

# Rival Brief Sample #1 — Scheduling pricing & plan structure: Calendly vs Cal.com vs SavvyCal (as of 2026-09-02)

**About this sample:** Rival Brief is a custom **pricing and plan-structure** decision brief for your three competitors. Sample #1 is one concrete example in **scheduling** packaging — the same method, applied to Calendly vs Cal.com vs SavvyCal.

**As of:** 2026-09-02 HST (pages fetched live 2026-09-02 evening HST / 2026-09-03 UTC).

**Browser pass:** Chrome, rendered cards, 2026-09-02 evening HST / 2026-09-03 UTC — Monthly/Annual clicked on all three; Calendly Plus toggle; Cal.com per-card YEARLY toggles; SavvyCal comparison scrolled. Screenshots in the visual evidence appendix.

**Not** legal advice, pricing advice, or a buy recommendation. Public pages only. No login. No checkout.

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## Executive Decision Layer

This brief is not about which scheduler to buy. It is about which **pricing and plan structure** to lock in for your own scheduling product (this sample's concrete packaging decision).

**Recommended structure:** let individual users get real value from a useful free plan. Charge when a company needs team scheduling features such as **round-robin** (RR — meetings distributed across a team) and centrally managed events. Keep enterprise security features such as **single sign-on (SSO)** in a higher tier rather than forcing small teams into an expensive enterprise plan.

That is the Cal.com Cloud shape on [cal.com/pricing](https://cal.com/pricing) as of 2026-09-02. **Do not** copy Calendly's enterprise plan that starts at 50 seats. **Do not** copy SavvyCal's paid-only two-plan ladder unless you are intentionally **not** running **product-led growth (PLG)** — users try the product before talking to sales.

- **[INFERENCE]** copy this shape when freezing pricing and plan structure for a 5–25 person B2B company.
- **[FACT]** this is how Cal.com Cloud is packaged on [cal.com/pricing](https://cal.com/pricing) as of 2026-09-02.

**How they charge [FACT]:** per host seat / per user who connects a calendar. People who book meetings (invitees) are free. All three pricing pages work this way. Do not lock in a platform-fee plus per-seat hybrid; none of these three print one.

### Strongest evidence [FACT]

1. **A useful free plan vs a thin free plan.** Cal.com Free forever (1 user): unlimited event types **and** calendars. Calendly Free: **1 event type, 1 calendar**. Unlimited types start at Calendly Standard.
2. **Round-robin on the first paid team plan vs Calendly's second paid tier.** Cal.com Teams **\$12 /user/mo yearly** (\$16 monthly) includes round-robin plus managed/collective events. SavvyCal Basic **\$10 /user/mo** Annual (\$12 monthly) includes Collective / Round Robin / Group (screenshot comparison). Calendly round-robin is **Teams and Enterprise only** — after Standard **\$10 /seat/mo yearly** (\$12 monthly), now **visible on the rendered card**. Collective meetings are on Standard; **team distribution** is not.
3. **Calendly Enterprise starts at \$15k /yr, 50 seats, USD only** ([calendly.com/pricing](https://calendly.com/pricing)).

**Biggest trap:** copying a 50-seat SSO minimum. Calendly's public SSO path is that Enterprise minimum or an **unpriced** Teams SSO add-on. **[FACT]** \$15k / 50 seats is printed. **[INFERENCE]** a 5–25 person company cannot purchase that public Enterprise offer at its actual seat count — it would have to overbuy to Calendly's 50-seat minimum. If you need a public SSO/compliance tier, prefer Cal.com's Organizations-style **public** tier, which lists **SAML** (Security Assertion Markup Language, a common SSO standard) / **SCIM** (System for Cross-domain Identity Management, automated user provisioning) and prints **SOC 2 / HIPAA / ISO 27001** claims on the Organizations card at **\$28 /user/mo yearly, \$37 monthly** — or a sales-led Enterprise plan **without** a 50-seat minimum as the only path. **[FACT]** those SAML/SCIM and compliance claims are printed on Cal.com's

public pages. **[UNKNOWN / not independently established here]** whether a Business Associate Agreement (BAA) or other contractual HIPAA entitlement is available on Organizations solely from the cited public pages beyond those printed claims.

**Public team price band — their list prices, not your price.** Plans that include round-robin / team scheduling. Chrome Monthly/Annual toggles clicked.

| Plan / tier                                                          | Yearly / Annual                        | Monthly              |
|----------------------------------------------------------------------|----------------------------------------|----------------------|
| SavvyCal Basic (round-robin included)                                | <b>\$10 /user/mo</b> · “Save 2 months” | <b>\$12 /user/mo</b> |
| Cal.com Cloud Teams (round-robin + managed events + remove branding) | <b>\$12 /user/mo</b> · “Save 25%”      | <b>\$16 /user/mo</b> |
| Calendly Teams (round-robin + admin)                                 | <b>\$16 /seat/mo</b> · “Save 20%”      | <b>\$20 /seat/mo</b> |
| SavvyCal Premium (custom domain + hide branding + payments)          | <b>\$17 /user/mo</b> · “Save 2 months” | <b>\$20 /user/mo</b> |

Treat Cal.com Organizations **\$28 /user/mo yearly** (\$37 monthly) and Calendly Enterprise **\$15k/yr · 50 seats** as **org-security / procurement** reference points — not the default band for a core team-scheduling plan — unless you have an explicit strategic rationale. Pricing an **individual** paid plan above Calendly Standard **\$10 /seat/mo yearly** (\$12 monthly) should have an explicit strategic rationale and be validated with customers; Cal.com already covers the individual job at **\$0**. Competitor public prices are reference points, not proof of your correct price.

**Biggest remaining uncertainty.** Monthly toggles are **closed** (all seven target dollar amounts on-card). Remaining: **yearly Standard Plus \$ UNKNOWN** (Plus clicked on monthly view only; not recaptured on annual; do not infer \$18). **Calendly Teams SSO add-on \$ UNKNOWN / sales-gated.** Yearly Teams Plus **\$24 /seat/mo billed annually (1–30 seats)** is still official help, not a /pricing recapture this pass. Monthly Plus (Notetaker & Callie ON): Standard Plus **\$24 /seat/mo**, Teams Plus **\$32 /seat/mo**.

**What to do next:** Freeze pricing and plan structure to the Cal.com Cloud shape: keep a useful free plan for individuals; charge when the company needs team scheduling (round-robin and managed/collective events); put enterprise security such as single sign-on in a higher public tier. Do **not** freeze a 50-seat Enterprise minimum as the SSO path. Do **not** freeze a paid-only two-plan ladder unless you are intentionally not running product-led growth (PLG). Use the public team price band above as a reference band only — their list prices, not your price.

## 1. Who this is for

You are the founder or Head of Product at a 5–25 person B2B software company about to lock in **your** scheduling packaging — which plans you offer, how you charge, what sits on the free plan vs paid plans, and what public list-price band you should not ignore.

This is not “which scheduler should we buy.” It is: do we copy **Calendly’s seat ladder with a Plus add-on and a 50-seat Enterprise minimum**, **Cal.com Cloud’s free-individual / paid-team split** (with self-host as a different product), or **SavvyCal’s two paid plans with no standing free plan** — and what must stay available early if a 5–25 person B2B team is supposed to convert.

## 2. Method

- **Sources:** vendor pricing pages, official help/docs, and official security/legal pages. No login walls. No logged-in surfaces. No checkout. No third-party price blogs (UseCarly, Costbench, Zeeg, meetergo, wf.savvykal.com stale mirror) as price or feature sources.

- **Billing toggles (Chrome, 2026-09-02 HST):** Calendly **Billed yearly / Billed monthly** radios clicked; “Add Notetaker & Callie” clicked on the monthly view. Cal.com **per-card YEARLY** toggles (both ON by default) clicked OFF for monthly. SavvyCal **Monthly | Annual** pill clicked. Monthly dollar amounts below are **printed on the rendered cards**, not computed from a savings badge. Screenshots in the visual evidence appendix.
- **Cal.com Cloud vs self-host:** never averaged. Cloud plans from [cal.com/pricing](https://cal.com/pricing). Self-host/community edition from [cal.com/docs/self-hosting/license-key](https://cal.com/docs/self-hosting/license-key) (last updated 2026-07-09).
- **UNKNOWN / sales-gated** means the public page did not print the number or the plan. It does not mean the feature is absent.
- Public sources only; researched and written for Rival Brief on 2026-09-02 HST.

