
55	timeshield		https:// enroutegrowthplatform.io/	NET NEW ·

		https://enroutegrowthplatform.io/offerings/timeshield/	offerings/timeshield/brand-vault	home page route added · Brand Vault hooked
56	blastsms	https://enroutegrowthplatform.io/offerings/blastsms/	https://enroutegrowthplatform.io/offerings/blastsms/brand-vault	NET NEW · home page route added · Brand Vault hooked
57	dripsms	https://enroutegrowthplatform.io/offerings/dripsms/	https://enroutegrowthplatform.io/offerings/dripsms/brand-vault	NET NEW · home page route added · Brand Vault hooked
58	wakeupsms	https://enroutegrowthplatform.io/offerings/wakeupsms/	https://enroutegrowthplatform.io/offerings/wakeupsms/brand-vault	NET NEW · home page route added · Brand Vault hooked
59	festivesms	https://enroutegrowthplatform.io/offerings/festivesms/	https://enroutegrowthplatform.io/offerings/festivesms/brand-vault	NET NEW · home page route added · Brand Vault hooked
60	confirmsms			

		https:// enroutegrowthplatform.io/ offerings/confirmsms/	https:// enroutegrowthplatform.io/ offerings/confirmsms/ brand-vault	NET NEW · home page route added · Brand Vault hooked
61	smsdesk	https:// enroutegrowthplatform.io/ offerings/smsdesk/	https:// enroutegrowthplatform.io/ offerings/smsdesk/brand- vault	NET NEW · home page route added · Brand Vault hooked
62	asksms	https:// enroutegrowthplatform.io/ offerings/asksms/	https:// enroutegrowthplatform.io/ offerings/asksms/brand- vault	NET NEW · home page route added · Brand Vault hooked
63	vipsms	https:// enroutegrowthplatform.io/ offerings/vipsms/	https:// enroutegrowthplatform.io/ offerings/vipsms/brand- vault	NET NEW · home page route added · Brand Vault hooked
64	smssurvey	https:// enroutegrowthplatform.io/ offerings/smssurvey/	https:// enroutegrowthplatform.io/ offerings/smssurvey/brand- vault	NET NEW · home page route added · Brand

				Vault hooked
65	alertsms	https:// enroutegrowthplatform.io/ offerings/alertsms/	https:// enroutegrowthplatform.io/ offerings/alertsms/brand- vault	NET NEW · home page route added · Brand Vault hooked
66	coldreach	https:// enroutegrowthplatform.io/ offerings/coldreach/	https:// enroutegrowthplatform.io/ offerings/coldreach/brand- vault	NET NEW · home page route added · Brand Vault hooked
67	onboarding7	https:// enroutegrowthplatform.io/ offerings/onboarding7/	https:// enroutegrowthplatform.io/ offerings/onboarding7/ brand-vault	NET NEW · home page route added · Brand Vault hooked
68	cartsave	https:// enroutegrowthplatform.io/ offerings/cartsave/	https:// enroutegrowthplatform.io/ offerings/cartsave/brand- vault	NET NEW · home page route added · Brand Vault hooked
69	emailrevive	https:// enroutegrowthplatform.io/ offerings/emailrevive/	https:// enroutegrowthplatform.io/ offerings/emailrevive/ brand-vault	NET NEW · home page route added ·

				Brand Vault hooked
70	newsdesk	https://enroutegrowthplatform.io/offerings/newsdesk/	https://enroutegrowthplatform.io/offerings/newsdesk/brand-vault	NET NEW · home page route added · Brand Vault hooked
71	nurturelib	https://enroutegrowthplatform.io/offerings/nurturelib/	https://enroutegrowthplatform.io/offerings/nurturelib/brand-vault	NET NEW · home page route added · Brand Vault hooked
72	heatemail	https://enroutegrowthplatform.io/offerings/heatemail/	https://enroutegrowthplatform.io/offerings/heatemail/brand-vault	NET NEW · home page route added · Brand Vault hooked
73	deliverscore	https://enroutegrowthplatform.io/offerings/deliverscore/	https://enroutegrowthplatform.io/offerings/deliverscore/brand-vault	NET NEW · home page route added · Brand Vault hooked
74	subjectlab	https://enroutegrowthplatform.io/offerings/subjectlab/	https://enroutegrowthplatform.io/offerings/subjectlab/brand-vault	NET NEW · home page route

				added · Brand Vault hooked
75	postevent	https:// enroutegrowthplatform.io/ offerings/postevent/	https:// enroutegrowthplatform.io/ offerings/postevent/brand- vault	NET NEW · home page route added · Brand Vault hooked
76	socialqueue	https:// enroutegrowthplatform.io/ offerings/socialqueue/	https:// enroutegrowthplatform.io/ offerings/socialqueue/ brand-vault	NET NEW · home page route added · Brand Vault hooked
77	calendarworks	https:// enroutegrowthplatform.io/ offerings/calendarworks/	https:// enroutegrowthplatform.io/ offerings/calendarworks/ brand-vault	NET NEW · home page route added · Brand Vault hooked
78	captionspark	https:// enroutegrowthplatform.io/ offerings/captionspark/	https:// enroutegrowthplatform.io/ offerings/captionspark/ brand-vault	NET NEW · home page route added · Brand Vault hooked
79	reelreuse	https:// enroutegrowthplatform.io/ offerings/reelreuse/	https:// enroutegrowthplatform.io/ offerings/reelreuse/brand- vault	NET NEW · home page

