



SALES & PARTNER PLAYBOOK

VibeControls

VibeControls gives an engineering team one governed console for every machine, terminal, tunnel and AI assistant it runs.

Agent fleet

Browser terminals

Governed tunnels

BYOK AI hub

Audit built in

VibeControls



PREPARED BY

Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

vibecontrols.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1

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How to use this playbook

Read the cheat sheet before a meeting and this playbook before a serious conversation. The Opportunity Signals and Discovery sections tell you within five minutes whether a prospect is worth introducing; the Objections section carries the honest answers, including the ones about maturity and certification. You do not need to demo or quote — get the conversation to us and we take it from there.

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.

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01 Product Overview

VIBECONTROLS.COM

VibeControls is a control plane for the machines an engineering team develops on. You install a lightweight agent on a laptop, a remote server, a cloud VM or a container host, and that machine appears in a shared workspace with its terminal sessions, project folders, scheduled jobs and plugins visible to whoever is allowed to see them. From the same place you can open a terminal in a browser tab, share it with a colleague, publish a local service on a governed URL, run coding assistants against your own repositories with your own API keys, and read a complete record of who did what. On top of that runtime it layers the beginnings of an Internal Developer Platform: a software catalogue, quality scorecards, reusable templates and self-service action decks. Everything is scoped to a workspace, so permissions, billing and audit come as standard rather than as a later project.

CATEGORY

Developer control plane and Internal Developer Platform, for engineering teams and platform groups that work across more than one environment.

WHERE IT STANDS TODAY

Early access and publicly available. The runtime is the mature part — agents, browser terminals, session sharing, tunnels, sandboxes, the AI hub and the audit trail are all shipped and in daily use internally. The Internal Developer Platform layer is deliberately shallow at this stage: the catalogue, scorecards and templates are real but narrower than a dedicated portal product. Self-serve sign-up runs on the Free plan today; paid plans are quoted and enabled directly while billing catalogue work completes. There are no public reference customers yet.

HOW CUSTOMERS GET IT

Cloud service at vibecontrols.com, with the agent installed on the customer's own machines by a single command or pushed to a remote host over an existing agent's SSH connection. The control plane holds metadata; terminal output, code contents and AI prompts stay on the agent and stream to the browser. Enterprise customers can move to a dedicated single-tenant deployment, or run the VibeControls data plane inside their own private network with customer-managed encryption keys. A fully air-gapped control plane is on the roadmap and is not shipped.

Web app — the full console

Desktop app for macOS, Linux and Windows

iOS and Android apps for monitoring and approvals

Command-line interface with an interactive terminal mode

VS Code extension

Chrome browser extension

MCP server for Claude and other AI agents

Node.js SDK

Python SDK

Community hub at community.vibecontrols.com

02 One-Line Pitch

SAY EXACTLY THIS

"VibeControls gives an engineering team one governed console for every machine, terminal, tunnel and AI assistant it runs."

SHORTER, FOR A CHAT MESSAGE

One governed console for every machine, terminal and AI agent your team runs.

THE CATEGORY SENTENCE

VibeControls is an agent-based developer control plane and Internal Developer Platform for engineering teams working across local, remote and cloud machines.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most engineers work across three or four machines at once — a laptop, a staging box, a cloud VM, a client's server — and the tooling for it is a pile of SSH aliases nobody else can see. VibeControls puts a lightweight agent on each machine and pulls them into one console. Open any terminal in a browser tab, hand control to a colleague, expose a local service on a governed URL, and run your AI assistants under the same permissions and audit trail as everything else. One console, one identity, one log."

IF THEY ARE TECHNICAL

A small agent installs on any laptop, VM, container host or remote server and registers itself with your workspace, so terminal sessions, tunnels, scheduled jobs and AI harnesses run on your own machines rather than on someone else's cloud. Session, tunnel, AI and storage backends sit behind typed interfaces, so tmux can become zellij, or Claude can become a local Ollama model, without touching the workflow around them. Access is checked at the API edge on every operation and every mutation lands in an immutable audit stream.

IF THEY ARE A BUSINESS BUYER

Engineering teams pay a quiet tax for tool sprawl: slow onboarding, tribal knowledge, production access nobody can evidence, and AI assistants running with no review step. VibeControls collapses that into one subscription with every feature on every plan and only capacity scaling by tier — Pro is a flat \$29 per user per month, with lower regional bands. The result is faster onboarding, an auditable record of who did what on which machine, and a review gate in front of high-risk AI actions.