**Verification notes (so you can audit the dollar amounts):**

- **Calendly Standard \$10 yearly** is **visible on the rendered card** (Save 17%; calendly-annual.png) — no longer JSON-LD-only. Teams \$16 yearly + Save 20% on-card. Enterprise “Starts at \$15k /yr” on-card (calendly-enterprise.png).
- **Calendly monthly** (Notetaker OFF): Standard **\$12 /seat/mo**, Teams **\$20 /seat/mo** (calendly-monthly.png).
- **Calendly Plus** (monthly view, Notetaker & Callie ON): card titles Standard Plus **\$24 /seat/mo**, Teams Plus **\$32 /seat/mo** (calendly-plus.png). **Yearly Standard Plus \$ UNKNOWN** (Plus not recaptured on annual; do not infer \$18). Yearly Teams Plus **\$24 /seat/mo billed annually (1–30 seats)** remains the official help figure — not recaptured on /pricing this pass.
- **Cal.com monthly** (YEARLY toggles off): Teams **\$16 per user/month**, Organizations **\$37 per user/month** (calcom-monthly.png). Yearly remains Teams **\$12 /** Organizations **\$28** (calcom-yearly.png).
- **SavvyCal Annual:** Basic **\$10/user/mo**, Premium **\$17/user/mo**, “Save 2 months” (savvy-cal-annual.png). Monthly: Basic **\$12/user/mo**, Premium **\$20/user/mo** (savvy-cal-monthly.png). 30-day money back visible above the cards. Comparison features from savvy-cal-comparison.png (not a search-index table). The older wf.savvy-cal.com \$12 / \$20 page is **stale** and is not used.

**3. Data-verified matrix**

Every cell: **value · billed period · URL · as-of 2026-09-02.**  
Cal.com column is **Cloud** unless the row says Cal.diy / self-host.

**3a. List prices (USD)**

|                     | Calendly                                                                                                                                                                                                                                     | Cal.com Cloud                                                                                                                                                                                                                                            | SavvyCal                                                                                                                                                                                                                                                               |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Value metric</b> | Per <b>seat</b> . Quote: “Seats are required for users to connect calendars and host Calendly meetings — meeting invitees do not require a seat.” · n/a · <a href="https://calendly.com/pricing">calendly.com/pricing</a> · as-of 2026-09-02 | Per <b>user</b> . Cards: “per user/month.”<br>Headline: “Start scheduling for free, with no usage limits. For collaborative features, choose one of our premium plans.” · n/a · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02 | Per <b>user</b> . Cards: “\$10/user/mo” / “\$17/user/mo” Annual.<br>Docs: org is charged per teammate seat. · n/a · <a href="https://savvy-cal.com/pricing; docs.savvy-cal.com/article/21">savvy-cal.com/pricing; docs.savvy-cal.com/article/21</a> · as-of 2026-09-02 |

|                                       | Calendly                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Cal.com Cloud                                                                                                                                                                                                                                              | SavvyCal                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Free / entry</b>                   | <b>\$0</b> “Always free.” 14-day paid trial then downgrade to Free (FAQ). · n/a · <a href="https://calendly.com/pricing">calendly.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>\$0</b> “Free forever,” 1 user. · n/a · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                        | <b>No standing Free plan.</b> Copy: “Kick the tires for free and only upgrade when you’re ready to activate. Backed by a 30-day money back guarantee.” (visible above cards). Trial length <b>UNKNOWN</b> on /pricing (FAQ accordion not expanded). · n/a · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> · as-of 2026-09-02 |
| <b>First paid individual / simple</b> | <b>Standard \$10 /seat/mo billed yearly</b> (visible on rendered card + Save 17%). <b>Monthly \$12 /seat/mo</b> (Chrome, Notetaker OFF). · yearly + monthly · <a href="https://calendly.com/pricing">calendly.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Paid starts at <b>Teams</b> , not an individual plan. Individual job is Free. · yearly · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                          | <b>Basic \$10/user/mo Annual</b> + “Save 2 months.” <b>Monthly \$12/user/mo.</b> · annual + monthly · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                       |
| <b>Team plan</b>                      | <b>Teams \$16 /seat/mo billed yearly</b> (Save 20%). <b>Monthly \$20 /seat/mo</b> (Chrome, Notetaker OFF). Volume table (annual, official help): 1–30 seats \$16; 31–50 \$14.50; 51–100 \$14; 101–200 \$13.50; 201–300 \$13; 301+ \$12. · yearly + monthly · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; volume: <a href="https://calendly.com/help/choose-the-right-calendly-plan-for-your-team">calendly.com/help/choose-the-right-calendly-plan-for-your-team</a> (updated 2026-09-01) · as-of 2026-09-02                                                                                                                                                                                     | <b>Teams \$12 per user/month, YEARLY, Save 25%. Monthly \$16 per user/month</b> (YEARLY toggle off). 14-day free trial. · yearly + monthly · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                      | Team scheduling is <b>on Basic</b> (\$10 Annual / \$12 monthly). No separate team plan. · annual + monthly · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                |
| <b>AI / Plus plan</b>                 | Named on /pricing: “Add Notetaker and Callie to Standard or Teams plans.” Monthly view, Plus ON (card titles <b>Standard Plus / Teams Plus</b> ): <b>\$24 /seat/mo</b> and <b>\$32 /seat/mo. Yearly Standard Plus \$ UNKNOWN</b> (Plus not recaptured on annual; do not infer \$18). <b>Teams Plus \$24 /seat/mo billed annually (1–30 seats)</b> still from official help — not recaptured on /pricing this pass; “\$8 more per seat per month than Teams at each tier.” Enterprise: “Inquire about Callie access.” English only. · monthly (Plus cards) + yearly (help, Teams Plus) · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; yearly \$24: <a href="#">help article</a> · as-of 2026-09-02 | Meeting notetaker <b>not listed</b> on /pricing. Nav has <b>Cal.ai</b> (phone agent) as a separate product. <b>UNKNOWN</b> whether a notetaker is bundled in Cloud plans. · n/a · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02 | <b>Not listed</b> on /pricing comparison. · n/a · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                           |
| <b>Org / control plan</b>             | No public “Organization” tier. Next jump is Enterprise. · n/a · <a href="https://calendly.com/pricing">calendly.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Organizations \$28 per user/month, YEARLY, Save 25%. Monthly \$37 per user/month</b> (YEARLY toggle off). 14-day trial. · yearly + monthly · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                   | <b>Premium \$17/user/mo Annual</b> + “Save 2 months”; <b>\$20/user/mo monthly</b> : custom domains, delegate, paid bookings — not an SSO/compliance tier. · annual + monthly · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> · as-of 2026-09-02                                                                              |
| <b>Enterprise minimum</b>             | <b>Starts at \$15k /yr. Starts at 50 seats. USD only.</b> Sales. FAQ: invoice available Enterprise \$15,000 (also Standard/Teams invoice at \$5,000). · annual · <a href="https://calendly.com/pricing">calendly.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Custom.</b> “Talk to sales.” “*Annual pricing.” No public floor \$. · annual, sales-gated · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                    | <b>No Enterprise plan</b> on /pricing. · n/a · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                              |

|                                           | Calendly         | Cal.com Cloud                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | SavvyCal |
|-------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Self-host (separate product — do not mix) | N/A (SaaS only). | <b>Cal.diy</b> = MIT community edition, “strictly recommended for personal, non-production use.” Teams / round-robin / managed events / SAML / SCIM / Insights = <b>not in Cal.diy</b> . Commercial on-prem: “use Cal.com, not Cal.diy” or request access at <a href="https://cal.com/sales">cal.com/sales</a> . <b>Price UNKNOWN / sales-gated</b> . Docs updated 2026-07-09. · n/a · <a href="https://cal.com/docs/self-hosting/license-key">cal.com/docs/self-hosting/license-key</a> · as-of 2026-09-02 | N/A.     |