				route added · Brand Vault hooked
80	localblitz	https://enroutegrowthplatform.io/offerings/localblitz/	https://enroutegrowthplatform.io/offerings/localblitz/brand-vault	NET NEW · home page route added · Brand Vault hooked
81	ugcforge	https://enroutegrowthplatform.io/offerings/ugcforge/	https://enroutegrowthplatform.io/offerings/ugcforge/brand-vault	NET NEW · home page route added · Brand Vault hooked
82	socialwatch	https://enroutegrowthplatform.io/offerings/socialwatch/	https://enroutegrowthplatform.io/offerings/socialwatch/brand-vault	NET NEW · home page route added · Brand Vault hooked
83	proofstack	https://enroutegrowthplatform.io/offerings/proofstack/	https://enroutegrowthplatform.io/offerings/proofstack/brand-vault	NET NEW · home page route added · Brand Vault hooked
84	mappost	https://enroutegrowthplatform.io/offerings/mappost/	https://enroutegrowthplatform.io/	NET NEW · home

			offerings/mappost/brand-vault	page route added · Brand Vault hooked
85	linkedreach	https://enroutegrowthplatform.io/offerings/linkedreach/	https://enroutegrowthplatform.io/offerings/linkedreach/brand-vault	NET NEW · home page route added · Brand Vault hooked

3 · 100 ORCA Offerings (D2)

Ten categories · ten offerings each. Pricing tiers monotonic across Starter/Growth/Scale per persona band (SMB, MID, ENT). Every offering: canonical Home Page URL + Brand Vault URL pattern documented.

3.1 · Payments & Money Movement

Stripe-class issuing, processing, payouts, billing, invoicing, multi-rail

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/Growth/Scale USD/mo)	Home Page	Brand V
1	orca-pay-checkout	Hosted checkout · cards · ACH · Apple Pay · Google Pay	SMB	Stripe Checkout Square Online PayPal Checkout	EGP ORCA Payments Orchestrator · GHIL invoice bridge	\$49 / \$149 / \$399	/offering/ payments- money- movement/ orca-pay- checkout/	/offer payment money- movement orca-pa checkou brand-v
2	orca-pay-billing	Recurring billing ·	SMB		ORCA Recurring		/offering/ payments-	/offer payment

		subscriptions · dunning · proration		Stripe Billing Chargebee Recurly	Billing Engine	\$49 / \$149 / \$399	money- movement/ orca-pay- billing/	money- movement/ orca-pay- billing/ brand-v
3	orca-pay-invoicing	Invoice generator · 25th-of-prior-month auto-send · ACH 1% / CC 3.5%	SMB	FreshBooks Invoicing Wave Invoicing Zoho Invoice	ORCA Invoice Dispatcher · GH canonical send	\$49 / \$149 / \$399	/offering/ payments- money- movement/ orca-pay- invoicing/	/offer payment money- movement/ orca-pa invoic brand-v
4	orca-pay-payouts	Multi-bank split routing · scheduled disbursements · 1099 packs	MID	Stripe Connect Wise Business Mercury Treasury	ORCA Split Routing Engine	\$199 / \$599 / \$1499	/offering/ payments- money- movement/ orca-pay- payouts/	/offer payment money- movement/ orca-pa payouts brand-v
5	orca-pay-tax	Sales tax · VAT · 1099 · automated filing	MID	Stripe Tax Avalara TaxJar	ORCA Tax Compliance Orchestrator	\$199 / \$599 / \$1499	/offering/ payments- money- movement/ orca-pay- tax/	/offer payment money- movement/ orca-pa tax/bra vault
6	orca-pay-fraud	Fraud scoring · 3DS · velocity rules · chargeback ops	MID	Stripe Radar Sift Signifyd	ORCA Fraud Sentinel	\$199 / \$599 / \$1499	/offering/ payments- money- movement/ orca-pay- fraud/	/offer payment money- movement/ orca-pa fraud/b vault
7	orca-pay-issuing	Virtual cards · expense cards · spend controls	MID	Stripe Issuing Brex Ramp	ORCA Card Issuing Orchestrator	\$199 / \$599 / \$1499	/offering/ payments- money- movement/ orca-pay- issuing/	/offer payment money- movement/ orca-pa issuing brand-v
8	orca-pay-treasury	Operating + reserve + payroll	ENT	Mercury Brex Business	ORCA Treasury Router	\$999 / \$2999 / \$9999	/offering/ payments- money-	/offer payment money-

		account routing		Account Relay			movement/orca-pay-treasury/	movement/orca-pay-treasury/brand-v
9	orca-pay-crossborder	Multi-currency · FX · local rails · stablecoin payouts	ENT	Wise Platform Airwallex Payoneer	ORCA Cross-Border Engine	\$999 / \$2999 / \$9999	/offering/payments-money-movement/orca-pay-crossborder/	/offering/payments-money-movement/orca-pay-crossborder/brand-v
10	orca-pay-pos	In-person POS · tap-to-pay · terminal fleet	MID	Stripe Terminal Square POS Clover	ORCA POS Orchestrator	\$199 / \$599 / \$1499	/offering/payments-money-movement/orca-pay-pos/	/offering/payments-money-movement/orca-pay-pos/brand-vault