04 Problem We Solve

These are the complaints you will actually hear in the room. If two or three of them come up unprompted, you are in a live opportunity.

Terminals and sessions scattered across machines

Who feels it: Full-stack and backend engineers, anyone with more than one environment

What it costs them: Context switching eats the day, session state is lost on every network drop, and nobody but the owner can see what is running where.

How VibeControls answers it: Every machine runs an agent that registers with the workspace, so its sessions appear in one list. Sessions run on tmux, wezterm, zellij or plain SSH, survive agent restarts and reconnects, and open in a browser tab with copy-paste and keyboard shortcuts intact.

Showing someone a service that only runs on your laptop

Who feels it: Frontend engineers, consultants demoing to clients, anyone waiting on a staging deploy

What it costs them: Reviews queue behind a deploy pipeline, or somebody pastes a random public URL into a chat window that nobody can revoke.

How VibeControls answers it: Tunnels are workspace-owned resources with a provider, a domain, an owner, an expiry and per-hour metering. Publish a local port on a managed subdomain or your own domain, gate it by role, set an expiry, and delete it when the review is done.

Production access with nothing to show an auditor

Who feels it: Platform leads, security and compliance owners, on-call engineers

What it costs them: Post-incident reviews turn into guesswork, and access questionnaires get answered from memory rather than from evidence.

How VibeControls answers it: Access is checked at the API edge on every single operation, and every mutation is written to an immutable audit stream with actor, resource, result and timestamp. Retention is a mandatory seven years — no plan tier and no workspace administrator can shorten it or delete rows.

AI assistants running unreviewed against real repositories

Who feels it: Engineering managers, platform engineers, security leads

What it costs them: A generated migration or a mass refactor executes before anyone with the blast-radius context has seen it, and there is no record of what the assistant touched.

How VibeControls answers it: Plan mode holds high-impact actions and produces a structured plan in a review portal, where a human annotates and approves before anything runs. Generated scripts can be routed into a time-boxed sandbox first, and every AI action is audited under the calling user's identity.

Onboarding that takes a fortnight

Who feels it: Engineering managers and team leads hiring into a complex stack

What it costs them: A new joiner spends their first week chasing environment variables, setup wikis that drifted months ago, and three colleagues for credentials.

How VibeControls answers it: A vibe — a project's home in the workspace — carries the folder path, git remote, encrypted environment variables, documentation, shared sessions and a deck of one-click operations. The new joiner installs the agent, binds their folder to the vibe and inherits the lot.

Every team rebuilding the same operations glue

Who feels it: Platform and DevOps engineers

What it costs them: Scripts, cron jobs and half-documented runbooks accumulate on individual machines and leave with the person who wrote them.

How VibeControls answers it: Terminal backends, tunnel providers, AI providers and storage are all plugins behind typed interfaces, installable onto any agent from the in-app catalogue. Operations become Vibe Deck buttons and Vibe Calendar schedules that belong to the workspace rather than to a laptop.

The service catalogue that stopped being true

Who feels it: Engineering managers and platform leads at 50 engineers and up

What it costs them: The spreadsheet or portal describing services drifts from reality, so impact analysis becomes a chat thread and ownership becomes a guess.

How VibeControls answers it: The catalogue binds typed components to the vibes where work on them actually happens, and the agent already reports what is running on each machine. This layer is honestly early — narrower than a dedicated portal product — but it is fed by live signal rather than manual registration.

Automation that quietly bypasses the platform

Who feels it: DevOps engineers writing deploy scripts and pipeline steps

What it costs them: Hand-rolled API scripts with their own credentials become unaudited side doors around whatever governance exists.

How VibeControls answers it: The command-line interface and the SDKs go through the same gateways, the same permission checks and the same quotas as the web app, and land in the same audit log. Pipeline access uses a revocable API key rather than a personal login.

05 Value Proposition

Five things a prospect can hold on to after the meeting. Each is backed by something shipped, not by a roadmap slide.

The runtime is on their machines, not ours

The agent installs on the customer's own laptops, VMs and servers, so execution, code and prompts stay where they already are. The control plane keeps metadata — which agents exist, which sessions ran, which tunnels opened — and terminal output streams directly to the browser. For a buyer who has already rejected a cloud-only development environment, this is usually the sentence that reopens the conversation.

