SALES & PARTNER PLAYBOOK

TimeCampus

TimeCampus shows teams where their hours actually went — without a start button, and without screenshots of anyone's screen.

Automatic capture · Focus protection · Burnout signals · Team capacity · Privacy-first

PREPARED BY
Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT
timecampus.com

BOOK A CALL
calendly.com/vignesh-burdenoff/1-1

00 How to use this playbook

Read the opportunity signals and the one-question test first — they will tell you within a single conversation whether this is a real prospect. Use the persona hooks to open, the objections section when the conversation gets hard, and the handoff checklist the moment there is genuine interest. You do not need to demo the product or quote a price yourself; introducing us early is worth more commission than a perfect pitch.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

CONTENTS

01 Product Overview

TIMECAMPUS.COM

TimeCampus captures work activity automatically from the tools people already use — calendar, email, editor, browser, command line — and assembles it into one categorised timeline of the day: meetings, deep work, communication, breaks. On top of that timeline sit the things professional teams need: projects and tasks, timesheet approval, expense approval, shareable client portals, resource plans and a team capacity overview. Alongside them sits a wellbeing layer — a daily focus score, Pomodoro sessions, work-pattern signals and weekly recommendations that are explicitly barred from telling anyone to work more. A separate, strictly personal estate covers the whole of a person's time: values, life goals, balance targets, a life-in-weeks view and a dead-time radar, none of which an employer can reach.

CATEGORY

Time intelligence and workforce analytics, for knowledge-work teams, agencies and consultancies that want capacity and billing data without employee monitoring.

WHERE IT STANDS TODAY

Generally available. Anyone can create an account and start on the free tier. It launched in 2026 and is early: there are no public reference customers to cite, several surfaces (native desktop and mobile capture, the browser and editor extensions, the command line and the SDKs) are still in active development, and security certifications are on a roadmap rather than in hand.

HOW CUSTOMERS GET IT

Cloud service, reached in a browser at the TimeCampus application, with a free tier that needs no card. Regional pricing applies to four public bands, so an Indian or Latin American buyer pays a genuinely lower local price rather than a converted one. Sign-in, roles and multi-workspace governance come from the Burdenoff platform, so single sign-on and role-based access are configured rather than built. Larger organisations can contract for a dedicated tenant or self-hosting; those are quoted, not self-serve. AI features run on the customer's own provider key, so model usage is billed by their provider, not by us.

- Web application — the full experience: timeline, focus, projects, approvals, reports and settings
- The same experience composed into the wider Burdenoff workspace shell
- Browser extension for capturing web-based work (in development)
- Editor extension bringing projects, time entries and Pomodoro into the IDE (in development)
- Mobile applications for iOS and Android (in development)
- Desktop agent for macOS, Windows and Linux (in development)
- Command line and Node and Python SDKs for automation and reporting pipelines (in development)
- A Model Context Protocol server so AI agents can query time data under the same permission checks (in development)
- GraphQL API behind the same gateway the web application uses
- Documentation site at docs.timecampus.com

02 One-Line Pitch

SAY EXACTLY THIS

“TimeCampus shows teams where their hours actually went — without a start button, and without screenshots of anyone's screen.”

SHORTER, FOR A CHAT MESSAGE

Automatic, privacy-first time intelligence — no timers, no screenshots.

THE CATEGORY SENTENCE

TimeCampus is a privacy-first time intelligence platform for knowledge teams, agencies and the individuals inside them.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most people have no honest picture of where their week went. Manual timers get forgotten, and monitoring tools take screenshots nobody trusts. TimeCampus is a privacy-first time intelligence platform: it captures activity from the tools you already use and assembles one categorised timeline of your day — meetings, deep work, communication, breaks — with no timer to start and no screenshots taken. Teams see aggregate capacity, never individual timelines. The result is honest insight you can bill from, plan on, and act on before burnout."

IF THEY ARE TECHNICAL

Client applications, the browser and editor extensions, the command line, calendar and email send normalised activity events — an application, a window title, a link, a span of time. Plain rules label each span against the customer's own project and category names first; a language model may refine that label only when the customer configures their own provider key, and it may only choose a project name that already exists. Every label records who decided it, which model was involved and how confident it was, and nothing automatic writes the project behind an invoice.

IF THEY ARE A BUSINESS BUYER

Hours that nobody recorded are hours nobody bills, and workloads that nobody sees become resignations. TimeCampus removes the recording step altogether, then turns the resulting timeline into billable data, meeting-cost analysis and aggregate capacity planning. It is priced per organisation rather than per seat, so a growing team does not turn into a growing line item.

04 Problem We Solve

Every prospect for TimeCampus is living with at least two of the six problems below. They rarely describe them as a time-tracking problem — they describe them as a billing problem, a capacity problem or a morale problem.

The timer never gets started

Who feels it: Freelancers, consultants and anyone billing by the hour

What it costs them: Friday afternoon becomes a memory exercise. Hours that were genuinely worked never make it onto an invoice, and the data that does exist is too patchy to plan from.

How TimeCampus answers it: TimeCampus removes the recording step. Activity arrives as normalised events from the calendar, email, editor, browser and command line, and plain rules match each span against the customer's own project and category names before anything else runs — so the timeline exists whether or not anyone remembered anything.

The monitoring tool the team quietly hates

Who feels it: Agency owners and operations leads who bought visibility and got resentment

What it costs them: Adoption collapses, the data becomes unreliable precisely because people work around it, and in works-council or GDPR-sensitive markets the tool becomes a legal liability.

How TimeCampus answers it: There are no screenshots, no keystroke logging and no idle policing. Team surfaces are aggregate rollups by construction — a manager role is not granted raw capture, timeline, application-usage or focus reads at all — and each person grants or revokes consent per data source.

Deep work is crowded out and nobody can prove it

Who feels it: Engineering managers and product leads running distributed teams

What it costs them: Sprints slip for reasons nobody can name, senior people spend their day in calls, and no-meeting-Wednesday keeps failing because there is no evidence to defend it with.

How TimeCampus answers it: A daily focus score, longest-uninterrupted-block tracking and context-switch counts make fragmentation measurable, and meeting analytics put a number on what the calendar is costing. Pomodoro sessions give people a structured way to reserve the hours back.

Burnout is noticed after the resignation

Who feels it: Team leads and people leaders

What it costs them: Overload is invisible until a 1:1 goes badly or someone hands in notice. Replacing a senior person costs far more than the rebalancing that would have prevented it.

How TimeCampus answers it: Work-pattern signals read sustained workload across the timeline and surface it as weekly recommendation cards carrying their own evidence. A guard is on by default that drops any recommendation whose net effect would be more work, and individual signals stay private to the individual.

Client reporting is a manual tax

Who feels it: Agency owners, consultants and delivery managers

What it costs them: Someone spends hours a week writing status updates, chasing approvals and stitching spreadsheets together before an invoice can go out — work that is never billed to anyone.

How TimeCampus answers it: Projects and tasks carry the hours; expenses run through a submit, approve or reject workflow; timesheets go through an approval queue before they reach billing; and a read-only client portal can be shared by link and switched off or regenerated at any time.

Capacity is planned on optimism

Who feels it: Delivery leads and operations managers

What it costs them: Commitments are made against a headcount number rather than against the hours that are genuinely free, so every quarter ends with the same overrun and the same explanation.

How TimeCampus answers it: Resource plans, bulk allocations and a team capacity overview sit on top of real captured hours rather than on a spreadsheet estimate, and the meeting-load picture shows how much of that capacity was never available in the first place.

Work has quietly eaten the evenings

Who feels it: Individual contributors and founders

What it costs them: The boundary erodes a week at a time and nobody has a number for it, so the conversation never happens until something breaks.

How TimeCampus answers it: The personal side of TimeCampus — values, life goals, balance targets, a life-in-weeks view, a time-well-spent score and a dead-time radar — makes the whole of a person's time visible to that person alone. Employers cannot reach it; the role catalogue grants none of it to any management role.

05 Value Proposition

Five things a partner can say about TimeCampus that hold up under scrutiny, each with something concrete behind it.

Data that exists whether or not anyone remembered

The value of any time tool is the completeness of its record. TimeCampus does not ask for a start button, so the record does not depend on discipline. Rules label each span against names the customer already uses, and where a language model is configured it may only pick from that same list — an invented project can never be saved.

Evidence: Activity arrives from the calendar, email, editor, browser and command line and merges with time entries, meetings and Pomodoro sessions into one chronological timeline with a tracked-time, focus-ratio and context-switch summary.

Visibility that the team will actually accept

Most time projects fail on adoption rather than features. TimeCampus is built so that a manager structurally cannot see an individual's timeline: the team-lead role is granted approvals, resource plans and aggregate work-pattern summaries, and is deliberately not granted raw capture, timeline, application-usage, email-tracking or focus reads. Consent is per source and revocable.

Evidence: The published role catalogue seeds six product-specific roles into every workspace, and fourteen personal life-time resources are enforced as self-scoped only — the owner role holds none of them.

Billing-grade hours without the reconstruction

Hours, projects, tasks, expenses and approvals sit on the same data, so the number that reaches an invoice is the number that was captured. Client portals replace the weekly status email with a link the client can open themselves, and the link can be revoked or regenerated at will.

Evidence: Projects and tasks, an expense submit-and-approve workflow, a timesheet approval queue and shareable client portals are live today; native invoicing is still planned.

Intelligence that shows its working

Every labelled hour records whether a rule, a model or the person decided it, which model was involved and how confident it was. Scores state the share of the week they could actually account for, and return nothing rather than a made-up figure when there is not enough to go on.

Evidence: Suggestions are kept apart from the hours you bill and must be accepted before they are applied — nothing automatic writes the project behind an invoice.

Enterprise plumbing on day one

Single sign-on, role-based access, multi-tenancy, audit and activity trails, notifications, file storage, tagging, multi-language support and accessibility are inherited from the Burdenoff platform rather than rebuilt. That is why a young product can answer a procurement questionnaire about roles and auditability without a special build.

Evidence: Every operation carries an access-control directive enforced at the API gateway; the service never re-implements authorisation.

Pricing that does not punish growth

Plans are flat monthly tiers priced on the size of the team being tracked, not on how many administrators log in — so adding people to the console does not raise the bill within a tier. Four public regional bands mean buyers outside high-income markets pay a genuinely local price.

Evidence: Free, Starter at $99/mo, Growth at $399/mo and Business at $999/mo, with Enterprise contracted from $12 per member per month list.

06 Ideal Customer Profile

A distributed knowledge-work team of roughly 20 to 250 people — an agency, consultancy or product organisation — that bills or plans against hours, has already rejected a surveillance tool, and has someone senior who owns the problem.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Digital and creative agencies, consultancies	10-150 people	They bill by the hour, live or die on project profitability, and cannot afford the trust damage a monitoring tool causes in a small team. Client portals and expense approvals map directly onto how they already work.
Distributed product and engineering teams	30-500 people	Meeting overload and context-switching are already board-level topics, and the engineering culture will refuse anything that looks like monitoring. Focus scores and aggregate capacity give a manager evidence without a surveillance argument.
Privacy-sensitive organisations in GDPR and works-council markets	50-1,000 people	Screenshot-based tools are difficult or impossible to deploy where employee representatives have a say. Aggregate-by-default views and per-source consent are a structural answer rather than a policy promise.
Independent consultants and freelancers	1-10 people	The free and Starter tiers are a low-friction entry, and the unbilled-hours problem is felt personally and immediately. These accounts often pull a larger team in later.
Professional services inside larger firms	100-1,000 people	Utilisation, billable ratio and capacity reporting are already required; the differentiator is getting them without the employee-relations cost, plus roles and audit that survive procurement.

GEOGRAPHIES

Sold globally with four public regional price bands: Band A covers the US, EU, UK, Japan, Korea, Australia, Canada and Singapore; Band B the Gulf, Eastern Europe, Taiwan and Hong Kong; Band C Latin America, South East Asia, Turkey and South Africa; Band D India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt. The team is based in India, so Indian and Gulf engagements get the closest time-zone coverage.

NOT A FIT — DO NOT CHASE

- The buyer explicitly wants screenshots, keystroke evidence or idle-time policing — that is the product TimeCampus was built to be the opposite of, and no configuration will get them there
- They need invoicing, payroll or a shop-floor kiosk clock built in today; invoicing is planned and payroll is not on the roadmap at all
- Procurement requires a SOC 2 Type II report or ISO 27001 certificate before signature — both are on the roadmap, neither is in hand
- They depend on a specific pre-built connector from an incumbent's hundred-plus catalogue; TimeCampus covers calendar, email, editor, browser and command line, and other sources arrive through the open capture API
- Fewer than about five people with no billing or capacity pressure — the free tier will serve them and there is no deal in it
- A field or shift workforce whose time is measured by clocking in and out rather than by digital activity

07 Buyer Personas

Four roles buy or block this. Open with the line that belongs to the one in front of you, and expect the question that follows it.

Agency or consultancy owner

WHAT THEY WANT

Deliver on budget, know which clients are actually profitable, and stop paying a project manager to write status emails.

WHAT FRUSTRATES THEM

Timesheets are reconstructed, scope creep goes unrecorded, and the last tool they tried made the team feel watched.

Open with: **You can get the billing data you need without your team feeling like they are being watched — the manager view is a rollup, not a timeline.**

They will ask: Will my team actually use it, or will I be chasing them the way I chase timesheets now?