### 3b. Features that decide a 5–25 person freeze

|                               | Calendly                                                                                                                                                                                                                                                                                                                                                                         | Cal.com Cloud                                                                                                                                                                                                                                                          | SavvyCal                                                                                                                                                                                                                                                      |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| What's on Free                | One event type, one calendar connection, one-on-one, customizable booking page, browser extension. Unlimited one-on-ones (comparison). · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; <a href="#">help: choose a plan</a> · as-of 2026-09-02                                                                                                                | 1 user. <b>Unlimited event types &amp; calendars</b> . Email & SMS. 100+ apps. Mobile + extension. <b>Stripe &amp; PayPal</b> . Two-way Salesforce & HubSpot sync. 1-click Calendly import. · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02 | No Free plan. Basic is the entry: unlimited calendars, unlimited links, team scheduling. · <a href="https://savvycal.com/pricing">savvycal.com/pricing</a> · as-of 2026-09-02                                                                                 |
| Event types                   | Free: <b>1</b> . Standard+: <b>unlimited</b> (help). Group + collective: Standard+. Round robin: Teams/Enterprise. · <a href="#">help: choose a plan</a> ; <a href="#">event types</a> (updated 2026-08-20) · as-of 2026-09-02                                                                                                                                                   | Unlimited on Free (Cloud). · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                  | Unlimited links on Basic and Premium (screenshot comparison). · <a href="https://savvycal.com/pricing">savvycal.com/pricing</a> · as-of 2026-09-02                                                                                                            |
| Calendars                     | Free: <b>1</b> . Standard: <b>up to six</b> (help). · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; <a href="#">help: choose a plan</a> · as-of 2026-09-02                                                                                                                                                                                                   | Unlimited calendar connections on Free (Cloud). · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                             | Unlimited on Basic and Premium. · <a href="https://savvycal.com/pricing">savvycal.com/pricing</a> · as-of 2026-09-02                                                                                                                                          |
| Round-robin / team scheduling | Round robin: <b>Teams and Enterprise only</b> . Quote: “Round Robin event types are available on the Teams and Enterprise plans.” Collective/group: Standard+. · <a href="#">event types</a> ; <a href="#">using with a team</a> (updated 2026-08-20) · as-of 2026-09-02                                                                                                         | Round-robin, managed & collective event types: <b>Teams</b> (\$12 yearly / \$16 monthly). · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                   | <b>Collective, Round Robin, Group</b> on both Basic and Premium (screenshot comparison). Team scheduling listed on Basic. · <a href="https://savvycal.com/pricing">savvycal.com/pricing</a> · as-of 2026-09-02                                                |
| Admin / managed events        | “Create admin-managed events and assign them to your team” under Admin tools on /pricing. Help: Teams includes “Manage events and permissions with admin tools.” Managed events described on Teams-oriented help. · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; <a href="#">help: choose a plan</a> ; <a href="#">using with a team</a> · as-of 2026-09-02 | <b>Managed &amp; collective event types</b> on Teams. Unlimited sub-teams on Organizations. · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                 | <b>Delegated Access: Premium only</b> (× Basic / ✓ Premium on screenshot comparison). No “managed event template” row on /pricing. Admin-managed events <b>UNKNOWN</b> . · <a href="https://savvycal.com/pricing">savvycal.com/pricing</a> · as-of 2026-09-02 |

|                                   | Calendly                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Cal.com Cloud                                                                                                                                                                                                                                                                                                                                                                                                                           | SavvyCal                                                                                                                                                                                                                                                                                                     |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Payments / paid bookings</b>   | Standard bullet: “Connect Stripe, PayPal.” Help: Standard, Standard Plus, Teams, Teams Plus, Enterprise (plus legacy Professional). <b>Not on Free.</b> · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; <a href="#">Stripe help</a> (updated 2026-08-20) · as-of 2026-09-02                                                                                                                                                                                                                                                                                                                                    | <b>Stripe &amp; PayPal on Free.</b> · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                                                                                          | <b>Paid Bookings: Premium only</b> (× Basic / ✓ Premium on screenshot comparison). Docs: “SavvyCal account on the Premium tier” + Stripe. · <a href="https://savvyca.com/pricing">savvyca.com/pricing</a> ; <a href="https://docs.savvyca.com/article/29">docs.savvyca.com/article/29</a> · as-of 2026-09-02 |
| <b>AI notetaker</b>               | Notetaker + Callie on <b>Standard Plus / Teams Plus.</b> /pricing comparison marks Notetaker as Standard Plus. English only. Enterprise: inquire. Help: “Plans: Standard Plus and Teams Plus.” · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; <a href="#">AI help</a> (updated 2026-09-01); <a href="#">new Calendly, 2026-08-19</a> · as-of 2026-09-02                                                                                                                                                                                                                                                       | <b>UNKNOWN</b> on scheduling plans. Cal.ai is a separate nav item (phone agent), not a /pricing matrix row. · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                  | <b>UNKNOWN</b> (not on /pricing). · <a href="https://savvyca.com/pricing">savvyca.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                         |
| <b>Custom domain</b>              | <b>Do not confuse with Domain Control.</b> Domain Control = Enterprise + SSO required (IT lock on who can sign up with your email domain) — <b>not</b> a booking custom domain. Booking <b>custom domain UNKNOWN</b> as a priced plan on /pricing. · <a href="#">Domain Control</a> (updated 2026-07-09); <a href="https://calendly.com/pricing">calendly.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                       | Organizations: “ <b>Company subdomain (yourcompany.cal.com).</b> ” True custom apex/domain <b>UNKNOWN</b> on /pricing (page says subdomain, not bring-your-own-domain). · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                      | <b>Custom Domains: Premium</b> (× Basic). <b>Custom Sending Domains: Premium.</b> Docs describe origin: 'meet.yourdomain.com' for embeds. · <a href="https://savvyca.com/pricing">savvyca.com/pricing</a> ; <a href="#">docs embed</a> · as-of 2026-09-02                                                    |
| <b>Remove branding</b>            | Help: “You can turn off Calendly branding on <b>Standard, Teams, and Enterprise</b> ” (plus legacy Professional). <b>Not on Free.</b> · <a href="#">branding help</a> (updated 2026-03-21) · as-of 2026-09-02                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Remove Cal.com branding</b> listed on Teams bullets. · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                                                                      | <b>Remove SavvyCal Branding: Premium</b> (× Basic). Colors/avatar/banner on both. · <a href="https://savvyca.com/pricing">savvyca.com/pricing</a> · as-of 2026-09-02                                                                                                                                         |
| <b>SSO / SCIM</b>                 | /pricing Enterprise bullets: “Enable SSO & SAML.” Help: SAML + SCIM for “Owners and admins on our <b>Enterprise</b> plan.” Separate help line: Teams can “Add Single Sign-On (SSO) as an <b>optional add-on</b> ” — <b>add-on \$ UNKNOWN / sales-gated.</b> SCIM not listed as a Teams add-on. · <a href="https://calendly.com/pricing">calendly.com/pricing</a> ; <a href="#">using with a team</a> ; <a href="#">help: choose a plan</a> · as-of 2026-09-02                                                                                                                                                                      | <b>SAML SSO and SCIM on Organizations</b> (\$28 yearly / \$37 monthly). Not on Teams bullets. · <a href="https://cal.com/pricing">cal.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                                                                                                                | <b>UNKNOWN.</b> No SSO/SCIM row on /pricing. · <a href="https://savvyca.com/pricing">savvyca.com/pricing</a> · as-of 2026-09-02                                                                                                                                                                              |
| <b>Compliance (SOC 2 / HIPAA)</b> | SOC 2 Type 2 + SOC 3 + CSA STAR on <a href="https://calendly.com/security">calendly.com/security</a> . “SOC 2 Type 2 and ISO/IEC 27001” on <a href="https://calendly.com/learn/it-teams">calendly.com/learn/it-teams</a> (updated 2026-09-02). <b>HIPAA: not a sold plan.</b> Customer Terms bar PHI/HIPAA in Customer Data. Notetaker FAQ (search hit, page timed out on re-fetch): “Calendly isn't designed to collect Protected Health Information.” Treat HIPAA as <b>not offered</b> , not as a plan feature. · n/a · <a href="#">security</a> ; <a href="#">IT Teams</a> ; <a href="#">Customer Terms</a> · as-of 2026-09-02 | Organizations bullets: “ <b>SOC 2, HIPAA, ISO 27001 compliant.</b> ” Company security page claims ISO 27001, SOC 2 Type II, CCPA, GDPR, HIPAA. Downloads: DPA, SOC 2 Type II, ISO 27001. <b>Which Cloud plan signs a BAA: Organizations per /pricing; Enterprise sales.</b> · Organizations yearly · <a href="https://cal.com/pricing">cal.com/pricing</a> ; <a href="https://cal.com/security">cal.com/security</a> · as-of 2026-09-02 | <b>UNKNOWN</b> on /pricing. No SOC2/HIPAA row. (SavvyCal Appointments marketing mentions HIPAA — that is a <b>different product</b> , not this packaging.) · n/a · <a href="https://savvyca.com/pricing">savvyca.com/pricing</a> · as-of 2026-09-02                                                          |