Evidence: Agents install locally by one command or remotely over an existing agent's SSH connection; the security page states plainly what the control plane does and does not store.

Collaboration without screen share

Any running session can be granted to a named colleague as a viewer or an interactive participant, or shared through a link with an expiry, an optional password and a usage limit. Both people watch the same live terminal buffer rather than a video of it, and control is handed over explicitly with a request-and-accept step so two people never type at once. Revoking the link kills access immediately.

Evidence: Session grants, expiring share links, collaborator lists and control transfer are all shipped, and every share, join and handover is audited.

AI you can put a gate in front of

Coding assistants — Claude, Codex, Gemini, Cursor, OpenRouter, Ollama and any endpoint speaking the OpenAI protocol — run from one workbench with the customer's own keys held on their own agent. Plan mode pauses high-impact actions and produces a reviewable plan; generated scripts can be run in a disposable sandbox before touching a real project. The assistant acts under the calling user's identity, so it can never exceed the permissions of the person who asked.

Evidence: Multi-provider hub, MCP server, plan review portal, per-session autonomy setting and sandboxed execution are all shipped and documented.

Governance that arrives on day one

Because VibeControls is built on a shared platform, single sign-on, fine-grained roles, multi-tenancy, quotas, notifications, tagging and an exportable activity timeline are present from the first login rather than bought later as an enterprise add-on. Six seeded roles cover the platform lead, the platform engineer, the developer, the security lead, the on-call engineer and the auditor.

Evidence: Every query and mutation carries an access-control rule enforced at the gateway; audit retention is a mandatory seven years with tamper-evident batch logging.

Pricing you can explain in one line

Every plan unlocks every feature and every plugin; only capacity changes by tier. Free is genuinely free with no card and no time limit, Pro is a flat \$29 per user per month, and four regional bands mean a team in India, South-East Asia, Latin America or Africa pays a local price rather than a converted one. There is no usage credit to burn and no per-hour compute meter.

Evidence: Published tier table with regional bands; add-ons cover extra agents, storage, sandboxes and support rather than unlocking features.

One product instead of six line items

A comparable stack assembled from separate tools — a developer portal, a cloud development environment, a tunnelling service, an SSH manager, workflow automation and an AI gateway — carries both licence cost and integration cost. VibeControls covers that ground in one subscription with one identity and one audit trail, which is usually the argument that gets a procurement conversation moving.

Evidence: Runtime, collaboration, tunnels, sandboxes, AI orchestration and the catalogue layer ship together on every plan.

06 Ideal Customer Profile

A 10 to 60 person engineering team where each developer works across three or more environments, at least one AI coding assistant is already in daily use, and somebody has started asking who can reach production.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Product engineering teams	5 to 50 engineers	They already feel inconsistent local setups, slow onboarding and knowledge that lives in one person's terminal history. Shared project context, session sharing and one-click operation decks solve a pain they can name without prompting.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Platform and DevOps groups	1 to 10 platform engineers supporting a larger organisation	They manage fleets of staging, production and customer servers with port forwarding, scheduled jobs and runbooks spread over several tools. Fleet topology, governed tunnels and command-line automation map directly onto their week.
Consultancies and digital agencies	3 to 40 people running several client engagements at once	Every client is a separate environment, a separate set of credentials and a separate demo. Workspace isolation, per-project encrypted variables and expiring share links make client separation and client demos routine.
AI-forward engineering organisations	20 to 200 engineers with coding assistants already adopted	They have the tools but not the guardrails. Bring-your-own-key, per-session autonomy limits, plan review and sandboxed execution answer the governance question their security team has already raised.
Regulated and enterprise engineering	50 to 500 plus engineers in finance, healthcare or public sector suppliers	They need single sign-on, role separation, evidence of access and a review step in front of automated change. Be honest here: they will also ask for certifications we do not yet hold, so qualify on whether that is a blocker or a timeline question.
Education and research groups	1 to 30 people per course or lab	Reproducible, shareable environments and per-group isolation suit teaching and shared compute, and the free tier removes the budget conversation entirely.

GEOGRAPHIES

Sold worldwide, with published pricing in four regional bands and local currency support in India. Strongest fit today in India, South-East Asia, the Middle East, the United Kingdom, Europe and North America. Data residency in a customer-chosen region is available on the Enterprise plan.