Engineering or delivery manager

WHAT THEY WANT

Protect two-hour focus blocks, cut the meeting load without losing alignment, and spot overload before someone resigns.

WHAT FRUSTRATES THEM

Twenty hours of meetings a week, no evidence to argue with, and a team that treats any tracking tool as surveillance.

Open with: **How much unbroken deep work did your team actually get last week — and could you prove it to whoever schedules the meetings?**

They will ask: Can I see per-person data? And when I say no, will my engineers believe me?

Independent consultant or freelancer

WHAT THEY WANT

Bill every hour genuinely worked, understand which clients are worth keeping, and stop losing evenings to admin.

WHAT FRUSTRATES THEM

Forgotten timers, unbilled quick calls and revisions, and a Friday spent rebuilding the week from calendar entries.

Open with: **How many hours did you work last week that never reached an invoice? Most people find it is between five and ten per cent.**

They will ask: What does it cost me, and how long before it pays for itself?

People, operations or IT lead

WHAT THEY WANT

Reduce tool sprawl, keep adoption high, and stay on the right side of privacy regulation and employee representatives.

WHAT FRUSTRATES THEM

Overlapping subscriptions, a time tool nobody trusts, and rising scrutiny of anything that looks like employment monitoring.

Open with: **If your works council or DPO reviewed your current time tool tomorrow, how would that go?**

They will ask: What exactly is captured, who can see it, and can we prove that to an auditor?

Finance or operations director

WHAT THEY WANT

Accurate utilisation and billable ratio, predictable subscription cost, and fewer overlapping tools.

WHAT FRUSTRATES THEM

Revenue leakage from unrecorded hours, per-seat pricing that grows faster than the team, and stale spreadsheets behind profitability calls.

Open with: **Your utilisation number is only as good as the hours people remembered to log — what would it look like if none of it depended on memory?**

They will ask: How does the price move when we grow from forty people to a hundred?

08 Top Use Cases

13 SCENARIOS

Thirteen situations where TimeCampus is the obvious answer. Each one is a scenario a prospect will recognise, not a customer story — the product is early and we do not claim references.

ANY KNOWLEDGE WORKER

See yesterday without having started a timer

THE SITUATION

They open a blank timesheet on Friday and try to reconstruct four days from calendar entries and sent mail. Anything that was not a meeting has effectively vanished.

WHAT HAPPENS WITH TIMECAMPUS

Activity from the calendar, email, editor, browser and command line arrives as normalised spans. Plain rules match each one against the person's own project and category names, and the day assembles itself into a chronological timeline of meetings, deep work, communication and breaks — with a summary showing tracked time, focus ratio, context switches and the longest uninterrupted block.

The week is already written down before anyone sits down to write it.

SOFTWARE ENGINEERS, DESIGNERS, ANALYSTS

Defend deep work with evidence rather than opinion

THE SITUATION

Everyone agrees deep work matters and nobody can say how much of it happened. The no-meeting policy keeps failing because there is no number to defend it with.

WHAT HAPPENS WITH TIMECAMPUS

A daily focus score is calculated from the captured day and tracked as a trend, alongside context-switch counts and the longest unbroken block. Pomodoro sessions, goals and settings give a structured way to reserve the hours back, and the analytics show whether the reservation held.

Fragmentation becomes a number someone can act on instead of a complaint.

STUDENTS, RESEARCHERS AND ANYONE REBUILDING A FOCUS HABIT

Turn intention into repeatable focus sessions

THE SITUATION

Long stretches of intended work dissolve into tab-switching, and the day ends with a feeling of effort but no evidence of progress.

WHAT HAPPENS WITH TIMECAMPUS

Built-in Pomodoro sessions run structured intervals with breaks, tracked against goals and personal settings. Sessions land on the same timeline as everything else, and Pomodoro analytics show streaks and completion over time.

Focus becomes a habit with a record, rather than an intention.

TEAM LEADS AND THE INDIVIDUALS THEMSELVES

Catch overload while it is still fixable

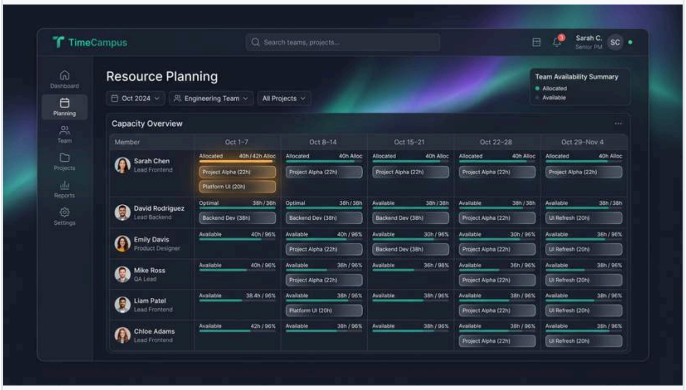
THE SITUATION

Someone has been quietly working late for three weeks. It will surface in a resignation letter or a sick note, because nothing else is looking.

WHAT HAPPENS WITH TIMECAMPUS

Work-pattern analysis reads sustained workload across the timeline and raises weekly recommendation cards, each carrying the evidence it was built from. Cards can be accepted, snoozed or dismissed, re-running the week refreshes rather than duplicates them, and a guard drops any recommendation whose net effect would be more work.

The conversation happens weeks earlier, and it is about rebalancing rather than resignation.



DELIVERY LEADS, ENGINEERING MANAGERS, OPERATIONS

Plan capacity on hours that actually exist

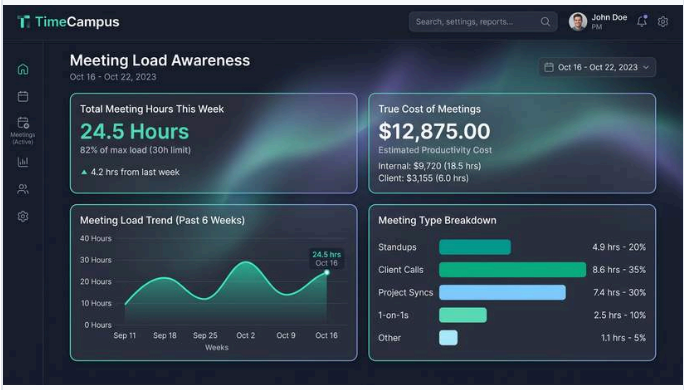
THE SITUATION

Next quarter is committed against headcount. Nobody has subtracted the meetings, the support rota or the person already at 120 per cent.

WHAT HAPPENS WITH TIMECAMPUS

Resource plans hold allocations across people and work, created in bulk and activated when ready, and a capacity overview shows the team position. Team work-pattern summaries feed it as aggregates — no manager role reaches an individual's timeline.

Commitments get made against real availability instead of a headcount figure.



PRODUCT MANAGERS, ENGINEERING MANAGERS, CHIEFS OF STAFF

Put a number on what the calendar costs

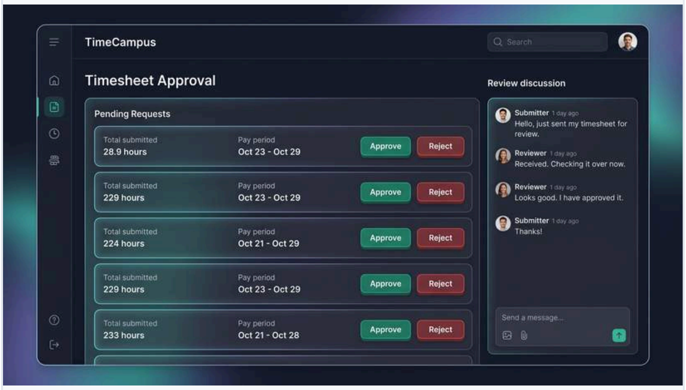
THE SITUATION

The recurring meeting nobody can cancel has been running for two years, and the argument to kill it is always anecdotal.

WHAT HAPPENS WITH TIMECAMPUS

Meetings are captured with their participants and action items, and meeting analytics show load, distribution and how much focus time meetings displaced across the team.

Calendar pruning becomes a decision backed by evidence rather than a negotiation.



TEAM LEADS, DELIVERY MANAGERS, FINANCE

Approve timesheets before they reach billing

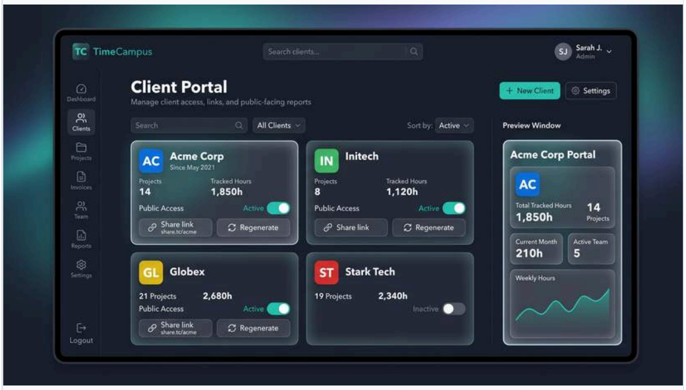
THE SITUATION

Hours go to the client with nobody having genuinely checked them, and the corrections arrive as credit notes.

WHAT HAPPENS WITH TIMECAMPUS

Submitted time flows into an approval queue where a lead reviews, approves, rejects or requests revision. Approvals are a distinct permission — the team-lead role holds it, while the client and billing role can only read it.

Billing goes out on hours a human has signed off, with a trail behind each decision.



AGENCY OWNERS, ACCOUNT AND DELIVERY MANAGERS

Give the client a window instead of a weekly email

THE SITUATION

A project manager loses hours every week writing status updates, and the client still asks where things stand.

WHAT HAPPENS WITH TIMECAMPUS

A read-only client portal is configured per client and shared by link. The share token can be regenerated or the portal switched off at any time, and portal ownership is its own role — a people-managing team lead is deliberately not granted it.

Clients answer their own questions, and the status email stops being a job.

FREELANCERS, CONSULTANTS, DELIVERY TEAMS

Capture billable expenses next to the hours

THE SITUATION

Receipts live in a phone gallery and a spreadsheet, get attributed to the wrong project, and go unbilled or unreimbursed.

WHAT HAPPENS WITH TIMECAMPUS

Expense entries are recorded against the right project and routed through a submit, approve, reject or request-revision workflow with documented approval status.

The invoice reflects the whole engagement, not just the hours.

CONSULTANTS, OPERATIONS LEADS, ACCOUNT MANAGERS

Produce a report you would be happy to send a client

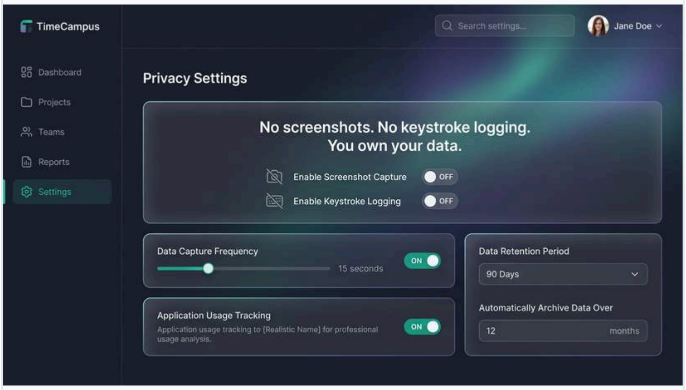
THE SITUATION

Reporting means exporting three tools into a spreadsheet and hoping the totals agree, days after the question was asked.

WHAT HAPPENS WITH TIMECAMPUS

Reports are generated on demand from the captured record, grouped by project or client and exported for billing, retrospectives or records. Analytics history depth scales with the plan, from 30 days on the free tier to 730 days with the analytics add-on.

A defensible summary in minutes, from the same data the team is already producing.



PRIVACY-CONSCIOUS EMPLOYEES, DPOS, WORKS COUNCILS

Let each person decide what the platform may see

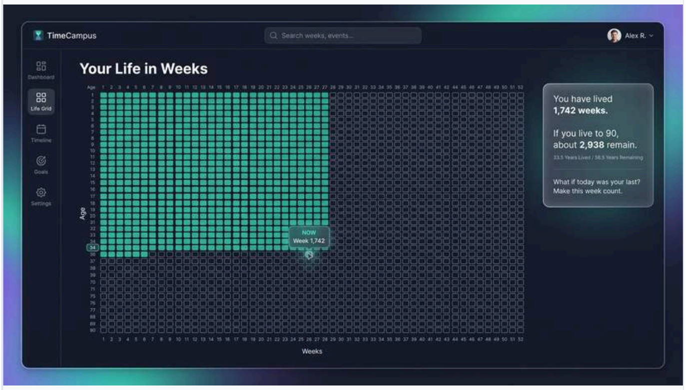
THE SITUATION

A previous tool captured whatever it liked and the only control was to uninstall it. Consent existed as a policy paragraph, not as a mechanism.

WHAT HAPPENS WITH TIMECAMPUS

Each person grants or revokes consent per data source and sets a context-sharing policy. If a source is switched off, the incoming batch is refused before anything is written and the refusal is counted, so nothing downstream can ever see it.

Consent is enforced at the point of storage, which is a far easier thing to explain to an auditor.