## 4. Packaging philosophy (how they make money)

**Calendly — seat ladder + AI upsell + Enterprise minimum.** Free is a one-link demo (1 event type, 1 calendar). Standard (\$10/seat/mo yearly, \$12 monthly) sells the individual power-user: unlimited event types, six calendars, payments, collective/group, remove branding. Teams (\$16 yearly, \$20 monthly) sells the

**conversion job for a sales/CS team:** round-robin, routing, admin-managed events. Plus plans (Notetaker + Callie) sit **on top of** Standard/Teams rather than inside them — AI is a second meter, not the scheduling core. Enterprise is not a feature pack for a 20-person company: it is a **\$15k/yr, 50-seat, USD-only** procurement product (SSO, domain control, audit, Salesforce lookup). Invoice even on Standard/Teams starts at \$5,000. They make money when a team hits round-robin, then again if the team wants notes, then again if IT wants SSO.

**Cal.com Cloud — give the individual the product; charge the team; charge again for org security.** Free forever is a real individual plan (unlimited event types and calendars, payments, CRM sync). Money starts at **collaboration** (Teams \$12/user/mo yearly, \$16 monthly: RR, managed events, remove branding). The expensive public tier is **Organizations \$28/user/mo yearly, \$37 monthly** for SAML/SCIM, company subdomain, HIPAA/SOC2/ISO — not for round-robin. Enterprise is custom/annual/sales. **Cal.diy is not a cheap Cloud.** It is a community MIT fork without teams/SSO; commercial on-prem is sales. Mixing “Cal.com is free to self-host” into Cloud pricing is a category error.

**SavvyCal — two paid plans, no Free plan, team features on the first dollar.** Basic \$10/user/mo Annual (\$12 monthly) already includes unlimited links/calendars **and** collective/round-robin/group. Premium \$17 Annual (\$20 monthly) is not “teams”; it is **polish and commerce**: custom domains, hide branding, Stripe, assistant delegate. They make money the first time someone activates (30-day money-back, no standing Free). The Premium gap is branding/payments, not routing. There is no public Enterprise/SSO tier — a 5–25 team never hits a sales wall because the wall is not on the page.

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## 5. What a 5–25 person B2B team actually hits

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A 5–25 person B2B team converting scheduling typically needs: more than one meeting type, more than one calendar, round-robin or collective for sales/CS, someone who is not the founder administering event templates, and a booking page that does not look like a consumer trial. SSO/HIPAA are **not** the week-one friction points unless the buyer is IT-led or clinical.

### Calendly — where it creates friction

1. **Free is unusable as a team trial.** One event type + one calendar. The help page says so. A 5-person sales team hits this on day one.
2. **Round-robin is the second paid tier** (Teams \$16 yearly / \$20 monthly), not Standard \$10 yearly / \$12 monthly. Collective exists on Standard; **distribution** does not. If your analogue of RR is the conversion feature, Calendly trains buyers to skip Standard.
3. **SSO is not a self-serve Teams feature on the pricing page.** It is Enterprise (\$15k/yr, 50 seats) or an unpriced Teams add-on. A 15-person company **cannot purchase that public Enterprise offer at 15 seats** — it would have to overbuy to Calendly’s 50-seat minimum. That is the freeze lesson: do not copy a compliance path that forces your ideal customer to overbuy seats.
4. **AI is a named extra plan** (Plus). Fine — unless your checkout defaults to Plus and yearly Standard Plus \$ is still unprinted.

### Cal.com Cloud — where it creates friction

1. Almost none on the individual path. Free is the product for one user.
2. **The first paid wall is the right wall:** Teams for round-robin/managed events/branding at \$12 yearly / \$16 monthly.
3. **The second paid wall is steep for 5–25:** Organizations \$28 yearly / \$37 monthly for SSO/HIPAA/subdomain. A 15-seat org is **\$5,040/yr** at yearly list ( $15 \times \$28 \times 12$ ) or **\$6,660/yr** at monthly list ( $15 \times \$37 \times 12$ ). If you copy this split, do not tell a 10-person team that “security is included.”
4. **Self-host is not the escape hatch** for a 5–25 SaaS. Cal.diy has no teams. Commercial on-prem is sales.

## SavvyCal — where it creates friction

1. **No Free plan.** Conversion is trial → paid. “Kick the tires for free” + 30-day money back is not Cal.com's free-forever.
2. **Team scheduling is not held back.** Round-robin/collective sit on Basic. A sales team can convert at \$10/user/mo Annual / \$12 monthly.
3. **Branding/custom domain/payments are the Premium wall** (\$17 Annual / \$20 monthly). If your ideal customer shares booking links with customers, hide-branding on the **second** tier is the SavvyCal tax. Calendly and Cal.com sell hide-branding **with** the first serious paid plan (Standard / Teams).
4. **SSO/SOC2/HIPAA UNKNOWN.** If your buyer's security questionnaire requires printed SSO, SavvyCal's public page does not close it.

## 6. Recommended plan structure

**Recommended structure for a 5–25 person B2B product:** usable free (or near-free) plan for individuals → first paid plan = team scheduling (round-robin / managed events) → organization / SSO as a later public tier. That is Cal.com Cloud's shape — not Calendly's 50-seat Enterprise minimum, and not SavvyCal's paid-only two plans unless you are explicitly not a product-led growth (PLG) motion.

Labeled so you can argue with it:

| Decision                | Verdict                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | FACT vs INFERENCE                                                                                                                                                                       |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Value metric            | Freeze <b>per host seat / per user who connects a calendar</b> . Invitees free. All three public pages do this. Do <b>not</b> freeze a platform fee + per-seat hybrid; none of these three print one.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>FACT</b> (all three pricing pages).                                                                                                                                                  |
| What belongs on Free    | If you want product-led growth: <b>unlimited event types + more than one calendar</b> . Optionally payments (Cal.com). Do <b>not</b> copy Calendly Free (1 type / 1 calendar) unless Free is a demo you are willing to lose teams on. Do <b>not</b> put round-robin on Free (none of the three do).                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>FACT</b> on what each Free plan includes.<br><b>INFERENCE</b> that 1-and-1 Free kills a 5–25 trial.                                                                                  |
| Where team features sit | <b>First paid team plan:</b> round-robin, collective, admin-managed templates. That is Cal.com Teams and SavvyCal Basic. Do <b>not</b> copy Calendly's two-step paid climb (Standard then Teams) if RR is the conversion feature.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>FACT</b> on who puts round-robin where.<br><b>INFERENCE</b> that round-robin is <i>your</i> conversion feature — true for most B2B sales/CS schedulers, not for a consumer 1:1 tool. |
| Add-on vs included      | <b>AI notes:</b> add-on / Plus (Calendly). Do not bake into core scheduling. <b>Hide branding:</b> include on the first paid plan you expect a company to share (Calendly Standard, Cal.com Teams) — SavvyCal's Premium placement is the one to <b>avoid</b> if customer-facing links matter. <b>Payments:</b> do not use as the paid hook for B2B (Cal.com gives them away; SavvyCal sells them). <b>SSO/SCIM:</b> later tier, <b>self-serve if you sell to 5–25</b> .                                                                                                                                                                                                                                                                | <b>FACT</b> on who puts what where. <b>INFERENCE</b> on which placements you should copy.                                                                                               |
| SSO / Enterprise        | <b>Do not copy Calendly's public Enterprise minimum</b> (starts \$15k/yr, 50 seats, USD only) as the only SSO path for a 5–25 ideal customer — they cannot buy it at their actual seat count without overbuying to 50 seats. If you need a public compliance tier, prefer <b>Cal.com's Organizations-style public tier</b> (SAML/SCIM and SOC2/HIPAA/ISO <b>claims printed</b> at \$28/user/mo yearly / \$37 monthly; BAA/contractual entitlement <b>not independently established</b> beyond those public claims in this brief) or a sales-gated Enterprise <b>without</b> a 50-seat minimum as the only path. Calendly's “SSO add-on on Teams” is <b>unpriced</b> — do not freeze an unpriced add-on as if it were a published plan. | <b>FACT</b> on published minimums and printed Organizations claims.<br><b>INFERENCE</b> that 5–25 buyers would have to overbuy to clear Calendly's 50-seat public Enterprise offer.     |

| Decision  | Verdict                                                                                                                                                                                                 | FACT vs INFERENCE              |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| Self-host | If you offer self-host, <b>name it as a different product</b> (Cal.com's Cal.diy vs Cloud). Do not average it into SaaS list price. Do not advertise "free self-host" if teams/SSO are commercial-only. | <b>FACT</b> from Cal.diy docs. |