3.2 · CRM & Marketing Automation

GHL/HighLevel-class CRM, pipelines, campaigns, white-label

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Page
1	orca-crm-contact	Unified contact graph · custom fields · audit trail	SMB	HighLevel HubSpot CRM Pipedrive	ORCA Identity Graph + GHL sync	\$49 / \$149 / \$399	/offering/crm-marketing-automation/orca-crm-contact/
2	orca-crm-pipeline	Visual pipelines · stages · automations · forecast	SMB	Pipedrive Pipeline Close Copper	ORCA Pipeline Forge	\$49 / \$149 / \$399	/offering/crm-marketing-automation/orca-crm-pipeline/
3		Trigger-based	SMB	HighLevel Workflows			/offering/crm-marketing-

	orca-crm-workflows	workflows · no-code visual builder		ActiveCampaign Automation Klaviyo Flows	ORCA Workflow Orchestrator	\$49 / \$149 / \$399	automation/orca-crm-workflows/
4	orca-crm-email	Email broadcasts · drips · A/B · deliverability scoring	SMB	Mailchimp ConvertKit Klaviyo	ORCA Email Engine + Mailgun	\$49 / \$149 / \$399	/offering/crm-marketing-automation/orca-crm-email/
5	orca-crm-sms	Two-way SMS · MMS · short codes · A2P 10DLC	SMB	Twilio SMS HighLevel SMS EZ Texting	ORCA SMS Bus + Twilio rail	\$49 / \$149 / \$399	/offering/crm-marketing-automation/orca-crm-sms/
6	orca-crm-funnels	Funnels · landing pages · membership · forms	SMB	ClickFunnels Kajabi HighLevel Sites	ORCA Funnel Builder	\$49 / \$149 / \$399	/offering/crm-marketing-automation/orca-crm-funnels/
7	orca-crm-calendar	Calendar booking · round-robin · multi-staff	SMB	Calendly Acuity SavvyCal	ORCA Calendar Concierge	\$49 / \$149 / \$399	/offering/crm-marketing-automation/orca-crm-calendar/
8	orca-crm-conversations	Unified inbox · email · SMS · WhatsApp · IG · FB	MID	Front Intercom Help Scout	ORCA Conversations Hub	\$199 / \$599 / \$1499	/offering/crm-marketing-automation/orca-crm-conversations/
9	orca-crm-whitelabel	Agency white-label · sub-accounts · branded portals	MID	HighLevel Agency Vendasta DashClicks	ORCA White-Label Platform	\$199 / \$599 / \$1499	/offering/crm-marketing-automation/orca-crm-whitelabel/
10	orca-crm-mobile	PocketCRM mobile app ·	MID	HubSpot Mobile Salesforce Mobile	ORCA PocketCRM Sync	\$199 / \$599 / \$1499	/offering/crm-marketing-automation/

	field reps · offline sync	Zoho CRM Mobile	orca-crm-mobile/
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3.3 · Accounting & Bookkeeping

Xero/QuickBooks/FreshBooks-class GL, AR, AP, reconciliation

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Page	Brand Vault
1	orca-acct-gl	General ledger · chart of accounts · journal entries	SMB	QuickBooks Online Xero FreshBooks	ORCA GL Engine	\$49 / \$149 / \$399	/offering/accounting-bookkeeping/orca-acct-gl/	/offering/accounting-bookkeeping/orca-acct-gl/brand-vault
2	orca-acct-ar	Accounts receivable · aging · auto-collections · dunning	SMB	QuickBooks Invoicing Bill.com AR Chaser	ORCA AR Collector	\$49 / \$149 / \$399	/offering/accounting-bookkeeping/orca-acct-ar/	/offering/accounting-bookkeeping/orca-acct-ar/brand-vault
3	orca-acct-ap	Accounts payable · bill approval · vendor payments	SMB	Bill.com Ramp Bill Pay Melio	ORCA AP Approver	\$49 / \$149 / \$399	/offering/accounting-bookkeeping/orca-acct-ap/	/offering/accounting-bookkeeping/orca-acct-ap/brand-vault
4	orca-acct-recon	Bank reconciliation · auto-match · rules engine	SMB	Xero Bank Rec QuickBooks Bank Match Sage	ORCA Reconciliation Engine	\$49 / \$149 / \$399	/offering/accounting-bookkeeping/orca-acct-recon/	/offering/accounting-bookkeeping/orca-acct-recon/brand-vault
5	orca-acct-payroll	Payroll · tax filing · contractor 1099 · benefits	SMB	Gusto ADP Run Rippling Payroll	ORCA Payroll Bridge	\$49 / \$149 / \$399	/offering/accounting-bookkeeping/orca-acct-payroll/	/offering/accounting-bookkeeping/orca-acct-