INDIVIDUALS — AND NEVER THEIR EMPLOYER

See the whole of your time, not just the billable part

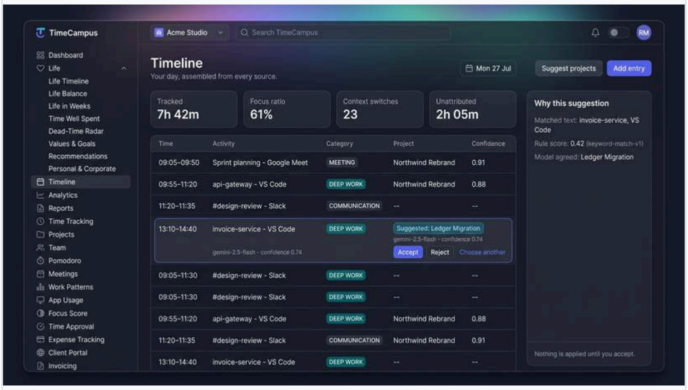
THE SITUATION

Work has been expanding into evenings for months. There is no number for it, so the conversation with themselves, or with anyone else, never happens.

WHAT HAPPENS WITH TIMECAMPUS

A strictly personal space holds declared values, life goals and balance targets, then shows a life-in-weeks view, a time-well-spent score measured against those stated values rather than against output, and a dead-time radar for hours lost to waiting and commuting. Every one of these is enforced as personal-only; no management role in the catalogue holds any of them.

The boundary becomes visible to the person who owns it, and to nobody else.



CONSULTANTS AND DELIVERY TEAMS BILLING ACROSS MANY PROJECTS

Let the platform propose the project behind each hour

THE SITUATION

Two hundred captured spans a week need attributing to a dozen projects, and doing it by hand is the same admin problem in a new coat.

WHAT HAPPENS WITH TIMECAMPUS

Plain rules match the application, window title and link against the customer's own project names first. Where the customer has configured their own AI provider key, a model gets one attempt to pick a better project — but only from names that already exist, and a timeout or an invented name is discarded. The result arrives as a suggestion with its confidence and its provenance, kept apart from the hours you bill.

Attribution becomes a quick review instead of a data-entry session, and nothing automatic lands on an invoice.

09 Product Capabilities

What exists today, what is being finished, and what is still a plan. Anything marked in progress or planned should be described that way to a prospect — the product's own website labels them, so a partner who oversells will be contradicted by the site.

Automatic capture and the timeline

The foundation: activity arrives without anyone starting anything, and assembles into one categorised day.

Normalised capture events
Activity arrives as an application, a window title, a link and a span of time. Repeats of the same activity are ignored, so a tool re-sending yesterday cannot inflate the week.

Self-assembling categorised timeline
Capture events merge with time entries, meetings, Pomodoro sessions and email activity into one chronological view of the day, grouped into meetings, deep work, communication and breaks.

Rule-based categorisation with learned corrections
Categories are matched against the customer's own rules, and corrections are remembered per application so classification improves with use.

Manual entries, timers and corrections
For the moments automation cannot see, entries can be added or corrected by hand and sit on the same timeline.

Calendar, email and application-usage capture
Meeting context, email time and application usage feed the timeline directly.

Browser, editor and command-line capture in progress
Dedicated extensions and a command-line client feed web, coding and terminal work into the timeline. These are in active development and published as coming soon.

Pre-built chat, docs and project-tool connectors planned
Named connectors for chat, documents and project management are planned. Until they ship, those sources can be sent in through the open capture API.

Focus, wellbeing and honest signals

Deep work treated as something to defend, and overload treated as a signal rather than a performance issue.

Daily focus score and trend
A score for the day, tracked over time, calculated from the captured record rather than self-reported.

Pomodoro sessions, goals and settings
Structured focus intervals with breaks, personal goals and settings, plus analytics on streaks and completion.

Work-pattern insights
Sustained workload and working-pattern signals in plain language, private to the individual and aggregate for the team.

Weekly recommendation cards with a never-work-more guard
At most one card per rule per week, each carrying its evidence. Any recommendation whose net effect would be more work is dropped before anyone sees it.

Quiet hours and recommendation cadence controls in progress
Controls for when nudges arrive and how often, so the product stays a companion rather than a nag.

Adaptive distraction blocking during protected windows planned
Automatically easing distractions during reserved focus blocks is designed but not yet available.

Predictive burnout-risk modelling planned
Forecasting overload rather than reporting it is on the roadmap.

Client work, billing and approvals

The professional-services layer that turns a timeline into something you can invoice from.

Projects and tasks

Work is organised into projects and tasks that hours, expenses and reports attach to.

Timesheet approval workflow

Submitted time enters an approval queue for review, approval, rejection or a revision request before it reaches billing.

Expense entries with approval

Expenses are recorded against a project and routed through submit, approve, reject or request-revision, with documented status.

Shareable client portals

A read-only portal per client, shared by link, with a share token that can be regenerated and a portal that can be switched off at any time.

On-demand reports and exports

Reports generated from the captured record, grouped by project or client, exportable for billing and retrospectives.

Native invoicing and billable rates planned

Data is billing-grade today, but invoices are still raised in the customer's own finance tool. Native invoicing is planned.

Team capacity and governance

Aggregate planning surfaces, and the role model that keeps them aggregate.

Resource plans and allocations

Plans hold per-person allocations across work, can be created in bulk and activated when ready.

Team capacity overview

A team-wide view of committed versus available capacity, built on captured hours rather than estimates.

Aggregate team work-pattern summaries

Team surfaces are rollups by construction. Raw individual capture, timeline, application-usage, email-tracking and focus reads are withheld from the management role.

Meetings, participants and action items

Meetings captured with their participants and action items, feeding meeting-load and meeting-cost analysis.

Six seeded product roles

Owner, team lead, client and billing manager, capture administrator, member and analyst are seeded into every workspace, with access decided at the API gateway.

Location tracking and geofencing

Optional location capture and geofence events, with raw location personal-only and just the aggregate statistics exposed at team level.

Life-time intelligence

The whole-of-life estate — the clearest differentiator in the category, and strictly personal.

Values, life goals and balance targets

A person declares what they value, the goals they hold and the balance they want, which is what every life-time score is measured against.

Life-in-weeks view

The finite-life grid and the arithmetic of where the weeks actually go, framed as a prompt rather than a guilt engine.

Time-well-spent score

Alignment between how time was spent and the values that were declared — so working longer cannot raise it, and a calm week can beat a frantic one.

Dead-time and friction radar

Hours lost to waiting, commuting and uncategorised gaps, separated from rest — sleep is never counted as reclaimable.

Personal and corporate separation

All fourteen life-time resources are enforced as personal-only. No management role in the catalogue holds any of them.

Ambient capture from wearables, location and smart devices planned

Feeding the life timeline from health platforms, phones, vehicles and connected devices is committed direction, not available today.

AI you can audit

Inference is the product, so every part of it is designed to be inspected and overridden.

Rules first, model second

The customer's own project and category rules label each hour before any model is asked anything, and below a confidence bar the platform offers nothing rather than a guess.

Bring your own AI provider key

Model usage runs on the customer's own provider account, so AI cost is theirs and never marked up in the subscription.

Provenance on every label

Each labelled hour records whether a rule, a model or the person decided it, which model was involved and how confident it was.

Suggestions never auto-apply

A proposed project is kept apart from the hours you bill and must be accepted before it is applied. Setting a project by hand marks the record as a human decision, permanently.

Coverage-aware scores

Scores state the share of the window they could account for, and return nothing rather than a made-up figure when there is too little to go on.

Reviewing suggestions on the timeline in progress

An accept-or-reject review surface directly on the timeline is being finished.

Natural-language questions over your time data planned

Asking how much deep work happened last week, in plain language, is planned and not available today.

Platform, surfaces and extensibility

How TimeCampus reaches people, and how a team bends it to their own workflow.

Web application and workspace-composed experience

The full experience in a browser, and the same experience composed into the wider Burdenoff workspace shell.

Applets, widgets and workflow automation in progress

Modular mini-applications, composable dashboard widgets, and trigger-condition-action automation for categorisation, reminders and scheduled reports.

Mobile and desktop applications in progress

iOS, Android and a desktop agent for macOS, Windows and Linux are in active development and published as coming soon.

Command line, Node and Python SDKs in progress

Terminal access and typed SDKs for automation, reporting pipelines and integrations, in active development.

Model Context Protocol server for AI agents in progress

Exposes TimeCampus as tools for the AI agents a team already uses, subject to the same permission checks as a human click. In development.

Applet and widget marketplace planned

Publishing and discovering third-party extensions is planned.

Security, privacy and compliance posture

What can be claimed today, and what is honestly still ahead.

Per-source consent enforced before storage

Withdraw a source and the incoming batch is refused before anything is written, with the refusal counted.

Access control on every operation

Every query and mutation carries an access-control directive enforced at the API gateway; the service never re-implements authorisation.

Audit and activity trails

A searchable, exportable record of actions with actor, target and result, inherited from the platform.

Encryption in transit and at rest, tokenised billing

Transport and storage encryption, with card data held by established payment processors rather than by us.

Data processing addendum and published subprocessors

A DPA is available on request, and the subprocessor list is published for transparency.

SOC 2 Type II and ISO 27001 planned

Both are planned rather than held. The observation period and certification work begin after launch — say so plainly.

Audit streaming to a customer's security tooling planned

Compliance evidence export and streaming to a customer's own security platform is planned and quoted at enterprise level.

10 Pricing & Plans

TimeCampus is priced per organisation on the size of the team being tracked — employees plus contractors — not on how many administrators log in, so adding people to the console does not raise the bill within a tier. Every plan gets the whole platform; tiers differ by capacity rather than by locked features. Four public regional bands mean a buyer outside high-income markets pays a genuinely lower local price rather than a currency conversion. AI features run on the customer's own provider key, so model usage is billed by their provider and never marked up here.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	$0 Forever, no card required, no trial expiry	Trying TimeCampus, solo users and students	15 managed profiles, 2 admin seats, 1 workspace; 1 live active project, 50 tracked time entries per month; 5 focus seats, 50 focus-session enrolments per month; 25 AI categorisation operations per day, on your own provider key; 30 days of analytics history, 1 GB shared storage, 2 integrations; Community support plus one ticket per month
Starter	$99/mo or $79/mo annual India example: ₹3,999/mo or ₹3,199/mo annual	Small businesses and teams up to roughly 50 people	50 managed profiles, 5 admin seats, 1 workspace; 3 live active projects, 500 tracked time entries per month; 50 focus seats, 250 AI categorisation operations per day; 90 days of analytics history, 25 GB shared storage, 10 integrations; Email support under 48 hours, DPA on request
Growth	$399/mo or $319/mo annual India example: ₹14,999/mo or ₹11,999/mo annual. 14-day trial available	Scaling companies up to roughly 250 people	250 managed profiles, 15 admin seats, 3 workspaces; 15 live active projects, 5,000 tracked time entries per month; 250 focus seats, 2,500 AI categorisation operations per day; 365 days of analytics history, 100 GB shared storage, 50 integrations; Priority support under 24 hours, 99.5% uptime commitment
Business	$999/mo or $799/mo annual India example: ₹39,999/mo or ₹31,999/mo annual	Established companies up to roughly 1,000 people that need full control and an SLA	1,000 managed profiles, 50 admin seats, 10 workspaces; Unlimited live active projects under fair use, 50,000 tracked time entries per month; 500 pooled focus seats, 25,000 AI categorisation operations per day; 730 days of analytics history, 1 TB shared storage pool, 250 integrations; Priority support under 8 hours, 99.9% uptime commitment
Enterprise	From $12/member/mo list, or $9/member/mo annual at 250 or more members Annual contract, quoted per region. Band B from $8, Band C from $6, Band D from $4 per member per month	Larger or regulated organisations needing production single sign-on, provisioning, residency or a dedicated environment	Custom capacity limits across every quota; Production single sign-on and directory provisioning; Audit streaming to your own security tooling, data residency options; Multi-entity structures, dedicated tenant or self-hosting on approval; Dedicated support options and negotiated SLA

Add-ons

ADD-ON	PRICE
50-profile pack	$39/mo
250-profile pack	$149/mo
1,000-profile pack	$499/mo

ADD-ON	PRICE
AI Pro — higher categorisation limits, priority queue	$79/mo
Analytics Pro — 730-day history, custom dashboards, scheduled reports	$99/mo
Audit Standard — 365-day audit history, filters, CSV export	$39/mo
Branding Pro — extra client-portal sites, custom domains, branded emails	$39/mo
50 GB additional shared storage	$15/mo
5 additional admin seats	$49/mo
Support retainer — 12 hours per month with rollover	$4,000/mo

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices are before tax; the final price depends on billing country, tax rules and available payment methods.
- Storage and API request limits are pooled across every Burdenoff product on the same account, so a customer using more than one product gets a larger shared pool.
- AI model usage is not included in any plan price — customers connect their own provider account and pay that provider directly.
- Regional band pricing is the customer's normal market price, not a discount, and it does not reduce partner commission eligibility.
- Never quote a discount, a custom term or an enterprise figure yourself. Send us the shape of the deal and we will issue the quote.