**Public list-price band you should not freeze through without a reason — expressed as these three's public prices, not "you should charge \$X."**

For a **5–25 person B2B team plan** (the thing that includes round-robin / team scheduling):

| Plan / tier                                                          | Yearly / Annual                                                                        | Monthly              |
|----------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------|
| SavvyCal Basic (round-robin included)                                | <b>\$10 /user/mo</b> · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> | <b>\$12 /user/mo</b> |
| Cal.com Cloud Teams (round-robin + managed events + remove branding) | <b>\$12 /user/mo</b> · <a href="https://cal.com/pricing">cal.com/pricing</a>           | <b>\$16 /user/mo</b> |
| Calendly Teams (round-robin + admin)                                 | <b>\$16 /seat/mo</b> · <a href="https://calendly.com/pricing">calendly.com/pricing</a> | <b>\$20 /seat/mo</b> |
| SavvyCal Premium (custom domain + hide branding + payments)          | <b>\$17 /user/mo</b> · <a href="https://savvykal.com/pricing">savvykal.com/pricing</a> | <b>\$20 /user/mo</b> |

Treat Cal.com Organizations **\$28 /user/mo yearly** (\$37 monthly) and Calendly Enterprise **\$15k/yr · 50 seats** as **org-security / procurement** reference points rather than the default core team-scheduling band, unless you have an explicit strategic rationale validated with customers.

Pricing an individual paid plan above Calendly Standard **\$10 /seat/mo yearly** (\$12 monthly) should have an explicit strategic rationale and be validated with customers; Cal.com already does the individual job at **\$0**. Competitor list prices are reference points, not your proven price.

**Sales-gated (flag, do not freeze as self-serve):** Calendly Enterprise; Cal.com Enterprise (Custom, annual); Cal.diy commercial on-prem ([cal.com/sales](https://cal.com/sales)); Calendly Teams SSO add-on \$; Calendly yearly Standard Plus \$; invoice (Calendly Standard/Teams from \$5,000). SavvyCal has **no public Enterprise**.

## 7. What would change the rec

- **Calendly** prints SSO/SCIM on Teams at a self-serve \$ and drops the **50-seat / \$15k** minimum → the "don't copy Enterprise" warning weakens; you could copy a Teams+SSO bundle.
- **Calendly Free** gets unlimited event types (or even 3+) → Calendly's Free stops being a demo; the "copy Cal.com Free" argument weakens.
- **Calendly** makes Standard Plus the default checkout **and** still does not print **yearly** Standard Plus \$ → do not copy an opaque Plus default.
- **Cal.com** moves round-robin onto Free → first paid plan must be something else (branding, admin, SSO); the \$12 / \$16 Teams story changes.
- **Cal.com or SavvyCal monthly/yearly printed \$ move** → re-fetch the band; architecture rec is unchanged as long as round-robin still sits on the first paid team plan.
- **SavvyCal** publishes a standing Free plan, or moves round-robin to Premium, or adds a public SSO/Enterprise price → two-plan simplicity (or its ideal customer) changed.
- **Cal.diy** ships Teams/SSO in the MIT edition → self-host becomes a real Cloud competitor; today it is not.

## Decision sheet — what to do next

**Not your list price** — competitor public list, not your price. Monthly dollar amounts are Chrome-clicked facts, not Save-% math.

**Recommended plan structure [strategic inference — validate with customers]:** Cal.com Cloud shape — Free / Individual → Team (conversion) → Organization / Security (later) → optional AI add-on.

**How to charge on every tier [evidence-derived]:** per host seat / per user who connects a calendar. Invitees free. All three pages. Do not invent a buyer price from this band. Use the band as a check against *their* list; pick *your* number after customer validation.

| Plan / tier                    | User type                                                                       | Purpose                                                                    | Major features to place                                                                                                                                                                                                                                                                                                                  | How you charge                                   | Suggested competitive reference band (evidence-derived competitor list, as-of 2026-09-02)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Free / Individual</b>       | Solo host / founder / product-led trial. Cal.com Free = <b>1 user</b> .         | Usable individual product, not a one-link demo.                            | <b>On Free:</b> unlimited event types + >1 calendar. Payments optional (Cal.com Free: Stripe & PayPal). <b>Not on Free:</b> round-robin (none of the three put it there); hide branding (Calendly Standard / Cal.com Teams).                                                                                                             | Per user who connects a calendar. Invitees free. | Cal.com Free <b>\$0</b> . Calendly Free <b>\$0</b> (but 1 type / 1 calendar). If you <i>sell</i> an individual paid plan, pricing above Calendly Standard <b>\$10 /seat/mo billed yearly (\$12 monthly)</b> needs an explicit strategic rationale and customer validation. SavvyCal: <b>no standing Free plan</b> (30-day money back visible).                                                                                                                                                                                                                                                                                                                                                     |
| <b>Team</b>                    | 5–25 person B2B sales / CS team. Conversion plan.                               | Team distribution — the job Calendly sells on the <i>second</i> paid tier. | <b>Put here:</b> round-robin, collective, admin-managed templates, remove branding. <b>Not here as the only SSO path:</b> SAML/SCIM/HIPAA (next tier).                                                                                                                                                                                   | Per host seat. Invitees free.                    | <b>Yearly / Annual:</b> SavvyCal Basic <b>\$10 /user/mo</b> (round-robin included). Cal.com Teams <b>\$12 /user/mo</b> (round-robin + managed events + remove branding). Calendly Teams <b>\$16 /seat/mo</b> (round-robin + admin). SavvyCal Premium <b>\$17 /user/mo</b> (polish/commerce — not the round-robin placement). <b>Monthly:</b> SavvyCal Basic <b>\$12</b> · Cal.com Teams <b>\$16</b> · Calendly Teams <b>\$20</b> · SavvyCal Premium <b>\$20</b> . Organizations <b>\$28 /user/mo yearly (\$37 monthly)</b> and Enterprise <b>\$15k/yr · 50 seats</b> are org-security / procurement reference points — not the default team-scheduling band unless you have an explicit rationale. |
| <b>Organization / Security</b> | IT-led or compliance buyer. Not week-one unless the deal is question-naire-led. | Printed SSO/compliance. Later tier; keep it public if you sell to 5–25.    | <b>Put here:</b> SAML SSO, SCIM. Cal.com Organizations: “SOC 2, HIPAA, ISO 27001 compliant” + yourcompany.cal.com. <b>Do not copy:</b> Calendly Enterprise <b>\$15k /yr · 50 seats · USD only</b> as the only SSO path; Calendly Teams SSO add-on is <b>unpriced / sales-gated</b> . SavvyCal SSO/SOC2/HIPAA <b>UNKNOWN</b> on /pricing. | Per user (Cal.com Organizations cards).          | Cal.com Organizations <b>\$28 /user/mo yearly / \$37 monthly</b> = only <i>public printed</i> compliance tier of the three. Calendly Enterprise <b>\$15k /yr · 50 seats</b> = procurement path that forces overbuying for a team under 50 seats — not a natural 5–25 self-serve plan. Cal.com Enterprise = Custom / “Talk to sales” (no public floor \$).                                                                                                                                                                                                                                                                                                                                          |
| <b>Optional AI add-on</b>      | Seats that want notes / voice on top of scheduling.                             | Second meter. Do not bake AI into the core scheduling plan.                | Calendly Notetaker + Callie = <b>Standard Plus / Teams Plus</b> (English only). Enterprise: inquire. Cal.com meeting notetaker <b>not listed</b> on /pricing (Cal.ai is a separate nav product). SavvyCal AI <b>not listed</b> on /pricing.                                                                                              | Per seat (Plus sits on Standard or Teams).       | Monthly view (Plus ON): <b>Standard Plus \$24 /seat/mo, Teams Plus \$32 /seat/mo</b> . Yearly Teams Plus <b>\$24 /seat/mo billed annually (1–30 seats)</b> (official help — not recaptured on /pricing this pass). <b>Yearly Standard Plus \$ UNKNOWN</b> — not recaptured on annual; do not infer \$18.                                                                                                                                                                                                                                                                                                                                                                                           |

