

UnityVows — Sales Quick-Reference Sheet

Tagline: *The operating system for the world's most complex events.*

Sub: *Plan grand. Run lean. Profit clearly.™*

Brand: *UnityVows™*

Audience: *Professional event & wedding planners — and couples planning their own wedding (same planner-owner account).*

Website: *unityvows.com · <sales@unityvows.com>*

Full feature list: *app.unityvows.com/features*

1. The 30-second pitch

UnityVows™ is a B2B SaaS for professional event and wedding planners — and for couples who plan their own wedding with the same planner toolkit. We replace eight spreadsheets and six WhatsApp groups with one calm system of record — engineered for multi-day, multi-venue celebrations of every faith and format.

Four subscription tiers, ₹4,999 → ₹49,999 / month (INR base; USD/EUR/GBP at checkout). 20% off annual. Pay-per-wedding from ₹29,999/credit with bulk discounts.

Merchant-of-record billing handles tax in 200+ markets.

2. The four reasons planners switch (lead with these)

#	Hero feature	The line
1	Shadow Ledger	"Two ledgers, one screen. See real margin in real time."
2	Click-to-Reveal Financial Confidentiality	"Financials masked by default. Screen-share without flinching."
3	Surgical Permissions	"Per-staff toggles on financials, vendors, contracts, contacts. Every staff sees only their world."
4	Integrated Guest Experience	"One guest, one token. RSVP → eCard → itinerary → transport → photos."

3. The 60-second pitch — by persona

Persona	Open with...	Close with...
Boutique planner (1–5 events/yr)	"Stop losing nights to logistics."	Starter or Basic; book a demo.

Persona	Open with...	Close with...
Mid-market firm (10–40/yr)	"Stop bleeding margin between quote and settlement."	Pro; pilot one event.
Destination agency (50+)	"Your branded control room."	Agency; demo with their branding.
Corporate/event-production	"One tenant for vendors, attendees, comms, P&L."	Pro or Agency.

4. The full twelve differentiators

#	Feature	What it does
1	Shadow Ledger	Dual accounting — internal cost vs. client-facing quote
2	Click-to-Reveal Confidentiality	Sensitive numbers masked per browser tab; one click reveals
3	Surgical Permissions	9+ per-staff toggles: financials, vendors, vendor contacts, contracts, client contacts, guest events, guest invites, profitability, affiliations
4	Inclusive by Design	Partner 1/Partner 2 model — Hindu, Muslim, Christian, Sikh, Jain, interfaith, same-sex civil, secular
5	Driver GPS & Fleet Bridge	Live driver tracking, masked numbers, dedicated Driver Portal
6	Customizable eCards	Token-based animated eCards, branded, shareable, RSVP-linked
7	Multi-Mode RSVP	Single, multi-step, per-event, per-ceremony — dietary, +1s, song requests
8	Integrated Guest Experience	One token across RSVP, eCard, itinerary, transport, accommodation, photos
9	Collaborative Moodboards	Real-time co-edit, comments, approval, lock-before-buy
10	WhatsApp Concierge	Over the channel 2B+ guests already use
11	Cross-Firm Handshake	Encrypted, permissioned sync between two planning firms
12	Smart Tax Engine	Multi-region: GST/HSN tiers, VAT, sales tax

5. The full feature surface (50+ features, 9 domains)

Domain	Notable capabilities
Guests & RSVP	Multi-Mode RSVP, Customizable eCards, Guest Portal, Hierarchies, Bulk Import, +1s & Dietary
Comms & Channels	WhatsApp Concierge, SMS, Email, Push Notifications, Media Vault
Transport & Logistics	Driver GPS, Driver Portal, Fleet Matrix, Accommodation Matrix, Baraat Buffer, Shadow Board, Day-of Runsheet, Meal Packet QR
Financial OS	Shadow Ledger, Click-to-Reveal, CFO Dashboard, Smart Tax Engine, Payment Milestones, Multi-Currency, Commissions & Credits
Vendor & Operations	Vendor CRM, Vendor Portal, Marketplace, RFQ/Quotations, Contracts, Glam Bureau, Tasks, Staff Chat, Comms Log, Document Vault, Workflow Automations
Planning & Creative	Collaborative Moodboards, Smart Seating, Timeline Builder, Event Website, Planning Templates, Cultural & Ritual Library, Samagri & Gifts (Hindu/Muslim/Christian/Sikh/Jain ritual-materials catalog), Auspicious Calendar, Notes
Team, Permissions & Compliance	Surgical Permissions, Staff Rules, Collaborators, Cross-Firm Handshake, Audit Logs, GDPR/DPDP, Real-Time Presence
Sales & Pipeline	Intake Forms, Prospects CRM, Smart Suggestions, Reports, Calendar Integration
Platform	Planner Branding & Custom Domains, 19 Languages, PWA + Mobile, Webhooks/API, Joy & RSVPify Integrations, Affiliations