11 Competitive Landscape

Five or six names come up in every conversation. Concede what they genuinely do better — a comparison where the incumbent never wins is the fastest way to lose a partner's credibility.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Toggl Track	The manual-timer incumbent, founded in Estonia in 2006, popular with freelancers, agencies and professional services. Free for up to five users; paid plans around $9-10 per user per month.	Dead-simple to adopt, with a genuinely mature reporting suite covering utilisation and profitability, a catalogue of more than a hundred native integrations, and established SOC 2 and GDPR attestations. If the buyer relies on one of those integrations, or needs profitability reporting this quarter, Toggl is the safer answer today.	There is no start button to forget, focus scoring and burnout signals exist natively where Toggl has neither, team views are aggregate by construction rather than individual workload reports, and pricing is flat per organisation rather than per seat — which flips the economics above roughly forty people.
Timely	The AI automatic-timesheet specialist from Oslo, aimed at consultancies and agencies. No free tier; entry around $9 per user per month annually.	The most polished automatic-timesheet experience available, with EU data residency and ISO 27001 in hand today, and invoicing that plugs into established accounting tools. If EU residency and a certificate are procurement blockers, Timely clears them and we do not.	No mandatory daily approval ritual — the timeline is categorised without a review step. Capture reaches beyond a desktop agent and calendar into email, editor and command line. Focus, wellbeing and the whole-of-life estate have no equivalent, and projects and tasks are included rather than charged as an add-on.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Rize	A desktop automatic tracker focused on focus and wellbeing, macOS and Windows only. From $9.99 per seat per month.	Excellent zero-interaction desktop capture with live AI categorisation, and focus coaching that is more developed than ours today — adaptive blocking is shipped there and planned here. For a solo user who lives entirely on one desktop and wants coaching, Rize is a better fit.	Not desktop-only: web, mobile, extensions and programmatic surfaces. Team capacity planning, resource allocation, approvals, expenses and client portals simply do not exist in Rize, which stops at awareness and exports.
RescueTime	The original passive productivity tracker, long-established, individual-awareness oriented. Limited free plan; premium around $12 per month.	A mature, lightweight tool from a vendor with a long track record, and Focus Sessions for distraction blocking are proven where ours are still coming. For an individual who only wants a productivity score and a blocker, it is cheaper and simpler.	Project hierarchy, client billing, approvals and team capacity planning are absent from RescueTime. Their dashboards are static where ours carry provenance and coverage. And whole-of-life intelligence has no counterpart anywhere in the category.
Clockify	The free and budget team tracker, unlimited free users, paid plans from roughly $4 per user per month.	An unmatched free tier with unlimited seats, plus built-in invoicing, kiosk mode and broad administrative features that we do not have today. If the buyer's requirement is free seats or invoicing this quarter, Clockify wins and it is better to say so.	Capture is automatic rather than timer-first with manual assignment. Clockify sells an optional screenshots add-on, which is the exact posture privacy-sensitive buyers are trying to escape. Focus, wellbeing and life-time intelligence are not offered there at all.
Hubstaff and Time Doctor	Monitoring-first workforce trackers built around screenshots, activity levels and idle detection. Roughly $7-25 per user per month.	If the buyer's genuine requirement is proof of activity — a contract that demands screenshots, or an outsourcing arrangement built on them — these tools do that and TimeCampus never will. They also have mature payroll and invoicing features.	In every account where the buyer wants planning data rather than evidence of keystrokes. Adoption is the deciding factor: aggregate-only team views and per-source consent produce data people do not work around, and in works-council and GDPR-sensitive markets they are often the only deployable option.

THE POSITIONING LINE TO HOLD

Every other tool in this category makes you choose between patchy manual tracking and surveillance; TimeCampus is the one that refuses the choice — automatic capture, with aggregate-only team views and per-source consent built into the data model.

12 Why Us / Differentiators

Six things a partner can hold onto when the conversation turns competitive. The first two are structural — a competitor cannot add them without changing what their product is.

Whole-of-life time intelligence, unique in the category

No incumbent time tracker extends beyond billable work into a person's whole finite time. Declared values, life goals, balance targets, a life-in-weeks view, a time-well-spent score measured against those values rather than against output, and a dead-time radar are live today — and enforced as strictly personal, so an employer can never reach them.

The privacy boundary lives in the data model, not the marketing

It is not a promise that managers will behave. The team-lead role is not granted raw capture, timeline, application-usage, email-tracking or focus reads at all, and fourteen personal resources are personal-scoped only. That is a far stronger answer to a works council or DPO than a policy paragraph.

No start button, and no screenshots either

Every competitor sits on one side of the line: manual timers with patchy data, or monitoring with data nobody trusts. TimeCampus captures intervals — an application, a title, a span — and labels them with the customer's own rules. It is the only serious answer to both failure modes at once.

Every label states who decided it

Rules run first and the model only refines, choosing exclusively from project names that already exist. Each hour records rule, model or human, which model, and how confident. Suggestions stay separate from the hours you bill until someone accepts them — so nothing automatic ever writes the project behind an invoice.

The recommendation engine is barred from telling you to work more

The weekly pass optimises for alignment with stated values, not utilisation. A guard drops any card whose net effect would be more work, and it is on by default. That is the opposite objective function to every productivity tool in the category, and it is the reason teams adopt it voluntarily.

Flat organisation pricing, and a real local price

Priced on the size of the team being tracked rather than per seat, so growth does not compound the bill and admin logins are free within a tier. Four public regional bands mean an Indian or Latin American buyer pays a genuinely local price rather than a converted one — a decisive difference in a per-seat market.

Enterprise plumbing inherited, not deferred

Single sign-on, role-based access, multi-tenancy, audit trails, notifications, storage, tagging, multi-language and accessibility come from the Burdenoff platform. A young product can therefore answer procurement questions about roles and auditability that a comparable startup would have to defer.

One platform where a team currently runs three

A timer, an automatic capture tool, a focus application, a capacity planner and a billing data source are typically five subscriptions and five integrations. Consolidating them removes both the licence overlap and the reconciliation work between them.

13 Customer Proof & Credibility

There are no customers to name, so credibility has to come from the depth of what is built, the specificity of the governance model, and a straight account of what is not ready. In practice that persuades better than a logo wall, because everything below can be verified by the prospect in a trial account or on the public site.

DEPTH OF THE WORKING PRODUCT

Capture and timeline, focus scoring, Pomodoro, work patterns and recommendations, projects and tasks, expense approval, timesheet approval, client portals, resource and capacity planning, meetings, location and geofencing, email tracking, exports and the full life-time estate all exist as working surfaces, not slideware.

A PUBLISHED, PRODUCT-SPECIFIC ROLE MODEL

Six roles — owner, team lead, client and billing manager, capture administrator, member and analyst — are seeded into every workspace, with the withholdings documented and explained. Access is decided at the API gateway rather than inside the product, and every operation carries its directive.

THE PRIVACY BOUNDARY IS ENFORCEABLE, NOT ASPIRATIONAL

Consent is checked before anything is stored, refusals are counted, and personal life-time data is unreachable by any management role. That is the sort of claim a DPO can test rather than take on trust.

PUBLIC DOCUMENTATION OF WHAT IS NOT READY

The product's own website labels each capability as shipped, in progress or roadmap, publishes its subprocessor list, and states plainly that certifications are principles being engineered toward rather than attestations held. A partner can point at it.

LEGAL AND COMMERCIAL PAPERWORK ALREADY DRAFTED

A master agreement, order form, data processing addendum with technical and organisational measures, security exhibit, acceptable-use policy, SLA and support terms, and a public-sector addendum exist as documents, not as promises to write documents.

BACKED BY A WIDER PLATFORM, NOT A SINGLE APPLICATION

TimeCampus is one product on the Burdenoff platform, sharing identity, billing, storage and governance with a broader portfolio. Storage and API pools are shared across products on the same account, which matters to a buyer consolidating tools.

A NAMED, REACHABLE PRINCIPAL

Vignesh T.V. takes the calls himself. For an early-stage evaluation, direct access to the person accountable for the roadmap is worth more than a support tier, and prospects consistently value it.

Be straight about this. TimeCampus is early. It launched in 2026 and is generally available on a free tier, but there are no public reference customers, no published adoption numbers and no third-party case references — and any partner who implies otherwise will be contradicted by our own website. Several surfaces prospects will ask about are still in development: the native desktop and mobile applications, the browser and editor extensions, the command line, the SDKs and the agent server. Native invoicing, adaptive distraction blocking, predictive burnout modelling, pre-built chat and project-tool connectors, the applet marketplace and natural-language queries are planned, not shipped. Neither SOC 2 Type II nor ISO 27001 is held; both are on a roadmap with work starting after launch, and a DPA is available on request. What a prospect should weigh instead is the depth of what is genuinely working, the governance model they can inspect, the price relative to the per-seat alternatives, and direct access to the people building it. If they need an audited vendor with reference customers this quarter, they should buy the incumbent — and we would rather they heard that from you first.

14 Demo Information

Partners are not expected to demo. The strongest thing you can do is arrange twenty minutes with us and stay on the call. If you would rather show something yourself, the free tier is the honest way to do it — it needs no card and no approval.

HOW TO GET A DEMO

Anyone can create an account at app.timecampus.com and start on the free tier. For a guided walkthrough with a prospect, book Vignesh T.V. directly at https://calendly.com/vignesh-burdenoff/1-1 or email vignesh@burdenoff.com and we will arrange it. Ask us before showing anything beyond the free tier to a prospect.

Runs about Twenty to thirty minutes for a first walkthrough. Allow forty-five if the buyer is technical or a privacy officer is in the room.

WHERE TO LOOK

- **Product site** — `https://timecampus.com`
- **Application — create a free account** — `https://app.timecampus.com`
- **Features** — `https://timecampus.com/features`
- **Use cases** — `https://timecampus.com/use-cases`
- **Security and privacy posture** — `https://timecampus.com/security`
- **Documentation** — `https://docs.timecampus.com`

The walkthrough, in order

1. **The timeline for a working day**
   This assembled itself. Nobody started a timer — meetings, deep work, communication and breaks were categorised from activity that was already happening.
2. **The day summary: tracked time, focus ratio, context switches, longest unbroken block**
   This is the number most teams have never seen. Four hours logged and thirty-one context switches is a very different day from four hours logged in two blocks.
3. **Focus score trend and a Pomodoro session**
   Focus is scored daily and tracked as a trend, so protecting a block becomes something you can check rather than something you hope for.
4. **Weekly recommendation cards with their evidence**
   Each card shows the data it was built from, and there is a guard that drops anything whose net effect is more work. This engine is not allowed to tell you to work harder.
5. **The team capacity overview and aggregate work patterns**
   This is everything a manager sees. There is no drill-down to an individual timeline, because the role does not hold that permission — not because we ask managers not to look.
6. **Privacy settings: per-source consent and context sharing**
   Switch a source off and the next batch is refused before anything is written, and you are told how much was refused. Consent is enforced at storage, not in a policy document.
7. **Projects, the approval queue and a client portal link**
   The hours you bill come from the same record, go through an approval before billing, and the client sees them in a portal you can switch off at any time.
8. **The personal life-time space — values, life-in-weeks, dead-time radar**
   This part is yours and no employer role can reach it. It is scored against what you said you value, so a calm week can beat a frantic one.
9. **A project suggestion with its provenance and confidence**
   Rules ran first. The model only refined, and only from projects that already exist. It is a suggestion until you accept it — nothing automatic writes the project behind an invoice.

15 Sales Talking Points

Nine lines that carry weight in a real conversation, and why each one lands. Pick the two that match the room rather than reciting all of them.

There is no start button and there are no screenshots.

It states the whole positioning in nine words and puts the two failure modes the prospect already knows on the table at once. Almost everyone has lived through one of them.

Your manager sees rollups. The permission to see your timeline does not exist in their role.

The distinction between a policy and a permission is the difference between scepticism and adoption. It is also the version a works council or DPO will accept.

The recommendation engine is barred by default from telling you to work more.

It is a surprising, specific claim that reframes the product as being on the employee's side, which is exactly the objection you are pre-empting.

It is priced per organisation, not per seat.

In a per-seat market this changes the arithmetic above roughly forty people, and it converts a growing team from a rising cost into a fixed one.

You pay your own AI provider, so model usage is never marked up.

Finance buyers have been burned by opaque AI surcharges. This is a concrete, checkable answer and it also explains why the subscription price holds.

Every labelled hour tells you whether a rule, a model or a person decided it.

It answers the AI trust question before it is asked, and it is the sentence that separates TimeCampus from tools that quietly guess.

It also covers the two-thirds of your time that is not work — and your employer cannot see any of it.

Nothing in the category does this. It moves the conversation from feature comparison to a different question, and it is genuinely built rather than promised.

We do not hold SOC 2 or ISO 27001 yet, and I would rather tell you now than at the security review.

Volunteering the gap early buys credibility for everything else you say, and it screens out deals that would have died at procurement anyway.

One platform replaces the timer, the capture tool, the focus application and the capacity spreadsheet.

Consolidation is the budget argument. It reframes the price against three or four existing subscriptions rather than against zero.

16 Objection Handling

12 OBJECTIONS

The objections below are what prospects actually say, in their words. Answer, then hand the hard follow-up to us — you are not expected to negotiate.

"We already use Toggl and everyone knows it."

Then the question is not whether it works, it is what it misses. Ask them what proportion of last month's hours were entered the same day. Most teams find that the gap between what was worked and what was recorded is where the argument is, and TimeCampus fills that gap without asking anyone to change a habit — the manual timer can even stay if they want it.

PROOF · Capture runs from the calendar, email, editor, browser and command line and merges with manual entries on the same timeline, so both models coexist during a trial.

"My team will call this spying and refuse to use it."

That reaction is exactly why the product exists. There are no screenshots, no keystroke logging and no idle policing. Each person consents per data source and can revoke it, and the manager role is not granted permission to read an individual's timeline — that is a permission, not a promise. Show the team the privacy settings before rollout and the conversation usually turns.