NOT A FIT — DO NOT CHASE

- A team where everyone works in one environment on one cloud IDE and nobody touches a server — the core pain does not exist.
- An organisation that requires a fully air-gapped, zero-outbound control plane today. Private-network deployment exists; true air-gap does not.
- A procurement process that will not start without SOC 2 Type II or ISO 27001 certificates in hand — those audits are scheduled, not complete.
- Buyers looking for a better terminal emulator. If the brief is keyboard ergonomics and command autocompletion, a dedicated terminal product wins.
- Teams wanting hosted inference billed through us. AI is bring-your-own-key by design; we do not resell model capacity.
- Organisations that want a mature software catalogue as the primary purchase — that layer is deliberately early and a dedicated portal product is deeper today.

07 Buyer Personas

Five people you are likely to meet. Lead with the line that belongs to whoever is in front of you, because each of them cares about a different half of the product.

Platform engineering lead

WHAT THEY WANT

Wants one place that shows every machine the organisation develops on, with consistent access rules and no cluster to babysit.

Open with: If I asked you today which machines can reach staging, how long would it take you to answer with evidence rather than memory?

They will ask: What do I have to run, and what happens when the control plane is unreachable?

WHAT FRUSTRATES THEM

Fleet sprawl, agent version drift, port-forwarding requests arriving by chat message, and no straight answer to who can reach which environment.

DevOps or site reliability engineer

WHAT THEY WANT

Faster incident response, fewer bespoke scripts, and automation that goes through the same governed path as everything else.

Open with: When the pager goes at three in the morning, does the on-call engineer read a runbook or press a button?

They will ask: Can I drive all of this from a script and a pipeline, not just a dashboard?

WHAT FRUSTRATES THEM

Runbooks that live in a wiki nobody opens at three in the morning, scheduled jobs scattered across crontabs, and no shared record of what ran.

Engineering manager or team lead

WHAT THEY WANT

Shorter onboarding, less knowledge trapped in individuals, and visibility into what the team is actually working on.

Open with: How many days does it take a new engineer to run your stack end to end without asking anyone?

They will ask: How much of my team's week does this actually give back?

WHAT FRUSTRATES THEM

New joiners lose a week to setup, project context lives in one person's head, and pairing over screen share is slow and unpleasant.

Security or compliance lead

WHAT THEY WANT

Evidence of who accessed what, a review step in front of risky change, and secrets that never sit in plain text.

Open with: What sits between an AI assistant proposing a database migration and that migration running on a real machine?

They will ask: Where does the data live, who can see it, and what certifications do you hold?

WHAT FRUSTRATES THEM

Access questionnaires answered from memory, AI assistants operating with no approval gate, and audit logs that a plan tier can quietly truncate.

Founder or CTO at a small company

WHAT THEY WANT

One tool that covers ground currently split across several subscriptions, without hiring anyone to run it.

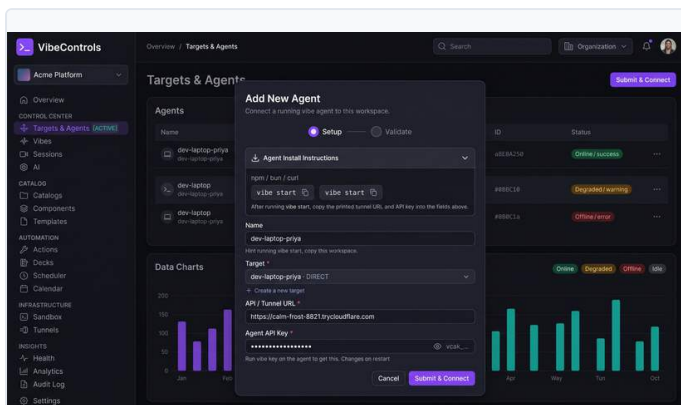
Open with: How many separate subscriptions are between your laptop and your production box right now?

They will ask: What does this replace, and what does it cost when we double the team?

WHAT FRUSTRATES THEM

Tool sprawl at a stage where nobody has time to integrate anything, and a growing bill for products that each solve one slice.

Fourteen situations drawn from the product's own documented use cases. Read them for the language a prospect will recognise; you do not need to remember all of them.



