

The plan, in *plain English*.

What JoinerDesk is, how it works, what you'll get, when it launches — and what it will cost. Product plan v1
· July 2026

01 The problem

If you run a bespoke joinery company, you know how a quote really gets made: a designer emails you drawings, a schedule and three photos. Someone spends **hours** reading them, typing up every wardrobe and vanity unit, guessing what the client actually wants, pricing it line by line — and then formatting a document that looks professional enough to win the job.

Do that thirty times a month and quoting becomes a full-time job. Generic construction software doesn't help — it's built around projects and invoices, not around **reading joinery drawings**.

02 What JoinerDesk does

JoinerDesk reads the project files for you and builds the quote — you stay in charge of the numbers.

- 1 Send the files in**
Upload drawings, schedules, emails and photos — or simply forward the client's email to your own JoinerDesk address (e.g. **yourcompany@inbound.joinerdesk.com**).
- 2 AI reads the project**
It studies every page: finds floors, rooms and each piece of furniture, reads dimensions and finishes, and understands what the designer is asking for. If something is unclear, it asks you — in plain questions, not error codes.
- 3 You get a structured quote**
Floors → rooms → items, each with a description, materials and dimensions written **in your company's own style**. Not a wall of text — a tidy tree you can drag, edit and reorder.
- 4 You control the pricing**

Build up costs line by line from your own price list, add margins and discounts, flag anything for a colleague to double-check. The AI never sets your prices — that's your craft.

5

Send a document that wins work

One click produces a clean, branded PDF and Excel — your logo, your colours, your terms. Every sent version is sealed and kept forever, so "which version did the client accept?" is never a mystery again.

03 What's included

AI quote builder

Drawings, schedules, emails and photos in — a structured, editable quote out. Built and refined on thousands of real joinery pages.

Cost build-ups & price list

Your own price list, line-by-line cost build-ups per item, margins, discounts and commercial rounding — like your spreadsheet, minus the spreadsheet.

Team review workflow

Estimator prices it, a reviewer checks it. Flag a line as "not sure", see exactly what a colleague changed, send only when it's approved.

Version history

Every sent quote is sealed permanently. Revise freely, compare versions, copy any old version into a new one. Nothing is ever lost.

Client CRM & pipeline

Clients, designers and architects in one place; every quote tracked from draft to won or lost — and why you lost it.

Production board

Accepted projects flow straight onto a production view, so the workshop always knows what's coming.

Finishing calculator

Sketch a cabinet on screen — shelves, dividers, painted faces — and get spray areas and finishing costs calculated live.

Your documents, your brand

Quotes go out with your logo, colours and terms. Clients see your company, not our software.

04 Made yours in minutes

Setting up takes minutes, not weeks — and this is the part we're most proud of:

- **Give us your website address** — JoinerDesk reads it and pulls in your logo, brand colours and company details automatically. Your quotes look like yours from day one.
- **Upload two or three of your past quotes** — the AI learns how your company describes and structures work, and writes new quotes the same way.
- **No website, no problem** — upload a logo, pick a colour, done.

Your company gets its own private address — **yourcompany.joinerdesk.com** — with your own users, data and settings, fully separated from everyone else.

05 Your data, treated seriously

- Hosted in the **United Kingdom**, with daily backups kept off-site.
- Your data belongs to you — export everything (quotes, documents, files) at any time.
- UK GDPR compliant; clear terms before we take a penny.
- Built by the team that already runs this system in daily production for a London joinery company — this isn't a prototype, it's a product that has priced real projects for over a year.

06 Roadmap

- **NOW — SUMMER 2026**
Platform build
The proven single-company system is being rebuilt as a self-service platform: instant sign-up, your own subdomain, brand onboarding, billing.
- **SEPTEMBER 2026**
Founding members beta
A small group of joinery companies gets full access, free, and shapes the product with us.
- **AUTUMN 2026**
Public launch
Open sign-up with a 14-day free trial. Pricing below.

Windows, doors & beyond

The same engine, trained for window and door manufacturers and other bespoke trades.

07 Proposed pricing

Simple monthly plans, priced by how many **AI project analyses** you run. Manual quotes, clients and users are never metered on any plan.

	STARTER	PRO	WORKSHOP
Price	£99 _{/mo}	£229 _{/mo}	£399 _{/mo}
AI analyses / month	15	40	100
Storage	20 GB	50 GB	150 GB
Users	3	10	Unlimited
Manual quotes & CRM	Unlimited	Unlimited	Unlimited
Branded PDF / Excel	✓	✓	✓
Email intake address	✓	✓	✓

Extra analyses: £35 per pack of 10 — you approve every purchase, nothing is charged automatically. Annual billing: 2 months free. 14-day free trial with 10 analyses, no card required. Pricing is proposed and may be refined before launch.

Founding members — limited to the first 10 companies

Join the September beta: **3 months completely free**, then **50% off for your first year** — in exchange for honest feedback. Join the waiting list to reserve a place.