PROOF · Team surfaces are aggregate summaries only; withdrawing consent causes the next batch to be refused before anything is stored, and the refusal is counted.

"You do not have SOC 2 or ISO 27001."

Correct, and we will not imply otherwise. Both are on the roadmap with work starting after launch. What exists today is a DPA with documented technical and organisational measures, a published subprocessor list, a security exhibit, encryption in transit and at rest, role-based access enforced at the gateway and audit trails. If a certificate is a hard gate for procurement, we are the wrong vendor this quarter — tell us and we will not waste anyone's time.

PROOF · The certification roadmap and the security page are published, and the paperwork can be sent for legal review before any commitment.

"Why would we not just build this internally on our calendar data?"

Teams do build the first ten per cent — a calendar export and a spreadsheet. What takes the next two years is cross-tool capture, categorisation that improves with corrections, the approval and billing layer, aggregate-only team views that stand up to a works council, roles, audit and multi-tenancy. And someone has to keep maintaining it. The subscription is cheaper than the first engineer-month.

PROOF · Identity, roles, audit, storage, notifications and multi-language support are inherited from a shared platform rather than rebuilt per product.

"This looks expensive next to the free tools."

It is priced per organisation, not per seat, which changes the comparison as the team grows — a hundred-person team at $10 a seat is $12,000 a year against a flat plan. Then set it against what it replaces: a timer, a capture tool, a focus application and a capacity spreadsheet. And regional pricing is real, so a team in India or Latin America pays a local price rather than a converted one.

PROOF · Free, Starter at $99/mo, Growth at $399/mo, Business at $999/mo, with four published regional bands and no per-seat escalator.

"You are a small company. What happens if you disappear?"

A fair question and one we would ask too. Three things matter: data is exportable, so nothing is trapped; TimeCampus is one product on a platform serving a wider portfolio rather than a single-application company; and for larger deals we can discuss escrow and contractual continuity terms in the order form. What you gain in exchange is direct access to the person who owns the roadmap.

PROOF · Reports and time data export to CSV and JSON, the master agreement and order form are drafted and reviewable, and a dedicated tenant or self-hosting can be quoted.

"We need invoicing and payroll in the same tool."

Then we are honest with you: native invoicing is planned, not shipped, and payroll is not on the roadmap. What exists today is billing-grade data — projects, tasks, approved hours and approved expenses — that exports cleanly into the finance system you already run. If a single tool for time and invoicing is the requirement this quarter, an incumbent will serve you better.

PROOF · Projects, tasks, expense approval and timesheet approval are live; invoicing is publicly marked as planned on our own site.

“Does it integrate with the tools we actually use?”

Calendar, email, editor, browser and command line feed the timeline today, and anything else can send activity through the open capture API. What we do not have is a hundred-connector catalogue with a named tile for every product — those pre-built chat, docs and project-tool connectors are planned. Ask which two sources genuinely matter to them; usually the answer is calendar and one other, and that is covered.

PROOF · Capture accepts a generic normalised event, so a customer or partner can feed a source before an official connector exists.

“How accurate is the automatic categorisation, really?”

Better than a reconstructed timesheet, and it is designed to be honest about its limits. Plain rules match your own project names first and offer nothing below a confidence bar rather than guessing. A model only refines, and only from projects that already exist. Every label shows its provenance and confidence, corrections are remembered per application, and no suggestion reaches billable hours until someone accepts it.

PROOF · Suggestions are stored separately from billed hours; an invented project name from a model is discarded and the rule-based answer stands.

“We tried a monitoring tool and rolled it back. Why is this different?”

Because the thing that killed the last rollout is absent by construction here, not switched off in settings. No screenshots exist to enable. The manager role has no permission that reaches an individual's timeline. Consent is per source and revocable by the person, not the administrator. Run the pilot by showing the privacy settings first — adoption is the whole game, and this is the part that decides it.

PROOF · The role catalogue documents exactly which reads each role is denied, and personal life-time data is unreachable by any management role.

“Our people are field staff who clock in and out.”

Then TimeCampus is not the right product. It reads digital work activity, and a shift or field workforce measured by clocking in and out is better served by a workforce-management tool. There is optional location capture and geofencing, but it is not a kiosk clock and we would not sell it as one.

PROOF · Capture is built around application, document, calendar and communication activity, which is a knowledge-work signal.

“Send me a customer we can talk to.”

We cannot, and I would rather say that than stall. The product launched recently and there are no public reference customers. What we can do is give you a free account with no card, walk your own data through it in a fortnight, and put you directly with the person who owns the roadmap. For most buyers a two-week trial on their own team is worth more than a reference call anyway.

PROOF · The free tier needs no card and no approval, and every capability is publicly labelled shipped, in progress or planned so nothing in a trial comes as a surprise.

17 Discovery / Qualification Questions

Ten questions that separate a real opportunity from a polite conversation. Listen for the emotional answer as much as the factual one — irritation is the buying signal.

ASK THIS	LISTEN FOR
How does your team record time today, and how honest is that record?	Any admission of Friday reconstruction, memory, or a spreadsheet. If they say the data is fine and nobody complains, this is probably not a deal.
Roughly what share of worked hours do you think never reaches an invoice or a project?	A number, a wince, or an answer of we have no idea. All three are good. Consultancies who have measured it are the strongest prospects.
Have you ever tried a tool that takes screenshots or measures activity? How did that go?	A rollback, a works-council objection, or a story about morale. This is the single highest-converting answer in the whole list.
How many hours a week does the average person here spend in meetings?	Anything above fifteen, or a confession that nobody knows. Bonus if they have already tried a meeting-free day and it failed.
Who plans capacity for next quarter, and what data do they plan on?	Headcount, gut feel or a spreadsheet updated monthly. If they name a proper resource-planning tool already, expect a harder fight.

ASK THIS	LISTEN FOR
When someone here starts heading toward burnout, how do you usually find out?	In a 1:1, or when they resign. If they say we would spot it early, ask how — the answer is usually nothing systematic.
How many separate tools touch time, focus, capacity or billing hours today?	Three or more, and any mention of reconciling between them. Consolidation is often the budget the deal is funded from.
How many people would be tracked, and how fast is that number growing?	Both figures. Above forty people, the flat organisation price becomes a strong argument on its own; fast growth makes it stronger.
What would your data protection officer or employee representatives say about a time tool?	Any friction at all. If they have a works council, a DPO or operate in the EU, this is our strongest structural advantage.
If procurement runs a security review, is a SOC 2 report a hard requirement or a preference?	A hard requirement means walk away now rather than at month three. A preference means we can proceed with the DPA and security exhibit.
What would have to be true in three months for this to have been worth doing?	A specific outcome — a billing percentage, a meeting reduction, a retention concern. A vague answer means there is no owner and no budget.
Who signs for something like this, and have they felt this problem themselves?	A named person. If the signer has personally rebuilt a timesheet or lost someone to overload, the deal moves; otherwise expect a long cycle.

18 How to Identify a Good Opportunity

Use this before you spend a meeting on it. Two green signals and no red is worth an introduction; a single red usually means the deal will die later at greater cost.

STRONG SIGNAL — PURSUE

- They rebuild timesheets from memory, or they know hours are leaking and cannot say how many
- They deployed a monitoring tool and rolled it back, or the team resisted it
- They have a works council, a DPO, or operate under GDPR-style scrutiny of employee data
- Meeting overload or deep-work erosion is already being discussed by leadership
- They bill clients by the hour and someone spends real time on status reports and approvals
- They are paying per seat for three or more overlapping time, focus or capacity tools
- The team is 20 to 250 people and growing, so per-seat pricing is becoming a visible line item

Introduce us straight away.

WORTH A CONVERSATION

- They want it mainly for utilisation reporting — we can do it, but the incumbents' reporting is more mature today
- They rely on a named integration from an incumbent's catalogue that we do not yet have a pre-built connector for
- The champion is enthusiastic but nobody senior owns the time problem or a budget for it
- Fewer than ten people, where the free tier will serve them and there is no commission in it
- They want invoicing in the same tool — possible later, not today
- A security review is expected but the certification requirement has not been confirmed either way

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- They explicitly want screenshots, keystroke evidence or idle-time policing — no configuration reaches that and we will not build it
- SOC 2 Type II or ISO 27001 certification is a hard, pre-signature requirement
- Payroll or a shop-floor kiosk clock is the core requirement
- The workforce is field or shift-based rather than doing digital knowledge work
- They want a free tool and have no budget conversation at all
- The stated goal is to justify performance management or redundancies with activity data

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: "If your team knew exactly what this tool could and could not see, would they use it willingly?" If the honest answer is yes and they still lack a trustworthy record of their hours, TimeCampus is the answer. If they hesitate because they actually want proof of activity rather than planning data, walk away — that is a different product and a different vendor.

19 How to Introduce Us

Keep it short and keep it honest. You are not selling the product; you are earning us twenty minutes. Name the specific pain you heard them describe, then get out of the way.

IN CONVERSATION

“"You know how you were saying nobody actually logs their hours until Friday? There is a tool that captures it automatically from the calendar, editor and email — no timer, and importantly no screenshots, so people will actually use it. It is early, so no big logos yet, but the founder will take the call himself. Want me to put you in touch?" Then stop talking. If they ask what it costs, say it is priced per organisation rather than per seat, starting at $99 a month with a free tier, and let us handle the rest.”

EMAIL — SUBJECT: TIME TRACKING THAT DOES NOT NEED A TIMER — WORTH 20 MINUTES?

Hi [Name],

You mentioned that [team] rebuilds timesheets from memory, and that a monitoring tool would never get past your people. TimeCampus is worth twenty minutes.

It captures activity from the tools your team already uses and assembles one categorised timeline — meetings, deep work, communication, breaks — with no timer to start and no screenshots taken. Managers see aggregate capacity and meeting cost; individual timelines stay with the individual. Projects, expense approvals and client portals sit on the same data, so billing stops being a reconstruction.

Priced per organisation rather than per seat, with a free tier.

I can introduce you to Vignesh T.V. at Burdenoff — vignesh@burdenoff.com — or you can book him directly: https://calendly.com/vignesh-burdenoff/1-1

[Your name]

SHORT MESSAGE / LINKEDIN

Short version for a message or comment: "Came across TimeCampus — automatic time capture with no timers and no screenshots, and manager views are aggregate only, so teams actually adopt it. Priced per organisation instead of per seat. Early-stage, free tier to try: https://timecampus.com"

WARM THREE-WAY INTRODUCTION

The double opt-in works best: message the prospect first with two lines on why you thought of them, ask if they want an introduction, and only then copy Vignesh T.V. (vignesh@burdenoff.com, +91-7358445777). In the introduction email, include the company, the team size, the tool they use today and the sentence they said about the problem — that context is what lets us open with something useful rather than a generic pitch.

Please do not: Do not claim customers, adoption numbers, awards or third-party endorsements. There are none, and the prospect can check the website in a minute.; Do not describe SOC 2 or ISO 27001 as held, in progress with an auditor, or nearly done. They are roadmap items, full stop.; Do not promise a discount, a custom contract term, a delivery date or a feature that is marked in progress or planned. Send the request to us instead.; Do not position it as a monitoring or productivity-policing tool to win a deal — it will fail at rollout and the account will churn.; Do not run a technical evaluation or a security questionnaire on our behalf; bring us in and stay on the call.

20 Lead Handoff Process

The moment a prospect shows genuine interest, register it and hand it over. Registration before engagement is what protects your commission — there is no retroactive registration.

1. **Register the opportunity before any sales engagement**
   Email vignesh@burdenoff.com with the company name, the contact, the team size and a one-line description of the pain. Registration is what starts commission eligibility, and an approved registration is protected for 90 days with one 90-day extension available if there is active progress.

2. **Get written confirmation that the registration is approved**
   We will confirm whether the account is already an active opportunity. If it is, we will tell you straight away rather than let you invest time in a deal that cannot pay — unless you are bringing a new buying centre or materially expanding the scope.

3. **Make the introduction and stay on the first call**
   Warm introductions convert far better than a forwarded email. Twenty to thirty minutes is enough for a first walkthrough. You do not need to prepare anything; your role is context and continuity.

4. **Hand over the discovery you already have**
   Everything you learned — tool in use, team size, what killed the last rollout, who signs, whether a certificate is a hard gate — saves a whole discovery call and makes the first meeting land.

5. **Let us own pricing, the quote and the contract**
   All quotes, discounting and contract terms are approved by us. Resellers must have every quote approved in writing before it reaches the customer. Never promise a price, a term or a feature date yourself.

6. **Agree who runs the trial**
   The free tier needs no card, so most evaluations start there. Decide up front whether you or we drive the pilot, and if you are an implementation partner, scope your services separately and directly with the customer.

7. **Stay visible through to close and renewal**
   Renewal commission only applies where the partner has an approved renewal or customer-success role. If you want that, say so at registration rather than at renewal time.

SEND US THIS — IT IS ALL WE NEED

- Company name, website and country of billing — the country sets the regional price band
- Contact name, role and email, plus whether they know the introduction is coming
- How many people would be tracked, employees plus contractors, and the growth trajectory
- What they use today for time, focus, capacity or billing hours, and what specifically is wrong with it
- The pain in their own words, ideally a direct quote — it is the most useful thing you can give us
- Whether a security certification, data residency or works-council approval is a hard gate
- Any timing pressure: a renewal date, a budget cycle, a rollout deadline or an audit
- Who signs, and whether they have personally felt the problem

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered opportunity within one working day and confirm approval or a conflict within two. First prospect meetings are normally offered within three working days; the 1-1 booking link is usually the fastest route. If something is urgent, phone +91-7358445777 rather than waiting on email.