ANY DEVELOPER, ON THEIR OWN LAPTOP

A machine under control in about a minute

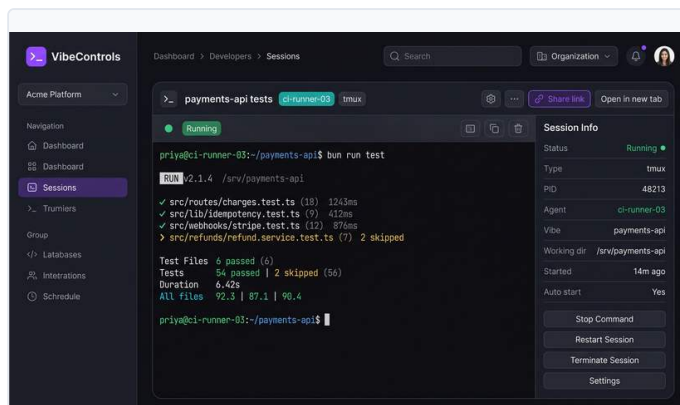
THE SITUATION

The machine is a tangle of terminal windows, shell history and half-remembered SSH aliases, and nothing about it is visible to anyone else on the team.

WHAT HAPPENS WITH VIBECONTROLS

One install command, then start the agent. It prints a URL and a key, which go into Add Agent in the console. The laptop appears as a live agent with a health heartbeat, a plugin inventory and a terminal reachable from any browser tab. An autostart option keeps it running across reboots.

A personal machine becomes a governed node in a shared workspace, without changing how the developer works on it.



DEVELOPERS AND ON-CALL ENGINEERS AWAY FROM THEIR USUAL SETUP

Any machine's terminal in a browser tab

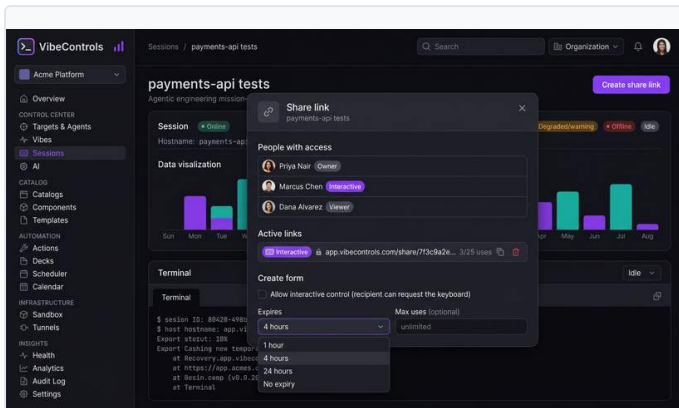
THE SITUATION

You need a log on the staging box, but the SSH configuration lives on a machine you are not sitting at, or you are on a borrowed laptop with nothing installed.

WHAT HAPPENS WITH VIBECONTROLS

Every session on every registered agent has a browser URL. Click through and a full interactive terminal opens — copy-paste intact, keyboard shortcuts working, split panes preserved by the tmux, zellij or wezterm provider underneath. Close the tab and the session keeps running.

The phrase "first, SSH into the box" disappears from every runbook you own.



REMOTE TEAM LEADS, REVIEWERS, ANYONE DEBUGGING WITH A COLLEAGUE

Pair on a live session from a link

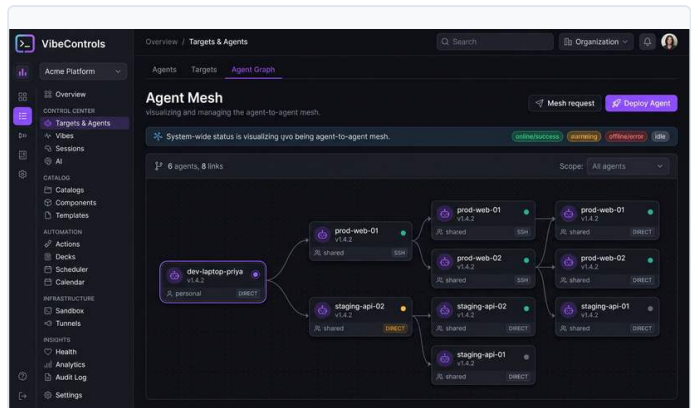
THE SITUATION

Pairing happens over screen share, which lags, compresses badly and costs thirty seconds every time somebody says scroll up. Giving a colleague real access for two minutes is far too much ceremony.