								payroll/ brand-vau
6	orca- acct- expense	Expense management · receipts · cards · approval	SMB	Expensify Ramp Expense Brex Expense	ORCA Expense Capture	\$49 / \$149 / \$399	/offering/ accounting- bookkeeping/ orca-acct- expense/	/offering/ accounting- bookkeeping/ orca-acct- expense/ brand-vau
7	orca- acct- reports	P&L · balance sheet · cash flow · KPI packs	MID	Fathom Spotlight Reporting LivePlan	ORCA Reporting Studio	\$199 / \$599 / \$1499	/offering/ accounting- bookkeeping/ orca-acct- reports/	/offering/ accounting- bookkeeping/ orca-acct- reports/ brand-vau
8	orca- acct- tax-prep	Year-end tax pack · K-1 · Schedule E · 1040 prep	MID	TaxJar Avalara Vertex	ORCA Tax Pack Generator	\$199 / \$599 / \$1499	/offering/ accounting- bookkeeping/ orca-acct- tax-prep/	/offering/ accounting- bookkeeping/ orca-acct- tax-prep/ brand-vau
9	orca- acct- multi- entity	Multi-entity consolidation · intercompany · FX	ENT	NetSuite Sage Intacct Microsoft Dynamics 365	ORCA Multi- Entity Consolidator	\$999 / \$2999 / \$9999	/offering/ accounting- bookkeeping/ orca-acct- multi- entity/	/offering/ accounting- bookkeeping/ orca-acct- multi- entity/ brand-vau
10	orca- acct- cas	Client Accounting Services portal · firm dashboard	ENT	Karbon Canopy Jetpack Workflow	ORCA CAS Firm Portal	\$999 / \$2999 / \$9999	/offering/ accounting- bookkeeping/ orca-acct- cas/	/offering/ accounting- bookkeeping/ orca-acct- cas/brand- vault

3.4 · Workflow Automation & Integrations

Pabbly/Zapier/Make-class iPaaS, webhook routing, RPA

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale)	Home Page	Brand Vault
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							USD/ mo)		
1	orca-flow-builder	Visual workflow builder · 500+ app connectors	SMB	Zapier Make Pabbly Connect	ORCA Flow Builder	\$49 / \$149 / \$399	/offering/workflow-automation-integrations/orca-flow-builder/	/offering/workflow-automation-integrations/orca-flow-builder/brand-vaul	
2	orca-flow-webhooks	Webhook router · transform · retry · DLQ	SMB	Hookdeck Svix Pipedream	ORCA Webhook Router	\$49 / \$149 / \$399	/offering/workflow-automation-integrations/orca-flow-webhooks/	/offering/workflow-automation-integrations/orca-flow-webhooks/brand-vaul	
3	orca-flow-ipaas	Enterprise iPaaS · API management · transforms	MID	Workato Tray.io Boomi	ORCA iPaaS Core	\$199 / \$599 / \$1499	/offering/workflow-automation-integrations/orca-flow-ipaas/	/offering/workflow-automation-integrations/orca-flow-ipaas/bran vault	
4	orca-flow-rpa	Desktop + browser RPA · headless bots · screen automation	MID	UiPath Automation Anywhere Microsoft Power Automate	ORCA RPA Runner	\$199 / \$599 / \$1499	/offering/workflow-automation-integrations/orca-flow-rpa/	/offering/workflow-automation-integrations/orca-flow-rpa/brand-vault	
5	orca-flow-etl	ETL · ELT · data sync · 200+ source connectors	MID	Fivetran Airbyte Stitch	ORCA Data Sync Engine	\$199 / \$599 / \$1499	/offering/workflow-automation-integrations/orca-flow-etl/	/offering/workflow-automation-integrations/orca-flow-etl/brand-vault	
6	orca-flow-reverse-etl	Reverse ETL · warehouse to SaaS sync	MID	Hightouch Census Polytomic	ORCA Reverse Sync	\$199 / \$599 / \$1499	/offering/workflow-automation-integrations/orca-flow-reverse-etl/	/offering/workflow-automation-integrations/orca-flow-	

								reverse-et brand-vaul
7	orca-flow-schedule	Cron jobs · scheduled triggers · timezone- aware	SMB	EasyCron Cronitor SetCronJob	ORCA Scheduler	\$49 / \$149 / \$399	/offering/ workflow- automation- integrations/ orca-flow- schedule/	/offering workflow- automation integratio orca-flow- schedule/ brand-vaul
8	orca-flow-queue	Job queues · task workers · backpressure · priority	MID	Inngest Trigger.dev Defer	ORCA Job Queue	\$199 / \$599 / \$1499	/offering/ workflow- automation- integrations/ orca-flow- queue/	/offering workflow- automation integratio orca-flow- queue/bran vault
9	orca-flow-forms	Form builder · conditional logic · payment · routing	SMB	Typeform Tally Jotform	ORCA Form Engine	\$49 / \$149 / \$399	/offering/ workflow- automation- integrations/ orca-flow- forms/	/offering workflow- automation integratio orca-flow- forms/bran vault
10	orca-flow-api-gateway	API gateway · rate limiting · keys · usage metering	ENT	Kong Apigee AWS API Gateway	ORCA API Gateway	\$999 / \$2999 / \$9999	/offering/ workflow- automation- integrations/ orca-flow- api-gateway/	/offering workflow- automation integratio orca-flow- api-gatewa brand-vaul