Deal registration: Register by emailing vignesh@burdenoff.com before any sales engagement with the account, with the details above. Approved registrations are protected for 90 days, extendable once by 90 days where there is active progress. There is no retroactive registration, and no commission applies if we already had an active opportunity in the account unless you bring a new buying centre or materially expand the scope. Where two partners claim the same account, the first approved registration with real contribution takes priority and any split requires written approval.

21 Partner / Referral Commercials

Partners are paid on collected net revenue — what the customer actually pays, after tax, refunds, credits and pass-through costs are excluded — rather than on list price. Regional band pricing is treated as the customer's normal market price, so a Band C or Band D deal pays a lower amount but is not penalised as a discount. Five programme tiers run from a simple registered introduction through to approved resale, and the tier is agreed at registration.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at $10,000
Operations Consulting Partner	Introduction plus evaluation and advisory support	12% of first-year collected net subscription	0-3% where active in the success plan · 3% of first-year collected net add-ons, capped at $15,000
Implementation Partner	Introduction plus rollout, migration, integration or training delivery	15% of first-year collected net subscription	3-5% where active in the renewal success plan · 5% of first-year collected net add-ons, capped at $25,000
Authorised Reseller	Approved resale with first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenant or managed services, only where approved
Managed Service or Strategic Partner	Bundled offering, or operating TimeCampus for end customers	Custom wholesale or managed-service terms	Custom · Custom

THE RULES THAT MATTER

- Register before any sales engagement. Approved registrations are protected for 90 days with one 90-day extension where there is active progress, and there is no retroactive registration.
- Commission is calculated on collected net revenue only — taxes, refunds, chargebacks, credits, payment fees, customer-owned cloud costs and AI provider costs are all excluded.
- Big-deal incentives add 1% on first-year net subscription between $100,000 and $249,999 capped at $2,500, 2% between $250,000 and $499,999 capped at $7,500, and 3% above $500,000 capped at $25,000.
- Partner and affiliate rewards do not stack — an account belongs to one commercial programme unless an exception is approved in writing.
- We approve all quotes, discounting and contract terms. Reseller margin combined with any customer discount must not push net realisation below the approved regional floor.
- Dedicated tenant, self-hosted, air-gapped, compliance and managed-service items carry lower partner economics and must be approved in the quote.
- Refunds, downgrades and credits reduce or reverse commission; multi-year deals pay as cash is collected, not on total contract value unless approved.
- Never promise features, compliance status, discounts or timelines without written approval, and no payments or benefits may go to government employees on public-sector deals.

GETTING PAID

Commission is paid 15 days after successful realisation of revenue, once settlement, refund, cancellation, fraud, tax and payout-document checks have cleared. Payment is in the currency stated in the partner agreement, or converted at the accounting or payment-processor rate. Partners handle their own invoicing and tax compliance; we withhold and report where the law requires it.

These are the standard TimeCampus partner programme terms as published in the partner and reseller commission guide. They are indicative and do not by themselves create an entitlement. The terms that actually apply are those in your signed partner agreement and in the quote we issue to the customer, and both take precedence over anything written here.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

https://calendly.com/vignesh-burdenoff/1-1

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

https://burdenoff.com/products

If TimeCampus is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
TimeCampus website	`https://timecampus.com`	The public positioning, in the product's own words. Safe to share with anyone.

ASSET	WHERE	WHAT IT IS FOR
Create a free account	`https://app.timecampus.com`	The application. The free tier needs no card, so a prospect can try it the same day.
Features	`https://timecampus.com/features`	Capability by capability, each labelled shipped, in progress or roadmap.
Use cases	`https://timecampus.com/use-cases`	Scenario walkthroughs by role — useful to send after a first conversation.
Security and privacy	`https://timecampus.com/security`	The security posture and the published subprocessor list. Send this before a security review comes up.
Pricing	`https://timecampus.com/pricing`	Current published plans and regional pricing. Always quote from here, never from memory.
Documentation	`https://docs.timecampus.com`	Product guides and API reference for a technical evaluator.
Book a 1-1 call with Vignesh T.V.	`https://calendly.com/vignesh-burdenoff/1-1`	The fastest route to a first meeting. Share it directly with a prospect once they are warm.
Email Vignesh T.V.	`mailto:vignesh@burdenoff.com`	Deal registration, quotes and anything commercial. Phone +91-7358445777 if it is urgent.
All Burdenoff products	`https://burdenoff.com/products`	The wider portfolio — useful when a prospect's need turns out to sit next door to time intelligence.
General enquiries	`mailto:contact@timecampus.com`	For prospects who prefer to reach the product team directly rather than through you.

WHAT YOU CAN SHARE, AND WITH WHOM

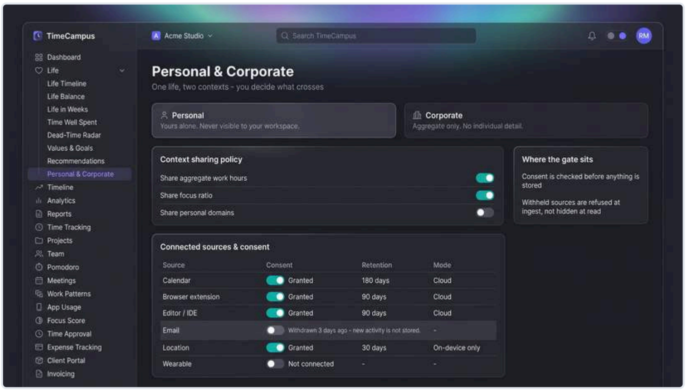
- Share freely: anything published on timecampus.com and docs.timecampus.com — the website, features, use cases, security page, subprocessor list, pricing page and this playbook's public-facing content. It is written to be quoted.
- Prospects only, and only in context: this playbook's objection handling, discovery questions and competitor comparisons. They are written for you, not for publication, and a screenshot of the competitor table on social media will read as a swipe rather than an analysis.
- Ask us first: any written quote, discount, custom contract term, delivery date, roadmap commitment or security questionnaire response. Every quote must be approved in writing before it reaches a customer.
- Never publish: partner commission rates, margin structures, deal-registration details or anything about another partner's account. Those are confidential under the partner agreement.
- Logos and naming: use the TimeCampus name and marks as they appear on the site, do not alter them, and do not describe yourself as an authorised reseller or implementation partner until that status is confirmed in writing.
- Never imply customers, adoption figures, awards, certifications or third-party endorsements that do not exist — including in a deck you assemble yourself from our material.

24 Product Mockups — Complete Visual Appendix

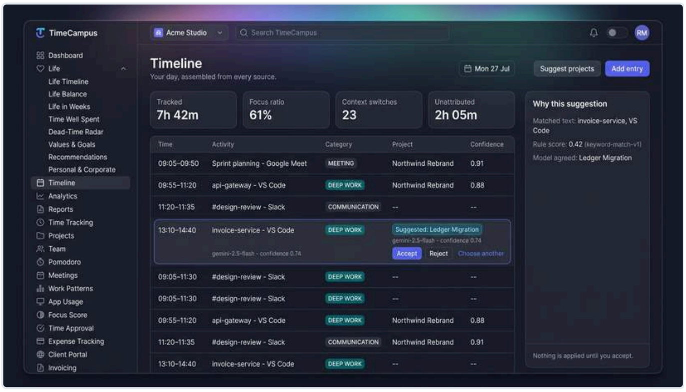
52 SCREENS

Every screen in the TimeCampus design set — 52 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