WHAT HAPPENS WITH VIBECONTROLS

Open the share dialogue on a running session. Grant a named colleague viewer or interactive access, or mint a link with an expiry, an optional password and a usage limit. They join the same live buffer, ask for control with a button, and you hand it over. Revoke and the link stops working immediately.

Debugging together stops being a video call and becomes two people in the same terminal.



PLATFORM ENGINEERS RUNNING A MIXED FLEET

See which machine can reach which

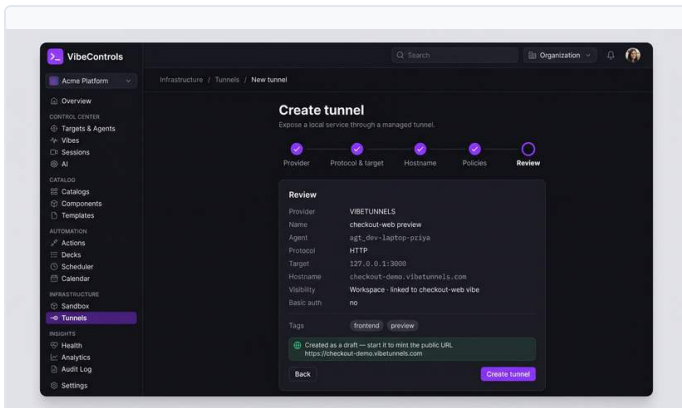
THE SITUATION

Machines are spread across a private network, a cloud provider, a home connection and a contractor's laptop, and "can this one reach that one" gets answered by connecting around and hoping.

WHAT HAPPENS WITH VIBECONTROLS

The Agent Graph plots every target and agent as a node, with edges for the peer links that have been granted between them, and node status following agent health. From a node you can route a request through the mesh, and the platform works out the hop path.

During an incident you learn in seconds whether the problem is the agent, the path or the service.



FRONTEND ENGINEERS, CONSULTANTS SHOWING WORK TO A CLIENT

A public URL for a local service, with an expiry on it

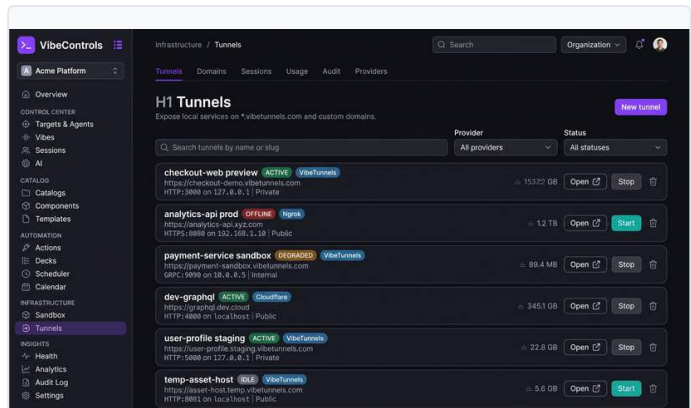
THE SITUATION

A designer or a client needs to see work in progress, and the only routes available are a staging deployment that takes an hour or an untracked public URL pasted into chat.

WHAT HAPPENS WITH VIBECONTROLS

Open the tunnel wizard, pick the port, choose a provider and an expiry. You get a managed subdomain, or your own registered domain, over HTTPS. Access is gated by workspace role, starts and active hours are metered, and deleting the tunnel kills the URL.

Review happens against the actual running service, and the link expires by itself rather than living forever.



DATABASE ADMINISTRATORS AND BACKEND ENGINEERS

Point a database client at a remote database

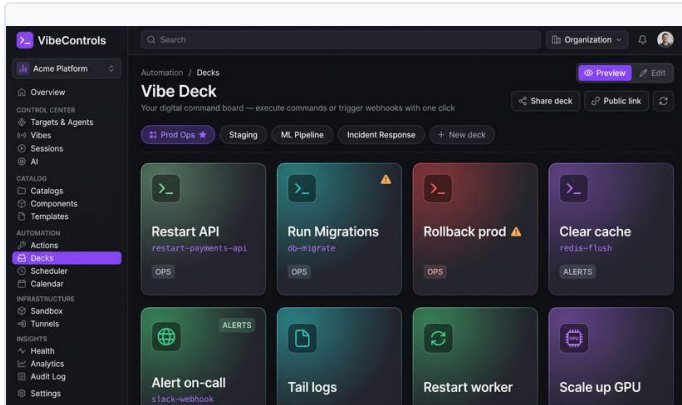
THE SITUATION

Database tools expect localhost. Reaching a remote database means opening a port to the world, standing up a VPN, or maintaining an SSH tunnel configuration by hand.