Full live list: app.unityvows.com/features

Faith & inclusivity, in detail

Every wedding is tagged by tradition (Hindu, Muslim, Christian, Sikh, Jain, Interfaith, Same-Sex Civil, or Other) and the product adapts around it — not the other way around:

- **Same-sex weddings** — a first-class tradition option, not a workaround. Partner 1/Partner 2 labeling throughout (never "Bride/Groom" as a fixed field), so the same registration and planning flow serves any couple.
- **Muslim weddings (Nikah/Walima)** — the Samagri ritual-materials catalog includes Nikahnama, Mehr documentation, Qazi/officiant fee, prayer mats, Nikah stage decor, and Walima catering essentials, tagged and filterable by tradition.
- **Christian weddings** — catalog covers marriage license, unity candle, officiant fee, aisle runner, bridal bouquet, ring pillow, wedding arch, and program booklets.
- **Sikh weddings (Anand Karaj)** — catalog covers Karah Parshad, Palki/Chaadar and Rumala Sahib for the Guru Granth Sahib, Milni garlands, Kirpan, and Langar ingredients.

- **Hindu weddings** — the deepest catalog (25+ items), with North/South regional variants across Puja Essentials, Fire Ritual, Offerings, and Decoration.

Every catalog item carries a To Buy / Bought / Arranged status with per-list progress — the same procurement rigor regardless of faith.

6. How we compare (cheat-sheet for objection-handling)

Capability	UnityVows	TTO	Aisle Planner	Planning Pod
Shadow Ledger (dual accounting)	●	—	—	—
Click-to-Reveal financial masking	●	—	—	—
Surgical per-staff permissions	●	■	■	■
Driver GPS & Fleet Bridge	●	—	—	—
Customizable eCards (no-app)	●	●	■	—
Multi-mode RSVP builder	●	●	●	●
Integrated guest portal (token, no-login)	●	■	—	■
Collaborative moodboards	●	●	●	■
Smart seating (constraint solver)	●	●	●	●
Vendor & Driver portals	●	■	—	■
Cross-firm event handshake	●	—	—	—
Cultural & ritual library	●	—	—	—
WhatsApp Concierge	●	—	—	—
Inclusive partner labels	●	■	■	■
Meal Packet QR	●	—	—	—
Starting price	₹4,999	\$72	\$93	\$72

● Full · ■ Partial · — Not supported

7. Pricing cheat-sheet (INR — aligned with app checkout)

Subscription (monthly; 20% off when billed annually)

Tier	Price/mo	Weddings/yr	Staff	Vendors	Storage	WhatsApp/mo
Starter	₹4,999	1	2	10	10 GB	250
Basic	₹8,999	3	10	35	40 GB	750
Pro ★	₹13,999	5	15	75	200 GB	2,500
Agency	₹49,999	Unlimited	Unlimited	Unlimited	500 GB	20,000

Regional list prices (Starter, live-verified 2026-08-29 — exchange-rate-linked, confirm at checkout): **US/LATAM** from \$72/mo · **UK** from £57/mo · **EU** from €66/mo.

Pay Per Wedding (no monthly commitment)

Item	Price
1 credit	₹29,999 / wedding workspace
3 credits	₹80,997 total (10% off)
5 credits	₹1,27,496 total (15% off)
10 credits	₹2,39,992 total (20% off)

Each credit: **3 staff · 20 vendors · 15 GB** per wedding (quotas scale with active weddings). **Off-peak –30%** · mid-season **–15%** on PPW purchases.

Burst & add-ons (subscribers)

Add-on	Price	Notes
Burst wedding credit	₹13,999 / wedding	30-day validity; overflow past plan throughput
Extra staff seat	₹1,000 / month	Per seat on subscription
WhatsApp bundle	250 msgs / 30 days	Tier list: Starter ₹500 · Basic ₹450 · Pro ₹300 · Agency ₹125 / bundle
WA volume discount	10% / 15% / 20%	At 3 / 5 / 10 bundles — real Paddle checkout, live in IN/EU/UK/US/LATAM

8. Common objections & answers

Objection	Response
"We already use Excel."	Excel doesn't track the driver. Excel doesn't mask numbers when you screen-share. Excel doesn't show real margin. UnityVows does.