PRODUCT SCREENS · 52 SCREENS



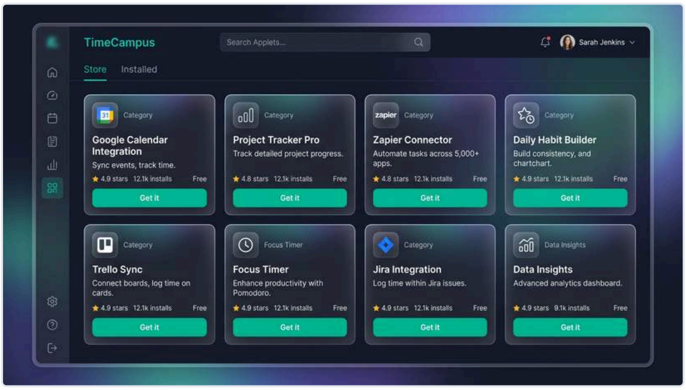
001 Timecampus AI Consent Boundaries



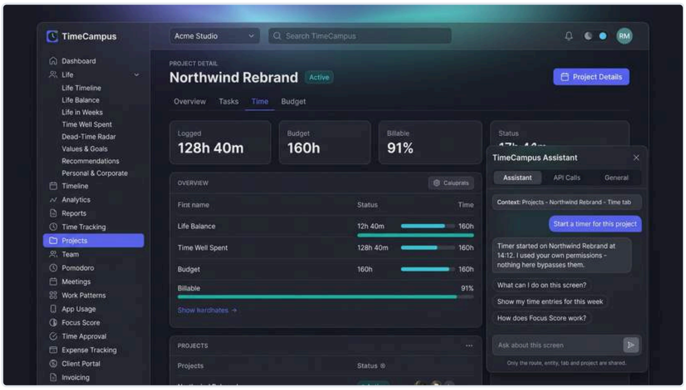
002 Timecampus AI Project Attribution

003 Timecampus Analytics

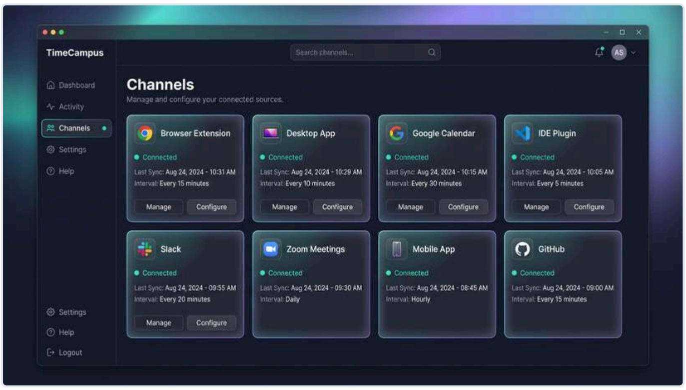
004 Timecampus App Usage



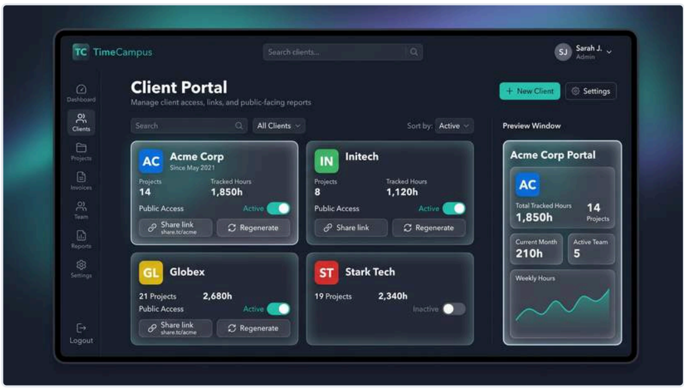
005 Timecampus Applets



006 Timecampus Assistant In Context



007 Timecampus Channels



008 Timecampus Client Portal

009 Timecampus Dashboard

010 Timecampus Dead Time Radar

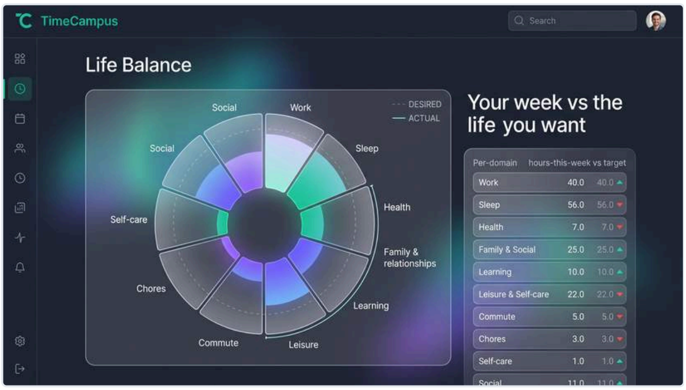
011 Timecampus Dead Time Reclaim

012 Timecampus Email Tracking

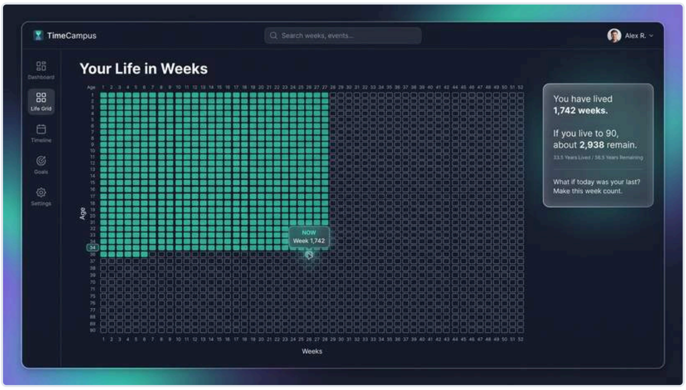
013 Timecampus Expense Tracking

014 Timecampus Explainable Insights

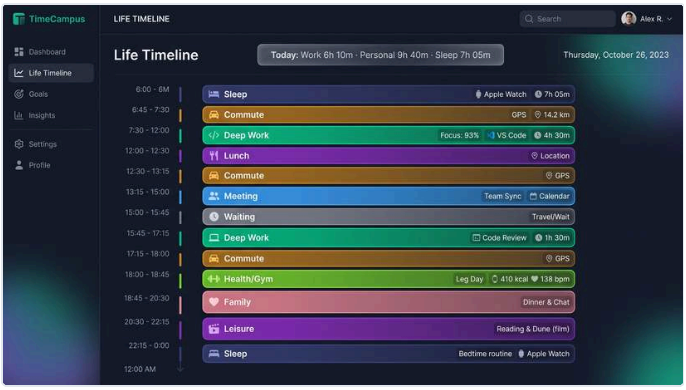
015 Timecampus Focus Score



016 Timecampus Life Balance Wheel

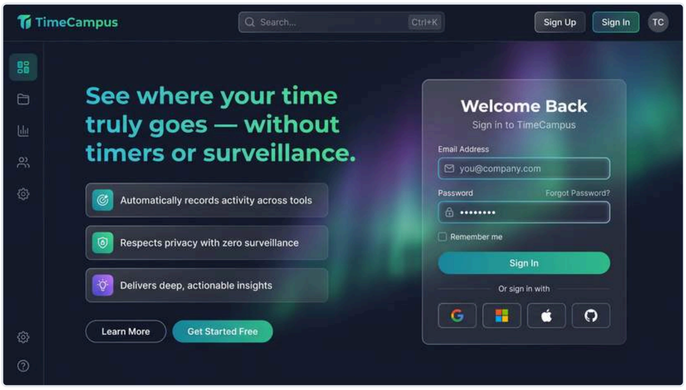


017 Timecampus Life In Weeks

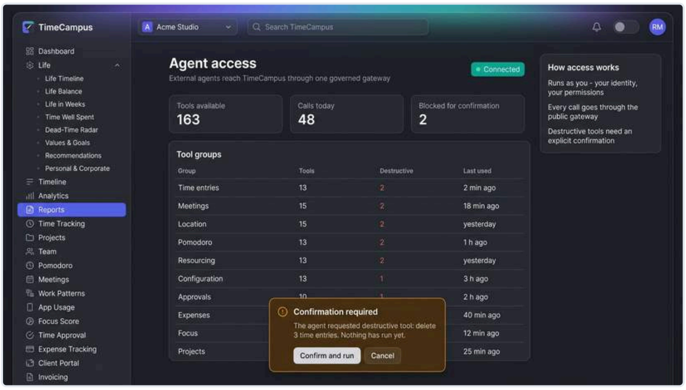


018 Timecampus Life Timeline

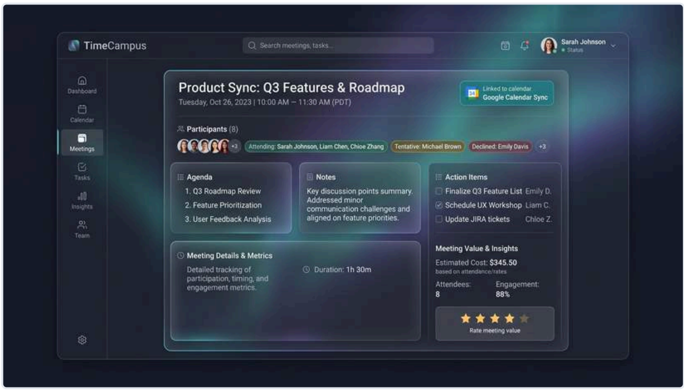
019 Timecampus Location Geofencing



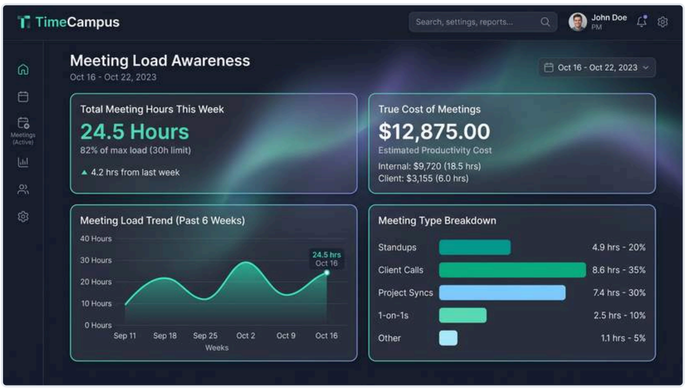
020 Timecampus Login Landing



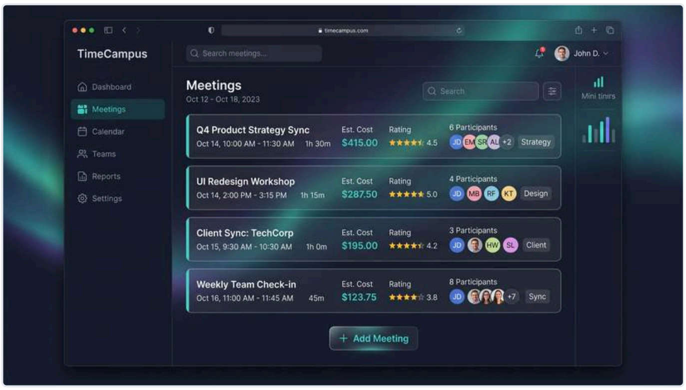
021 Timecampus MCP Agent Tools



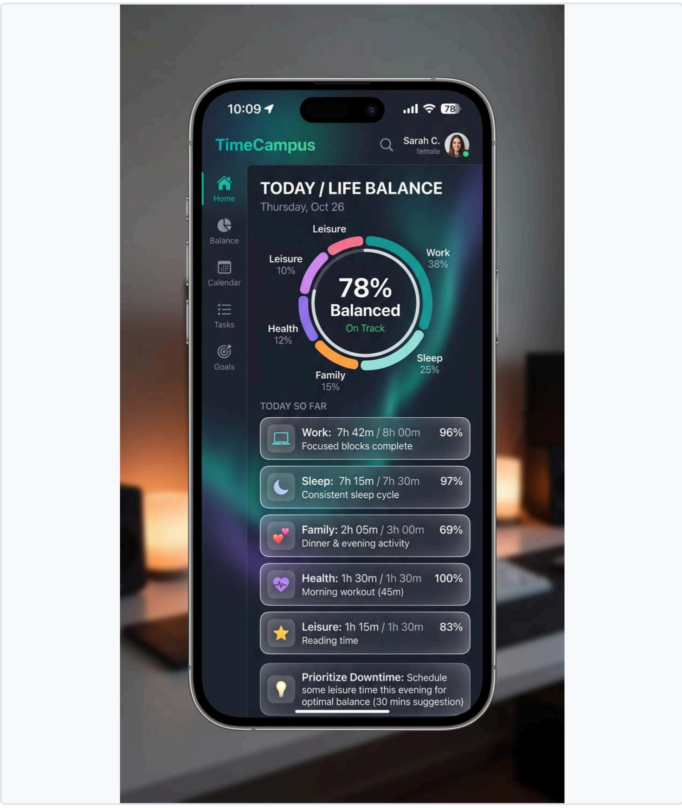
022 Timecampus Meeting Detail



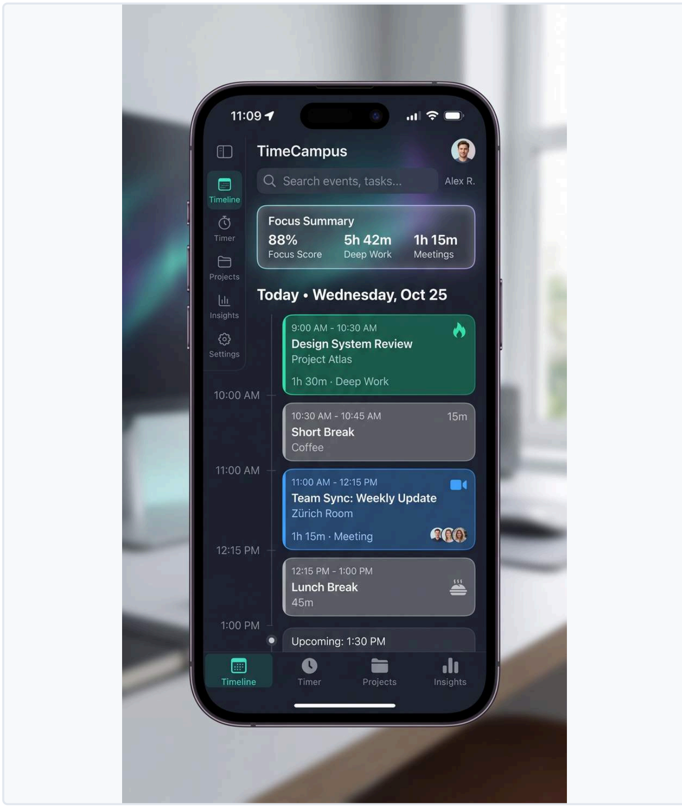
023 Timecampus Meetings Analytics



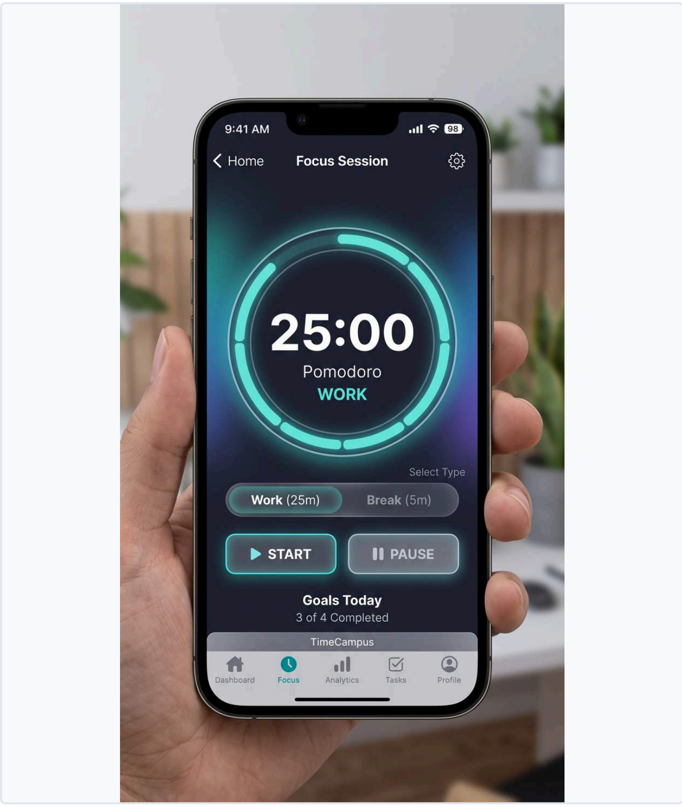
024 Timecampus Meetings



025 Timecampus Mobile Life Balance



026 Timecampus Mobile Timeline

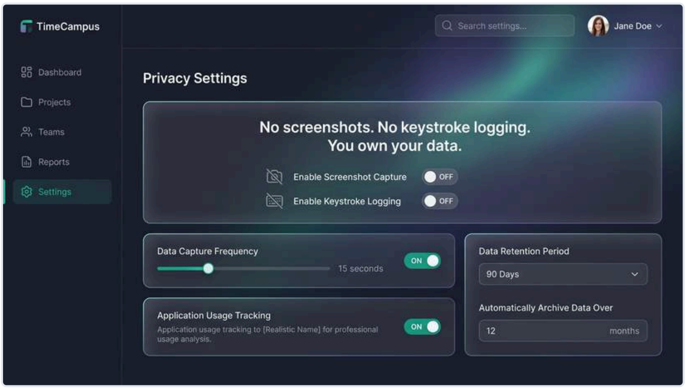


027 Timecampus Mobile Timer

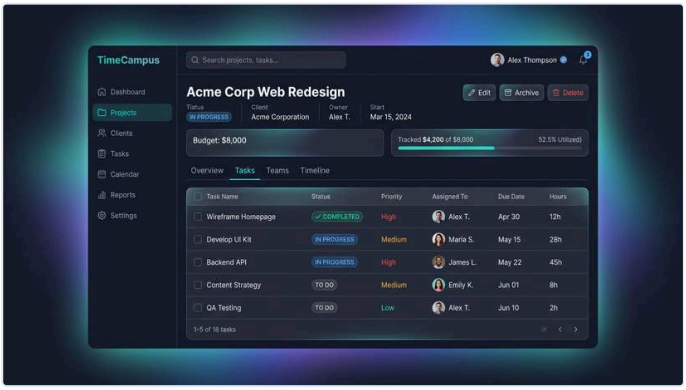
028 Timecampus Personal Corporate

029 Timecampus Pomodoro Analytics