WHAT HAPPENS WITH VIBECONTROLS

Register the database host as a target, install an agent on it, and create a raw-TCP tunnel. The workspace returns a host and port; the desktop database client connects to it as though the database were local. The tunnel is listed, owned, metered and deletable like any other resource.

Non-web services get the same governed, revocable access path as everything else.



ON-CALL AND SUPPORT ENGINEERS

A deck of buttons for the three in the morning call

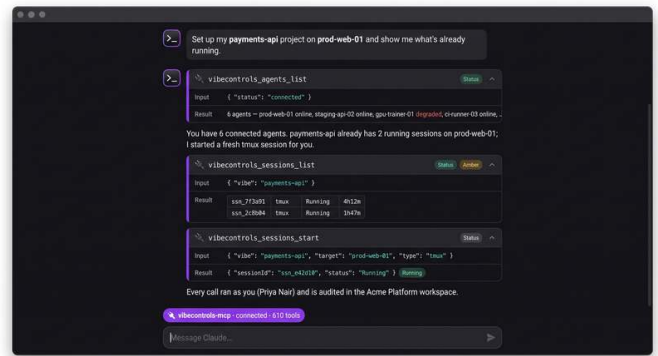
THE SITUATION

An incident starts and the first minutes go on finding the restart command in a document that may or may not have been updated since the last infrastructure change.

WHAT HAPPENS WITH VIBECONTROLS

During calm hours the team builds a Vibe Deck: a grid of buttons for commands, scripts and webhooks, each bound to a specific agent. Output streams back live. The deck can be shared across the team, so every on-call engineer has the same runbook regardless of who carries the pager.

Response becomes consistent and fast, and every press is recorded with actor, target and result.



DEVELOPERS ALREADY USING CLAUDE, OR ANY MCP-COMPATIBLE ASSISTANT

Ask an AI agent to drive the environment

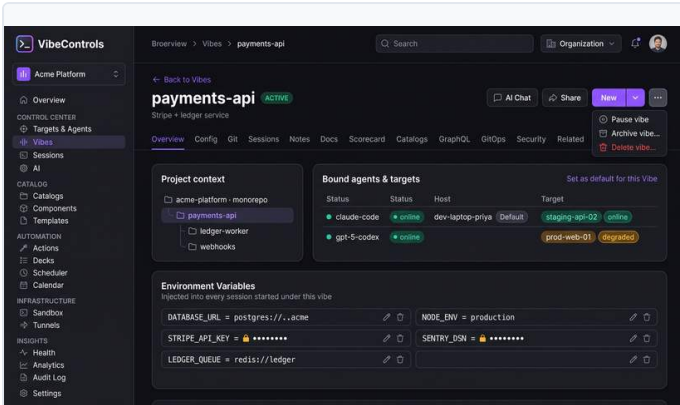
THE SITUATION

The assistant can write the code but cannot touch the environment that runs it, so the developer becomes a manual relay between the two.

WHAT HAPPENS WITH VIBECONTROLS

Add the VibeControls MCP server to the assistant's configuration and authenticate once through a device-code flow. The assistant can then start sessions, create and delete tunnels, manage vibes, run deck actions and query the audit log — through the same permission checks and quotas as a human, and recorded the same way.

The assistant that writes the code can also operate the environment, without a second, ungoverned access path.