### Labels (read with the table)

| Plan / tier       | Evidence-derived (page)                                         | Strategic inference — requires customer validation                                                                            |
|-------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Free / Individual | Features + \$0 / \$10 yearly / \$12 monthly (Calendly Standard) | Unlimited types on Free so a 5–25 team can trial (do not copy Calendly 1-and-1 unless Free is a demo you will lose teams on). |

| Plan / tier             | Evidence-derived (page)                                                                                                                         | Strategic inference — requires customer validation                                                                                                                                                                           |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Team                    | Who places round-robin; yearly band <b>\$10 / \$12 / \$16 / \$17</b> ; monthly band <b>\$12 / \$16 / \$20 / \$20</b>                            | Round-robin is <i>your</i> conversion feature → first paid team plan. Do not copy Calendly Standard-then-Teams.                                                                                                              |
| Organization / Security | Who prints SSO; \$28 yearly / \$37 monthly vs \$15k / 50 seats                                                                                  | A 5–25 buyer cannot purchase Calendly's public Enterprise offer at actual headcount without overbuying to 50 seats. Keep SSO self-serve if that is the ideal customer. Do not freeze an unpriced add-on as a published plan. |
| Optional AI add-on      | Plus is a named extra; monthly Standard Plus <b>\$24</b> / Teams Plus <b>\$32</b> ; yearly Teams Plus \$24 (help); yearly Standard Plus UNKNOWN | Keep AI an add-on, not the scheduling ladder.                                                                                                                                                                                |

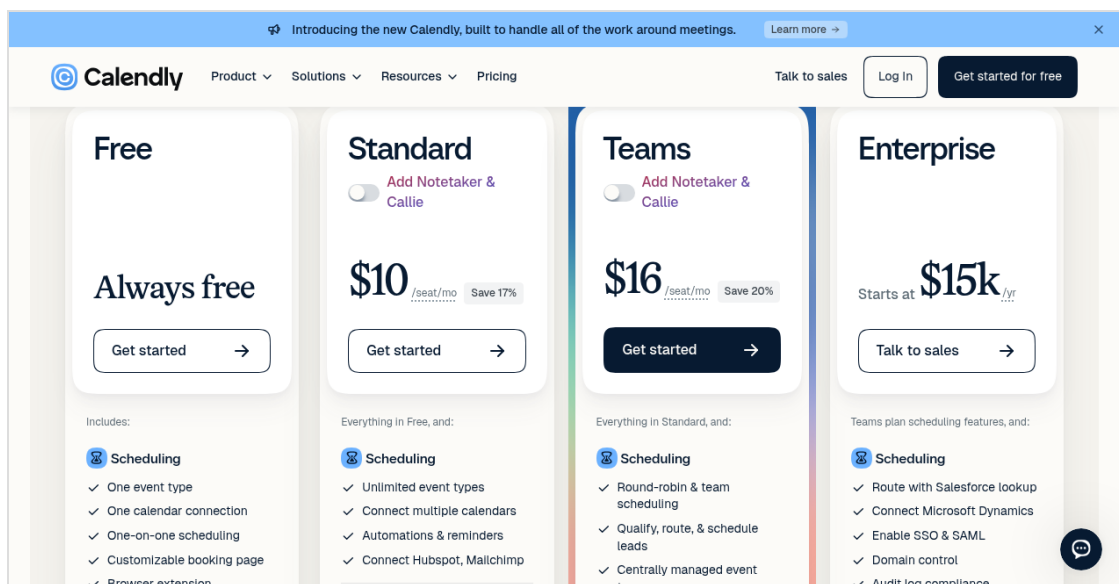
**Also do not:** invent a buyer price from this band · average Cal.diy / self-host into Cloud list (MIT community; no teams/SSO; commercial on-prem = sales) · treat sales-gated as self-serve (Calendly Enterprise; Cal.com Enterprise; Cal.diy commercial; Teams SSO add-on \$; yearly Standard Plus \$; Calendly invoice from \$5,000).

## Visual evidence appendix

Chrome pass of rendered pricing pages. Captured **2026-09-02 HST** (2026-09-03 UTC). No login. Duplicate default shots omitted when the annual/yearly capture already covers the same state.

### Calendly yearly — Standard \$10 / Teams \$16 + Save badges

- **Company:** Calendly
- **Source:** <https://calendly.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** Billed yearly. Standard **\$10 /seat/mo** (“Save 17%”) now visible on the rendered card; Teams **\$16 /seat/mo** (“Save 20%”).



## Calendly monthly — Standard \$12 / Teams \$20

- **Company:** Calendly
- **Source:** <https://calendly.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** Billed monthly. Standard **\$12 /seat/mo**; Teams **\$20 /seat/mo**. No Save-% badge.

The screenshot shows the Calendly pricing page with a blue header banner that reads "Introducing the new Calendly, built to handle all of the work around meetings." with a "Learn more" link. The navigation bar includes the Calendly logo, "Product", "Solutions", "Resources", and "Pricing" dropdowns, along with "Talk to sales", "Log In", and "Get started for free" buttons. The main content area features four pricing cards: "Free" (Always free, "Get started" button), "Standard" (\$12/seat/mo, "Add Notetaker & Callie" toggle, "Get started" button), "Teams" (\$20/seat/mo, "Add Notetaker & Callie" toggle, "Get started" button), and "Enterprise" (Starts at \$15k/yr, "Talk to sales" button). Each card lists included features under "Includes:" and "Everything in [plan name], and:". The "Standard" and "Teams" plans include a "Scheduling" icon and a list of features: "One event type", "One calendar connection", "One-on-one scheduling", "Customizable booking page", and "Browser extension". The "Standard" plan also includes "Unlimited event types", "Connect multiple calendars", "Automations & reminders", and "Connect Hubspot, Mailchimp". The "Teams" plan includes "Round-robin & team scheduling", "Qualify, route, & schedule leads", and "Centrally managed event times". The "Enterprise" plan includes "Route with Salesforce lookup", "Connect Microsoft Dynamics", "Enable SSO & SAML", "Domain control", and "Audit log compliance". A chat bubble icon is visible in the bottom right corner.

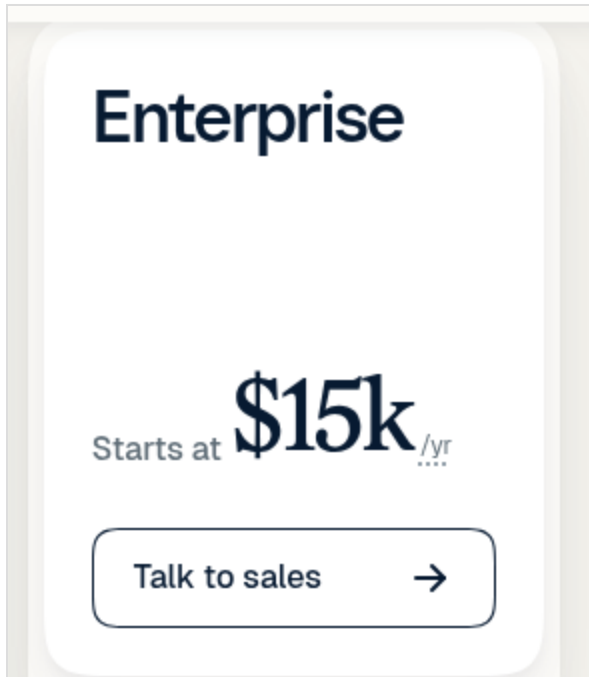
## Calendly Plus (monthly) — Standard Plus \$24 / Teams Plus \$32

- **Company:** Calendly
- **Source:** <https://calendly.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** "Add Notetaker & Callie" ON, monthly view. Card titles **Standard Plus \$24 /seat/mo** and **Teams Plus \$32 /seat/mo**. Yearly Standard Plus was **not** recaptured.