3.5 · AI & Agentic Operations

OpenAI/Anthropic-augmented agents, RAG, evals, MCP

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Page	Brand
1		Multi-agent orchestrator	MID	OpenAI Assistants	ORCA Agent Orchestrator		/offering/ai- agentic-	/offe agent

	orca-ai-agents	· MCP-native · tool use		Anthropic Claude API LangChain	(PPMO+ native)	\$199 / \$599 / \$1499	operations/orca-ai-agents/	operations/orca-ai-agent-vault
2	orca-ai-rag	Retrieval-augmented generation · vector store · embed	MID	Pinecone Weaviate Chroma	ORCA RAG Vault	\$199 / \$599 / \$1499	/offering/ai-agentic-operations/orca-ai-rag/	/offering/ai-agentic-operations/orca-brand
3	orca-ai-copilot	Per-product AI copilots · embed widget · brand voice	SMB	Intercom Fin Ada Zendesk AI	ORCA Copilot Embed	\$49 / \$149 / \$399	/offering/ai-agentic-operations/orca-ai-copilot/	/offering/ai-agentic-operations/orca-copilot-vault
4	orca-ai-voice	Voice agents · IVR replacement · call deflection	MID	Bland AI Retell VAPI	ORCA Voice Agent	\$199 / \$599 / \$1499	/offering/ai-agentic-operations/orca-ai-voice/	/offering/ai-agentic-operations/orca-brand
5	orca-ai-evals	LLM evals · prompt regression · golden sets	MID	Braintrust LangSmith Humanloop	ORCA Eval Harness	\$199 / \$599 / \$1499	/offering/ai-agentic-operations/orca-ai-evals/	/offering/ai-agentic-operations/orca-brand
6	orca-ai-observability	LLM tracing · cost · latency · token budgets	MID	Helicone Langfuse Phoenix Arize	ORCA LLM Observability	\$199 / \$599 / \$1499	/offering/ai-agentic-operations/orca-ai-observability/	/offering/ai-agentic-operations/orca-observability-brand
7	orca-ai-finetune	Fine-tuning pipelines · dataset prep · adapter mgmt	ENT	Together AI Modal Replicate	ORCA Fine-Tune Pipeline	\$999 / \$2999 / \$9999	/offering/ai-agentic-operations/orca-ai-finetune/	/offering/ai-agentic-operations/orca-finetune-brand
8	orca-ai-summarize	Document AI · summarize ·	SMB	OpenAI Files Anthropic Files	ORCA Document Intelligence	\$49 / \$149 / \$399	/offering/ai-agentic-operations/	/offering/ai-agentic-operations/orca-

		extract · classify		Cohere Embed			orca-ai- summarize/	summa brand
9	orca-ai- research	Deep research agent · multi-source · citations	MID	Perplexity API Exa You.com	ORCA Research Agent	\$199 / \$599 / \$1499	/offering/ai- agentic- operations/ orca-ai- research/	/offe agent opera orca- resea brand
10	orca-ai- content	AI content studio · brand voice · multi- format	SMB	Jasper Copy.ai Writer	ORCA Content Studio	\$49 / \$149 / \$399	/offering/ai- agentic- operations/ orca-ai- content/	/offe agent opera orca- conte vault

3.6 · Compliance & Trust

SOC2/PCI/HIPAA tooling, evidence collection, vendor risk

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Pa
1	orca- trust- soc2	SOC 2 readiness · evidence · auto-collection	MID	Vanta Drata Secureframe	ORCA SOC 2 Conductor	\$199 / \$599 / \$1499	/offeri comlian trust/or trust- soc2/
2	orca- trust- iso	ISO 27001 · ISO 27701 · evidence + audit prep	MID	Drata ISO Sprinto Tugboat Logic	ORCA ISO Conductor	\$199 / \$599 / \$1499	/offeri comlian trust/or trust-is
3	orca- trust- hipaa	HIPAA · BAAs · PHI scan · access logs	MID	Compliancy Group Accountable Paubox	ORCA HIPAA Vault	\$199 / \$599 / \$1499	/offeri comlian trust/or trust- hipaa/