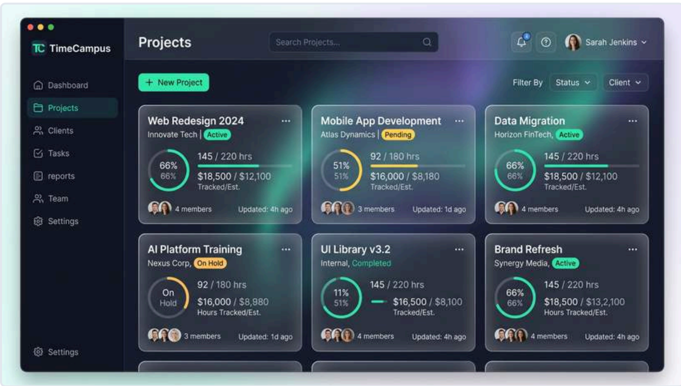
030 Timecampus Pomodoro



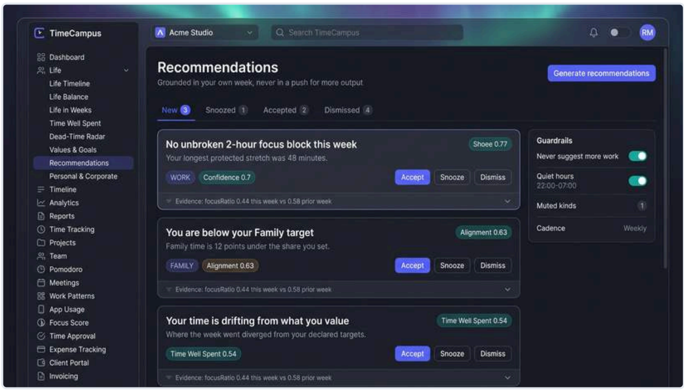
031 Timecampus Privacy Settings



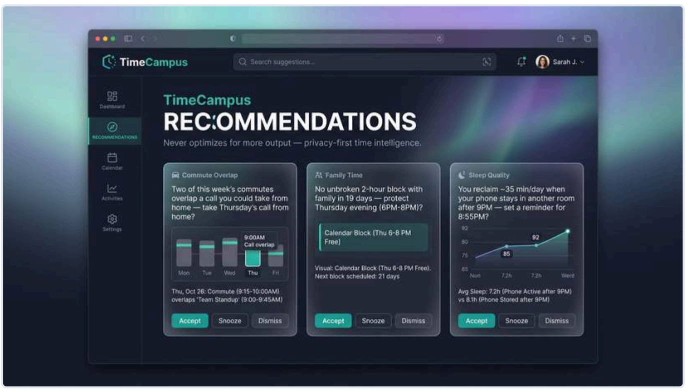
032 Timecampus Project Detail



033 Timecampus Projects

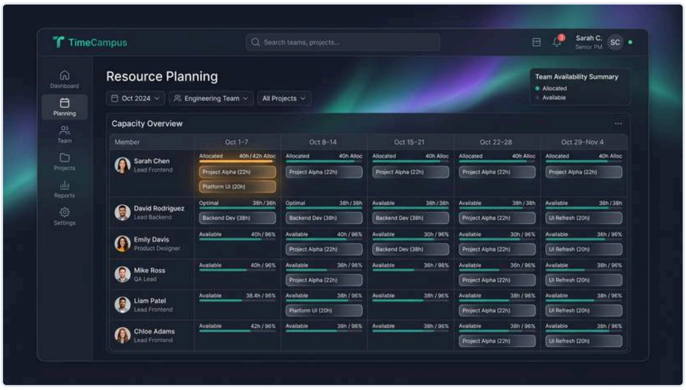


034 Timecampus Recommendation Evidence

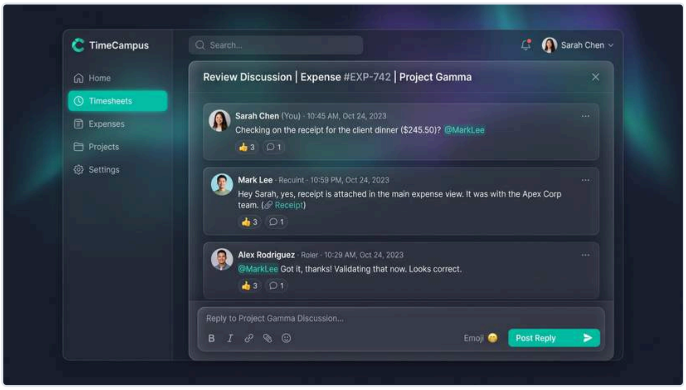


035 Timecampus Recommendations

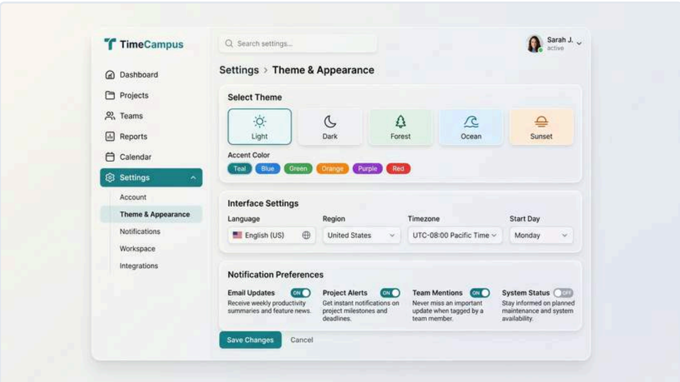
036 Timecampus Reports



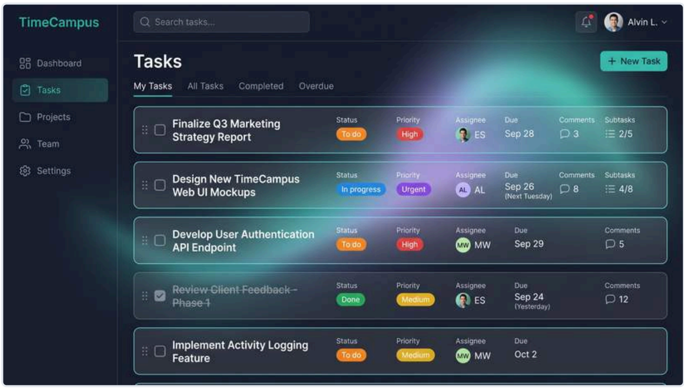
037 Timecampus Resource Planning



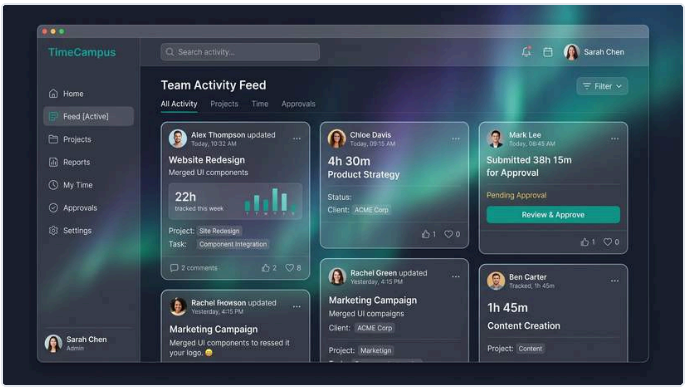
038 Timecampus Review Thread



039 Timecampus Settings Light

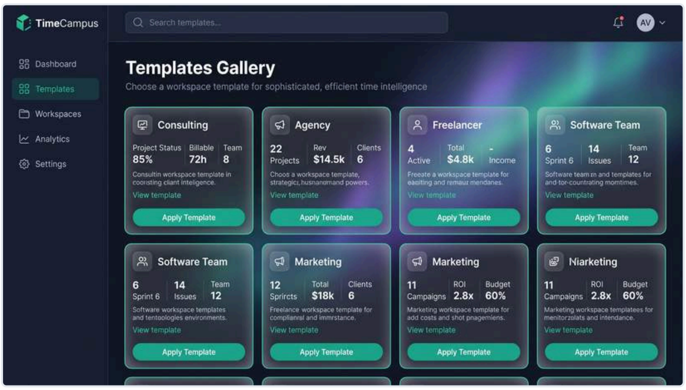


040 Timecampus Tasks

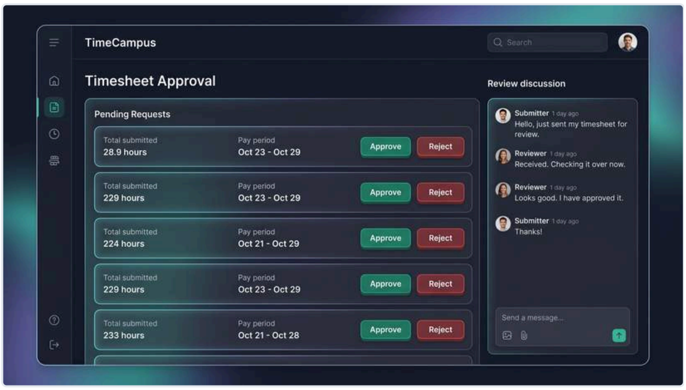


041 Timecampus Team Activity

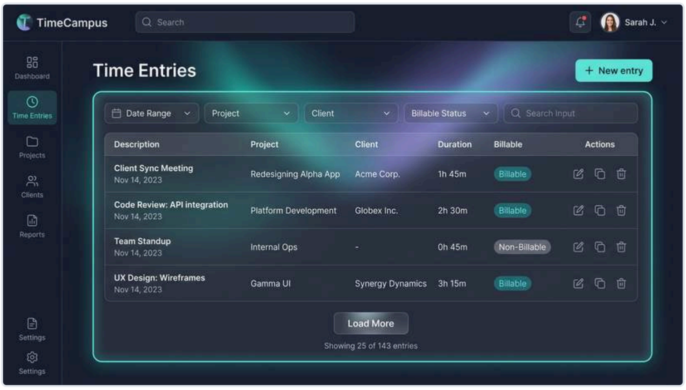
042 Timecampus Team Analytics



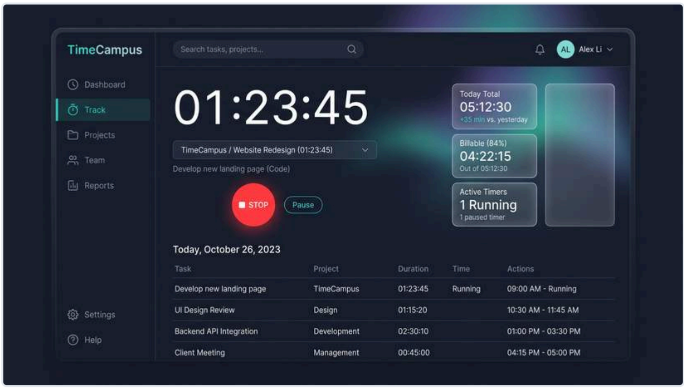
043 Timecampus Templates



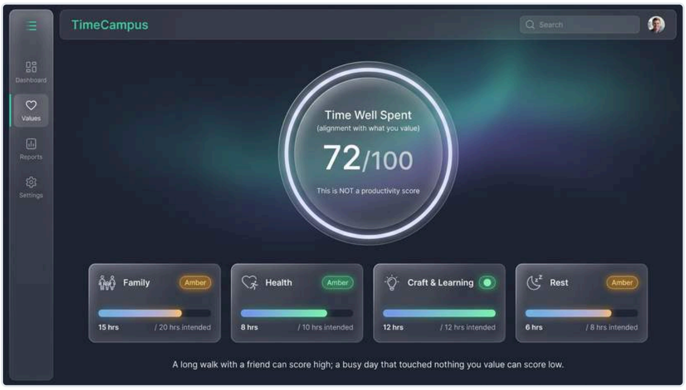
044 Timecampus Time Approval



045 Timecampus Time Entries

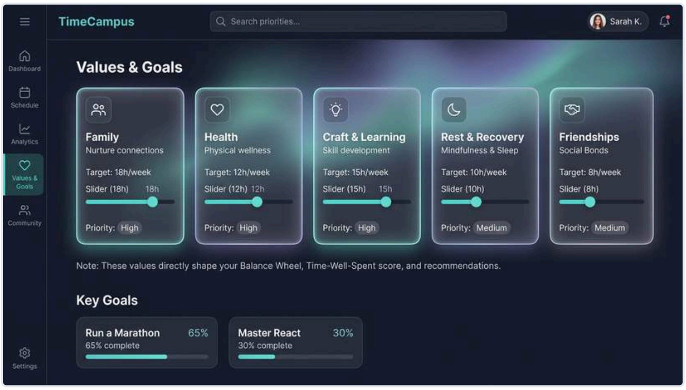


046 Timecampus Time Tracking



047 Timecampus Time Well Spent

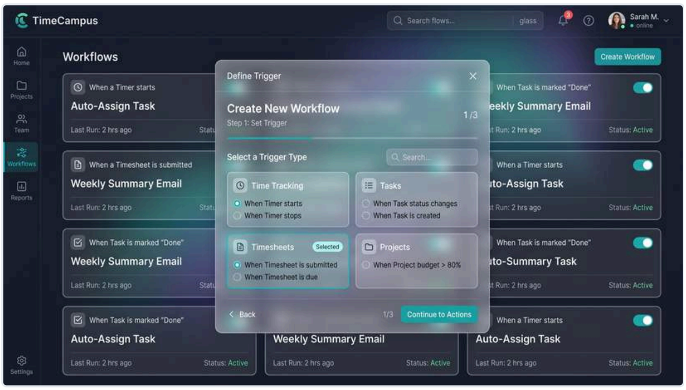
048 Timecampus Timeline



049 Timecampus Values Goals

050 Timecampus Widgets

051 Timecampus Work Patterns



052 Timecampus Workflows

Found someone who needs TimeCampus?

You do not have to become a time-tracking expert to spot this one. If someone complains about rebuilding timesheets from memory, or about a monitoring tool their people hate, that is the opening. Send it to us and we will take it from there.

EMAIL OR CALL

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