The screenshot shows the Calendly pricing page with a blue header banner that reads "Introducing the new Calendly, built to handle all of the work around meetings." with a "Learn more" link. The navigation bar includes the Calendly logo, "Product", "Solutions", "Resources", and "Pricing" dropdowns, along with "Talk to sales", "Log In", and "Get started for free" buttons. The main content area features four pricing cards: "Free" (Always free, "Get started" button), "Standard Plus" (\$24/seat/mo, "Add Notetaker & Callie" toggle, "Get started" button), "Teams Plus" (\$32/seat/mo, "Add Notetaker & Callie" toggle, "Get started" button), and "Enterprise" (Starts at \$15k/yr, "Talk to sales" button). Each card lists included features under "Includes:" and "Everything in [plan name], and:". The "Standard Plus" and "Teams Plus" plans include a "Scheduling" icon and a list of features: "One event type", "One calendar connection", "One-on-one scheduling", "Customizable booking page", and "Browser extension". The "Standard Plus" plan also includes "Unlimited event types", "Connect multiple calendars", "Automations & reminders", and "Connect Hubspot, Mailchimp". The "Teams Plus" plan includes "Round-robin & team scheduling", "Qualify, route, & schedule leads", and "Centrally managed event times". The "Enterprise" plan includes "Route with Salesforce lookup", "Connect Microsoft Dynamics", "Enable SSO & SAML", "Domain control", and "Audit log compliance". A chat bubble icon is visible in the bottom right corner.

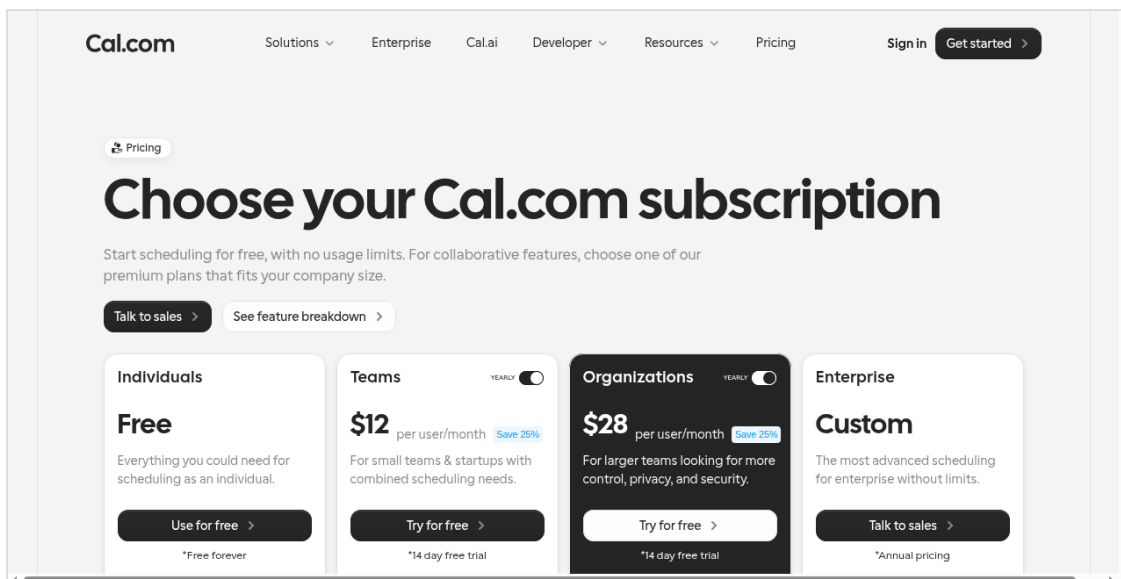
## Calendly Enterprise — \$15k/yr floor

- **Company:** Calendly
- **Source:** <https://calendly.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** Enterprise “Starts at **\$15k** /yr.” No per-seat price on the card.



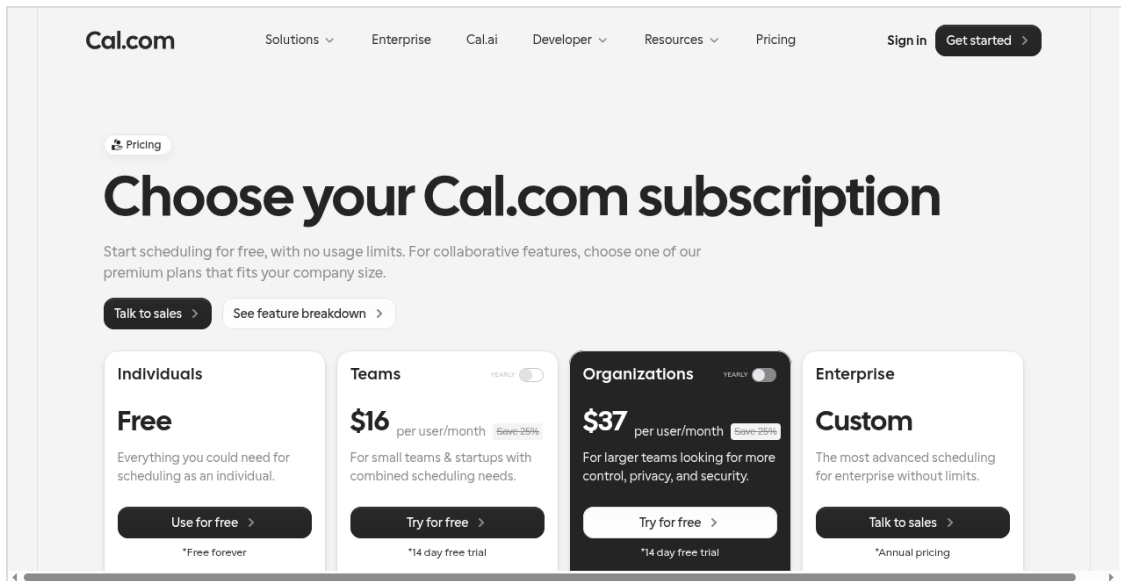
## Cal.com yearly — Teams \$12 / Organizations \$28

- **Company:** Cal.com
- **Source:** <https://cal.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** Per-card YEARLY toggles ON (default). Teams **\$12 per user/month** (“Save 25%”); Organizations **\$28 per user/month** (“Save 25%”). Individuals Free; Enterprise Custom. Cloud only — not Cal.diy.



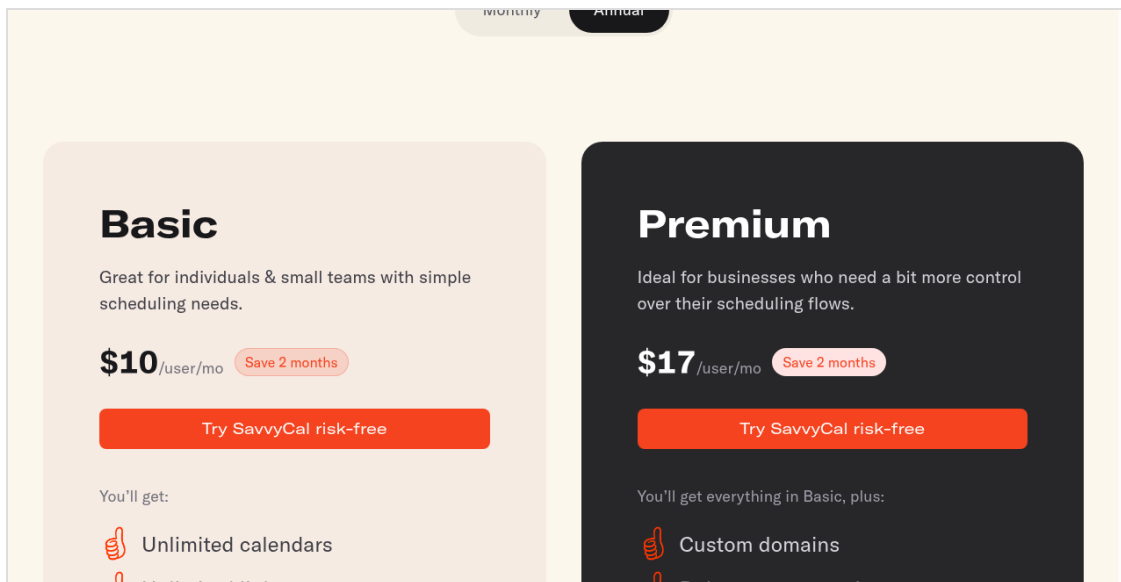
## Cal.com monthly — Teams \$16 / Organizations \$37

- **Company:** Cal.com
- **Source:** <https://cal.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** YEARLY toggles off. Teams **\$16 per user/month**; Organizations **\$37 per user/month**.