4	orca-trust-pci	PCI DSS scoping · cardholder data · SAQ	MID	SecurityMetrics Trustwave ControlScan	ORCA PCI Scoper	\$199 / \$599 / \$1499	/offeri complian trust/or trust-pc
5	orca-trust-gdpr	GDPR · CCPA · DSAR portal · cookie consent	MID	OneTrust Osano DataGrail	ORCA Privacy Suite	\$199 / \$599 / \$1499	/offeri complian trust/or trust- gdpr/
6	orca-trust-vendor	Vendor risk · third-party security questionnaires	MID	Whistic Vanta Vendor Prevalent	ORCA Vendor Risk Hub	\$199 / \$599 / \$1499	/offeri complian trust/or trust- vendor/
7	orca-trust-center	Public trust center · policies · certs · subprocessors	SMB	SafeBase Conveyor Whistic Profile	ORCA Trust Center (trust.enroutegrowthplatform.io)	\$49 / \$149 / \$399	/offeri complian trust/or trust- center/
8	orca-trust-dpa	DPA generator · BAA generator · SCC clauses	SMB	Termly iubenda Termageddon	ORCA DPA Forge	\$49 / \$149 / \$399	/offeri complian trust/or trust-dp
9	orca-trust-pentest	Pentest as a service · continuous scanning	MID	Cobalt HackerOne Bugcrowd	ORCA Pentest Bus	\$199 / \$599 / \$1499	/offeri complian trust/or trust- pentest
10		AML · KYC · KYB ·	ENT		ORCA KYC Gate		/offeri complian

orca-trust-aml-kyc	sanctions screening	Persona Alloy Sumsub	\$999 / \$2999 / \$9999	trust/or trust-ar kyc/
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3.7 · Outbound & Lead Generation

Apollo/Outreach/Clay-class prospect data, sequencing, intent

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Page	Brand Vault
1	orca-out-prospect	B2B prospect database · 200M+ contacts · intent	SMB	Apollo.io ZoomInfo Lusha	ORCA Prospect Graph	\$49 / \$149 / \$399	/offering/outbound-lead-generation/orca-out-prospect/	/offering/outbound-lead-generation/orca-out-prospect/brand-vault
2	orca-out-sequence	Multi-channel sequencer · email + LinkedIn + call	SMB	Outreach Salesloft Reply.io	ORCA Sequence Engine (SPP&A)	\$49 / \$149 / \$399	/offering/outbound-lead-generation/orca-out-sequence/	/offering/outbound-lead-generation/orca-out-sequence/brand-vault
3	orca-out-enrich	Waterfall enrichment · 50+ providers · cost-aware	MID	Clay Clearbit Datagma	ORCA Enrichment Waterfall	\$199 / \$599 / \$1499	/offering/outbound-lead-generation/orca-out-enrich/	/offering/outbound-lead-generation/orca-out-enrich/brand-vault
4	orca-out-warmup	Inbox warmup · reputation	SMB	Instantly Warmup Smartlead	ORCA Warmup Dispatcher	\$49 / \$149 / \$399	/offering/outbound-lead-generation/	/offering/outbound-lead-generation/

		· sender rotation		Lemlist Warm-Up	(179 domains)		orca-out-warmup/	orca-out-warmup/brand-vault
5	orca-out-linkedin	LinkedIn automation · safe · cookie-based	SMB	LinkedHelper Dripify Expandi	ORCA LinkedHelper Bridge	\$49 / \$149 / \$399	/offering/outbound-lead-generation/orca-out-linkedin/	/offering/outbound-lead-generation/orca-out-linkedin/brand-vault
6	orca-out-intent	Intent signals · BOL · POTM · trigger events	MID	Bombora 6sense G2 Buyer Intent	ORCA Intent Scanner	\$199 / \$599 / \$1499	/offering/outbound-lead-generation/orca-out-intent/	/offering/outbound-lead-generation/orca-out-intent/brand-vault
7	orca-out-easyapply	LinkedIn EasyApply · CDP runner · safe limits	SMB	LazyApply Sonara LoopCV	ORCA EasyApply Engine	\$49 / \$149 / \$399	/offering/outbound-lead-generation/orca-out-easyapply/	/offering/outbound-lead-generation/orca-out-easyapply/brand-vault
8	orca-out-cadence-ai	AI cadence writer · NEPQ · per-persona tone	MID	Lavender Regie.ai Smartwriter	ORCA Cadence Writer	\$199 / \$599 / \$1499	/offering/outbound-lead-generation/orca-out-cadence-ai/	/offering/outbound-lead-generation/orca-out-cadence-ai/brand-vault
9	orca-out-form-fill	Auto form-fill · competitor funnel mapping · undercover inboxes	MID	Browse AI Bardeen Multi-On	ORCA Undercover Funnel Mapper	\$199 / \$599 / \$1499	/offering/outbound-lead-generation/orca-out-form-fill/	/offering/outbound-lead-generation/orca-out-form-fill/brand-vault

10	orca-out-meetings	Meeting scheduler with prospect intent enrichment	SMB	Chili Piper Calendly Routing Default	ORCA Meeting Router	\$49 / \$149 / \$399	/offering/outbound-lead-generation/orca-out-meetings/	/offering/outbound-lead-generation/orca-out-meetings/brand-vault
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3.8 · Analytics & BI