Objection	Response
"Too expensive."	Pro is ₹13,999/mo (or PPW ₹29,999 for one wedding). One prevented plate-count overrun on one event (~₹40k) pays for the year.
"We don't do Indian weddings."	UnityVows is built for every celebration — corporate galas, milestone events, destination productions, weddings of every faith. Inclusive by design.
"What about AI?"	We call it "Smart". Constraint solvers, pattern matching, drafting. Not a chatbot — a useful colleague. PII-aware, stays in your tenant.
"Will our clients use it?"	Clients use WhatsApp. UnityVows uses WhatsApp. They don't install anything.
"Data security?"	Tenant isolation, audit logs on every write, surgical per-staff permissions, GDPR + DPDP export.
"Can different staff see different things?"	Yes — 9+ per-staff toggles. Per-event client-portal config too.
"Can we use our own branding?"	Every plan carries your logo and colours; Agency adds custom domains for couple websites.

9. Demo flow (15 min)

1. **Login** → **Cockpit** (1 min) — pipeline + CFO dashboard with Click-to-Reveal masking
2. **Open one event** → **events tab** (2 min) — multi-day flow, ceremonies, cultural library
3. **Multi-Mode RSVP builder** (2 min) — drag-build a custom RSVP form, push to eCards
4. **Guest list** → **import** → **WhatsApp invite + eCard** (3 min) — the wow moment
5. **Permissions panel** (2 min) — toggle a staff member's access; watch their UI change
6. **Driver GPS + Fleet Bridge** (2 min) — assign driver, mask call, live GPS
7. **Shadow Ledger** (2 min) — same event, two ledgers, profit meter live
8. **Smart Seating Optimizer** (1 min) — "Draft a seating plan respecting families"

10. Materials in this folder

File	Use it when...
UnityVows-Sales-Deck.pptx	Pitching live — 19 slides, every slide footer links to Features page
UnityVows-Sales-Deck.pdf	PDF version of the deck for emailing/printing where PPTX isn't wanted
UnityVows-Product-Brochure.docx	Detailed leave-behind — 11 sections, page footer links to Features

File	Use it when...
UnityVows-Product-Brochure.pdf	PDF version of the brochure
UnityVows-Feature-Grid.pdf / .html	Dense 2-page "every feature at a glance" (portrait) — all 9 domains + competitive table + pricing
UnityVows-Feature-Grid-Landscape.pdf / .html	Same content, landscape orientation — larger, easier-to-read type; prefer this one for print/screen-share
UnityVows-One-Pager.pdf	Single-page printable hand-off; "See all features →" link in header + footer
UnityVows-One-Pager.html	Email a single shareable link; top-nav + footer Features link
UnityVows-Global-Reach-One-Pager.html	Client-distributable companion to the Global Playbook — regional pricing table, 19-language list, faith & tradition coverage. No internal sales scripts.
UnityVows-Sales-Sheet.md	This file — internal cheat-sheet for the sales team
UnityVows-Sales-Sheet.pdf	PDF version of this file
UnityVows-Global-Playbook.md	Regional pricing/messaging/objection-handling by market, plus faith & tradition coverage detail
build_collateral.py	Regenerator — edit copy/styles → re-run to rebuild the PPTX/DOCX/One-Pager PDF
export_pdfs.py	Regenerator — re-run after build_collateral.py or any Sales Sheet edit to refresh the 3 PDFs above

11. Brand quick-reference

- **Primary:** #C4856C (rose-gold)
- **Background:** #FAF8F5 (cream)
- **Dark:** #1C1917 (charcoal)
- **Accent:** #D4A574 (gold)
- **Serif:** Playfair Display
- **Sans:** Inter
- **Voice:** Confident, editorial, warm. Never "synergy". Never "platform" (we're an OS).
- **Words to avoid:** "AI" (use "Smart"), "Indian-only" (we're global), "Bride & Groom" as fixed labels (we use Partner 1 / Partner 2). ("Trial" is fine — the product actively uses "7-day free trial" language throughout.)

UnityVows · For every kind of celebration, at every scale.

See all features →