## SavvyCal annual — Basic \$10 / Premium \$17

- **Company:** SavvyCal
- **Source:** <https://savvycal.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** Annual tab. Basic **\$10/user/mo** ("Save 2 months"); Premium **\$17/user/mo** ("Save 2 months"). 30-day money back visible above the cards.



## SavvyCal monthly — Basic \$12 / Premium \$20

- **Company:** SavvyCal
- **Source:** <https://savvykal.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** Monthly tab. Basic **\$12/user/mo**; Premium **\$20/user/mo**.

Click the links for free and only upgrade when you're ready to activate.  
Backed by a 30-day money back guarantee.

Monthly Annual

### Basic

Great for individuals & small teams with simple scheduling needs.

**\$12**/user/mo

Try SavvyCal risk-free

### Premium

Ideal for businesses who need a bit more control over their scheduling flows.

**\$20**/user/mo

Try SavvyCal risk-free

## SavvyCal comparison — RR on both; branding / payments Premium

- **Company:** SavvyCal
- **Source:** <https://savvycal.com/pricing>
- **Captured:** 2026-09-02 HST
- **Claim supported:** Collective / Round Robin / Group on **both** Basic and Premium. Delegated Access, Custom Domains, Custom Sending Domains, Remove SavvyCal Branding, Paid Bookings = **Premium only**. Replaces any search-index table.

|                            | Basic     | Premium   |
|----------------------------|-----------|-----------|
| <b>Core Features</b>       |           |           |
| Scheduling Links           | Unlimited | Unlimited |
| Meeting Polls              | Unlimited | Unlimited |
| Calendar Connections       | Unlimited | Unlimited |
| Teams                      | Unlimited | Unlimited |
| Collective Mode            | ✓         | ✓         |
| Round Robin Mode           | ✓         | ✓         |
| Group Mode                 | ✓         | ✓         |
| Availability Sharing       | ✓         | ✓         |
| Website Embedding          | ✓         | ✓         |
| Browser Extension          | ✓         | ✓         |
| Delegated Access           | ✗         | ✓         |
| <b>Automation</b>          |           |           |
| Reminders & Workflows      | ✓         | ✓         |
| Conferencing Integrations  | ✓         | ✓         |
| CRM Integrations           | ✓         | ✓         |
| Zapier Integration         | ✓         | ✓         |
| API & Webhooks             | ✓         | ✓         |
| <b>Branding</b>            |           |           |
| Colors, Avatar, and Banner | ✓         | ✓         |
| Custom Domains             | ✗         | ✓         |
| Custom Sending Domains     | ✗         | ✓         |
| Remove SavvyCal Branding   | ✗         | ✓         |
| <b>Time Defense</b>        |           |           |
| Optimized Availability     | ✓         | ✓         |
| Ranked Availability        | ✓         | ✓         |
| Time Blocking              | ✓         | ✓         |
| Frequency Limits           | ✓         | ✓         |
| <b>Commerce</b>            |           |           |
| Paid Bookings              | ✗         | ✓         |

## 8. Offer

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This matrix is Calendly / Cal.com / SavvyCal as of **2026-09-02**.

### Order a Rival Brief

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Rival Brief is a custom **pricing and plan-structure** decision brief for **your** three competitors — same method as this scheduling sample: cited URLs, feature table, recommended plan structure, decision sheet, and dated screenshots.

**\$299** one-time. Delivery **within 72 hours after scope validation** (not automatically at payment).

You send: (1) company name, (2) three public competitor pricing URLs, (3) the pricing / plan-structure decision to freeze (1–3 sentences).

Rival Brief is a human-owned business. AI assists with research and drafting from public sources; final business responsibility remains with the owner. Public sources only. Not legal or pricing advice. See the Rival Brief site for refund and scope-validation summary. Checkout opens when ordering is live.

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## 9. Source list

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Fetches 2026-09-02 HST. Primary only. Browser pass 2026-09-02 evening HST / 2026-09-03 UTC.

### Calendly

1. <https://calendly.com/pricing> — live cards + Chrome 2026-09-02 HST (Free \$0; yearly Standard \$10/seat/mo now on-card + Save 17%; yearly Teams \$16 + Save 20%; monthly Standard \$12 / Teams \$20; monthly Standard Plus \$24 / Teams Plus \$32; yearly Standard Plus uncaptured; Enterprise starts \$15k/yr, 50 seats, USD only; Plus named; payments/SSO bullets; FAQ invoice \$5k/\$15k).
2. <https://calendly.com/help/choose-the-right-calendly-plan-for-your-team> — updated 2026-09-01. Six plans; Free/Standard/Teams/Enterprise contents; Teams Plus \$24 (1–30) and volume table; SSO add-on on Teams; AI on Plus.
3. <https://calendly.com/help/event-types-overview> — updated 2026-08-20. Group/collective Standard+; RR Teams/Enterprise.
4. <https://calendly.com/help/using-calendly-with-a-team> — updated 2026-08-20. Managed events; RR plan gate; SAML/SCIM Enterprise.
5. <https://calendly.com/help/calendly-stripe> — updated 2026-08-20. Payments plan list.
6. <https://calendly.com/help/how-to-turn-off-calendly-branding-on-your-scheduling-page> — updated 2026-03-21. Branding off on Standard/Teams/Enterprise.
7. <https://calendly.com/help/domain-control-with-calendly> — updated 2026-07-09. Enterprise + SSO. Not a booking custom domain.
8. <https://calendly.com/help/ai-at-calendly> — updated 2026-09-01. Notetaker/Callie = Standard Plus and Teams Plus.
9. <https://calendly.com/blog/new-calendly> — 2026-08-19. Plus launch.
10. <https://calendly.com/security> — SOC 2 Type 2, SOC 3, CSA STAR.
11. <https://calendly.com/learn/it-teams> — updated 2026-09-02. SOC 2 Type 2, ISO/IEC 27001.
12. <https://calendly.com/legal/customer-terms-conditions> — Customer Data must not contain PHI/HIPAA.

### Cal.com (Cloud vs Cal.diy)

13. <https://cal.com/pricing> — Chrome 2026-09-02 HST: Free / Teams \$12 yearly / \$16 monthly / Organizations \$28 yearly / \$37 monthly / Enterprise Custom annual. Feature bullets used for every Cloud row in §3.

14. <https://cal.com/docs/self-hosting/license-key> — updated 2026-07-09. Cal.diy vs Cal.com feature table; commercial on-prem via sales.
15. <https://cal.com/security> — SOC 2 Type II, ISO 27001, HIPAA claims + downloads.
16. <https://cal.com/sales> and <https://i.cal.com/sales> — sales-gated discovery / commercial self-host license (no public \$).

### **SavvyCal**

17. <https://savvycal.com/pricing> — Chrome 2026-09-02 HST: Basic \$10 Annual / \$12 monthly, Premium \$17 Annual / \$20 monthly, 30-day money back, screenshot comparison (RR on both; branding/custom domain/payments/delegate on Premium).
18. <https://docs.savvycal.com/article/21-setting-up-a-team> — seat billing for teammates.
19. <https://docs.savvycal.com/article/29-collecting-payments> — Premium + Stripe.
20. <https://docs.savvycal.com/article/6-embedding-links-on-your-website> — custom domain origin (updated 2025-05-27).

**Explicitly unused as prices/features:** UseCarly, Costbench, meetergo, Zeeg, knock-ai, unlocksaas, plutio, and [wf.savvycal.com/pricing](https://wf.savvycal.com/pricing) (stale \$12/\$20).

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*Rival Brief sample. Public pages as of 2026-09-02 HST. Not legal or pricing advice.*