Power BI/Looker-class dashboards, warehouses, semantic layer

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Page	Brand V
1	orca-bi-warehouse	Cloud data warehouse · columnar · pay-per-query	MID	Snowflake Google BigQuery Databricks	ORCA Warehouse Provisioner	\$199 / \$599 / \$1499	/offering/analytics-bi/orca-bi-warehouse/	/offer analyt orca-bi warehou brand-v
2	orca-bi-dashboards	Self-serve dashboards · embedded analytics	SMB	Looker Power BI Tableau	ORCA Dashboard Studio	\$49 / \$149 / \$399	/offering/analytics-bi/orca-bi-dashboards/	/offer analyt orca-bi dashboa brand-v
3	orca-bi-product	Product analytics · funnels · cohorts · retention	MID	Amplitude Mixpanel Heap	ORCA Product Analytics	\$199 / \$599 / \$1499	/offering/analytics-bi/orca-bi-product/	/offer analyt orca-bi product brand-v
4	orca-bi-revenue	Revenue analytics · MRR · churn · LTV · CAC	MID	ChartMogul Baremetrics ProfitWell	ORCA Revenue Lens	\$199 / \$599 / \$1499	/offering/analytics-bi/orca-bi-revenue/	/offer analyt orca-bi revenue brand-v
5	orca-bi-cdp	Customer data platform ·	MID	Segment RudderStack mParticle	ORCA CDP	\$199 / \$599 / \$1499	/offering/analytics-bi/orca-bi-cdp/	/offer analyt

		identity resolution						orca-bi brand-v
6	orca-bi-attribution	Multi-touch attribution · marketing mix · MMM	MID	Northbeam Triple Whale Rockerbox	ORCA Attribution Engine	\$199 / \$599 / \$1499	/offering/ analytics-bi/orca-bi-attribution/	/offerer analyti orca-bi-attribu brand-v
7	orca-bi-semantic	Semantic layer · metric definitions · dbt-native	MID	dbt Semantic Layer Cube MetricFlow	ORCA Metric Layer	\$199 / \$599 / \$1499	/offering/ analytics-bi/orca-bi-semantic/	/offerer analyti orca-bi-semantic brand-v
8	orca-bi-customer-360	Customer 360 · unified profile · activity feed	MID	Salesforce Data Cloud Twilio Engage Hightouch Customer Studio	ORCA Customer 360	\$199 / \$599 / \$1499	/offering/ analytics-bi/orca-bi-customer-360/	/offerer analyti orca-bi-customer brand-v
9	orca-bi-ops-reports	Ops dashboards · uptime · alerts · scorecards	SMB	Geckoboard Klipfolio Plecto	ORCA Ops Scorecard	\$49 / \$149 / \$399	/offering/ analytics-bi/orca-bi-ops-reports/	/offerer analyti orca-bi-reports brand-v
10	orca-bi-spreadsheet	Spreadsheet to warehouse · two-way · governed	SMB	Sigma Equals Rows	ORCA Sheet Sync	\$49 / \$149 / \$399	/offering/ analytics-bi/orca-bi-spreadsheet/	/offerer analyti orca-bi-spreads brand-v

3.9 · Content & SEO/GEO

SearchAtlas/SurferSEO/Ahrefs-class SEO + AI search GEO

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Page	Brand Vault
1		GEO audit · AI citability ·	SMB		ORCA GEO		/offering/ content-	/offering/ content-

	orca-geo-audit	llms.txt · schema		SearchAtlas Surfer SEO Ahrefs	Auditor (EGP / geo skill)	\$49 / \$149 / \$399	seo-geo/ orca-geo-audit/	seo-geo/ orca-geo-audit/ brand-vault
2	orca-seo-rank	Rank tracking · SERP features · AI Overviews	SMB	Ahrefs Rank Tracker Semrush Position Tracking Accuranker	ORCA Rank Tracker	\$49 / \$149 / \$399	/offering/ content-seo-geo/ orca-seo-rank/	/offering/ content-seo-geo/ orca-seo-rank/ brand-vault
3	orca-seo-content	AI content briefs · SERP analysis · entity coverage	SMB	Frase Clearscope MarketMuse	ORCA Content Brief Engine	\$49 / \$149 / \$399	/offering/ content-seo-geo/ orca-seo-content/	/offering/ content-seo-geo/ orca-seo-content/ brand-vault
4	orca-seo-backlinks	Backlink prospecting · outreach · monitoring	MID	Ahrefs Backlinks Majestic Pitchbox	ORCA Backlink Bus	\$199 / \$599 / \$1499	/offering/ content-seo-geo/ orca-seo-backlinks/	/offering/ content-seo-geo/ orca-seo-backlinks/ brand-vault
5	orca-seo-technical	Technical SEO audit · Core Web Vitals · INP	SMB	Screaming Frog Sitebulb Lumar	ORCA Technical SEO	\$49 / \$149 / \$399	/offering/ content-seo-geo/ orca-seo-technical/	/offering/ content-seo-geo/ orca-seo-technical/ brand-vault
6	orca-seo-local	Local SEO · GBP · citations · maps rank tracking	SMB	BrightLocal Whitespark Moz Local	ORCA Local SEO	\$49 / \$149 / \$399	/offering/ content-seo-geo/ orca-seo-local/	/offering/ content-seo-geo/ orca-seo-local/ brand-vault
7	orca-content-cms	Headless CMS · structured	MID	Contentful Sanity Storyblok	ORCA Headless CMS	\$199 / \$599 / \$1499	/offering/ content-seo-geo/	/offering/ content-seo-geo/

		content · localization					orca-content-cms/	orca-content-cms/brand-vault
8	orca-content-video	Video transcription · clip generation · captions	SMB	Descript Opus Clip Rev	ORCA Video Studio	\$49 / \$149 / \$399	/offering/content-seo-geo/orca-content-video/	/offering/content-seo-geo/orca-content-video/brand-vault
9	orca-content-social	Social scheduling · multi-platform · analytics	SMB	Buffer Hootsuite Later	ORCA Social Queue	\$49 / \$149 / \$399	/offering/content-seo-geo/orca-content-social/	/offering/content-seo-geo/orca-content-social/brand-vault
10	orca-geo-llmstxt	llms.txt generator · validator · monitor	SMB	FireCrawl LlamaIndex Anthropic Cookbook	ORCA llms.txt Engine	\$49 / \$149 / \$399	/offering/content-seo-geo/orca-geo-llmstxt/	/offering/content-seo-geo/orca-geo-llmstxt/brand-vault

3.10 · Verticalized SaaS

Industry-specific verticals leveraging ORCA + GHIL backbone

#	Offering	Value Prop	Persona	Top Competitors	ORCA Hook	Tier (Starter/ Growth/ Scale USD/ mo)	Home Page	Brand
1	orca-vert-dental	Dental practice · recall · reviews ·	SMB	Dentrix Weave NexHealth	ORCA Dental Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-dental/	/of ver saa ver bra

		insurance verify						
2	orca-vert-legal	Law firm CRM · matter mgmt · trust accounting	SMB	Clio MyCase PracticePanther	ORCA Legal Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-legal/	/ot ver saa ver bra
3	orca-vert-fitness	Gym + studio · class booking · membership · POS	SMB	Mindbody ClubReady Glofox	ORCA Fitness Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-fitness/	/ot ver saa ver bra
4	orca-vert-realestate	Real estate · IDX · CMA · transaction mgmt	SMB	Follow Up Boss kvCORE BoomTown	ORCA Real Estate Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-realestate/	/ot ver saa ver rea bra
5	orca-vert-restaurant	Restaurant · POS · online order · loyalty · reviews	SMB	Toast Square for Restaurants Lightspeed Restaurant	ORCA Restaurant Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-restaurant/	/ot ver saa ver res bra
6	orca-vert-homeservices	Home services · dispatch · routing · invoicing	SMB	ServiceTitan Jobber Housecall Pro	ORCA Home Services Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-homeservices/	/ot ver saa ver hom bra
7	orca-vert-medspa	Med spa · treatment notes · consent · package mgmt	SMB	Boulevard AestheticRecord PatientNow	ORCA Med Spa Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-medspa/	/ot ver saa ver bra
8	orca-vert-automotive	Auto repair · estimate · parts · DVI · pay	SMB	Tekmetric Shopmonkey Mitchell 1	ORCA Auto Vertical	\$49 / \$149 / \$399	/offering/verticalized-saas/orca-vert-automotive/	/ot ver saa ver aut bra

9	orca-vert-pet	Veterinary + pet · appointments · pawtrust reviews	SMB	ezyVet AVImark PetDesk	ORCA Pet Vertical	\$49 / \$149 / \$399	<code>/offering/verticalized-saas/orca-vert-pet/</code>	<code>/of</code>
10	orca-vert-education	Tutoring + coaching · class deck · learnstack · cohorts	SMB	Teachable Thinkific LearnWorlds	ORCA Education Vertical	\$49 / \$149 / \$399	<code>/offering/verticalized-saas/orca-vert-education/</code>	<code>/of</code>

4 · Brand Vault Hook Pattern

Each offering surfaces a Brand Vault snippet at `/offering/{category-slug}/{offering-slug}/brand-vault`. The Brand Vault provides per-offering brand voice, value proposition, competitor positioning, key visuals, and approved copy blocks ready for sales, marketing, and customer success consumption.

5 · Pricing Canon

All tiers obey the monotonic rule (Starter < Growth < Scale) per memory canon 2026-06-23. ACH processing 1% · CC 3.5% · wire as quoted (memory canon 2026-06-22).

6 · Hard Rule Compliance

- No em-dashes (use ·, comma, period, hyphen-with-spaces)
- EnRoute favicon (not Peds 360+) and EnRoute brand colors #da5527 / #662e92
- Canonical brand domain `enroutegrowthplatform.io` (Trust Center at `trust.enroutegrowthplatform.io`)
- Left-frame ToC on all HTML deliverables
- Marc identity canonical recipient `@enroute.global` (NOT `.net`)
- Every competitor URL verified to a real product home

- v2 registry shipped as sibling · original `SITE-PAGE-REGISTRY-20260424.html` preserved

7 · Next Actions

- Stub 85 NET NEW home pages under `/offerings/{slug}/` for the existing single-route product set
- Provision 100 ORCA offering routes at `/offering/{category-slug}/{offering-slug}/`
- Wire Brand Vault retrieval to existing `vesta_routine_brand_vault_retrieval.py` for per-offering snippets
- Register all routes in `SITE-PAGE-REGISTRY-20260424_v2.html` + `sitemap.xml` regeneration
- CF Pages publish · Mailgun digest to Marc