ENGINEERING MANAGERS ONBOARDING A NEW JOINER

A project's context in one place

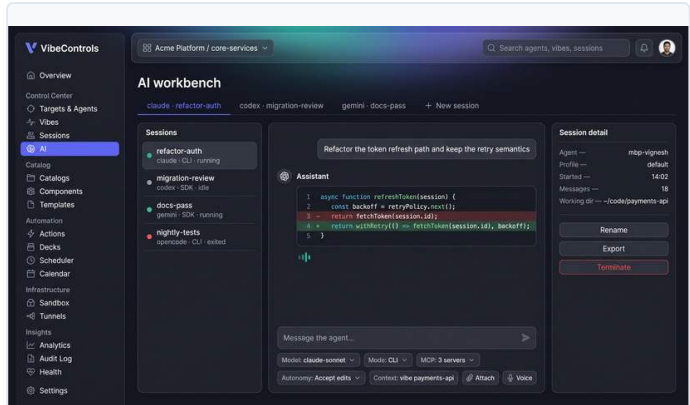
THE SITUATION

Week one is spent hunting the environment file, working out which session to attach to, reading a setup page that drifted months ago and asking three people for credentials.

WHAT HAPPENS WITH VIBECONTROLS

A vibe — the project's home in the workspace — holds the folder path, the git remote, encrypted environment variables, notes, a documentation site, the team's active sessions and the deck of common operations. The new joiner installs the agent, binds their folder to the vibe and inherits all of it. Child vibes override only what differs from the parent.

Onboarding becomes install, bind, start — and the source of truth stops being a document that drifts.



DEVELOPERS RUNNING MORE THAN ONE AI HARNESS

Every coding assistant in one workbench

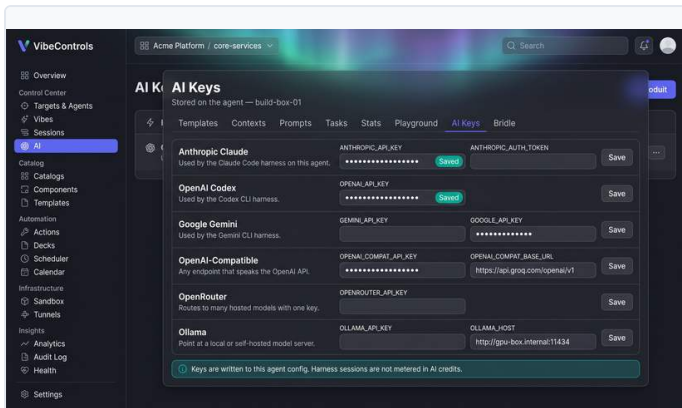
THE SITUATION

Each assistant keeps its own configuration, its own authentication and its own session history in a different directory, so running three across two machines means holding six mental models at once.

WHAT HAPPENS WITH VIBECONTROLS

Install the AI orchestrator plugin on an agent, then add provider plugins for the harnesses you want. A tabbed console keeps several live sessions on several machines open side by side, with per-turn control over the model, the working directory, which MCP servers the session may reach, and how much autonomy it gets.

One console, one history and one set of controls across every assistant the team uses.



PLATFORM ENGINEERS AND SECURITY LEADS

Model keys that never leave the machine

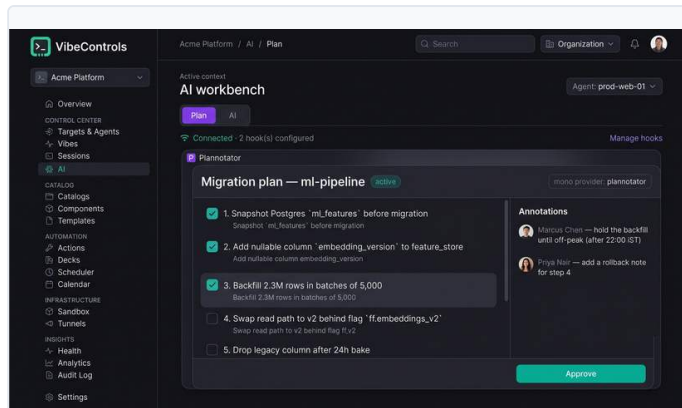
THE SITUATION

Most assistant tooling either asks for the provider key or quietly resells inference through its own account, so prompts and spend route through somebody else's infrastructure.

WHAT HAPPENS WITH VIBECONTROLS

Provider credentials are entered into the agent's own configuration, one row per provider, write-only once saved. A generic slot accepts any endpoint that speaks the OpenAI protocol, including a self-hosted one, and a local model server is a normal choice in the model picker rather than a workaround.

The customer keeps the key, the bill and the prompts, and can point at exactly where each of them lives.



PLATFORM ENGINEERS AND SECURITY LEADS IN CHANGE-CONTROLLED TEAMS

Approve the plan before the AI executes it

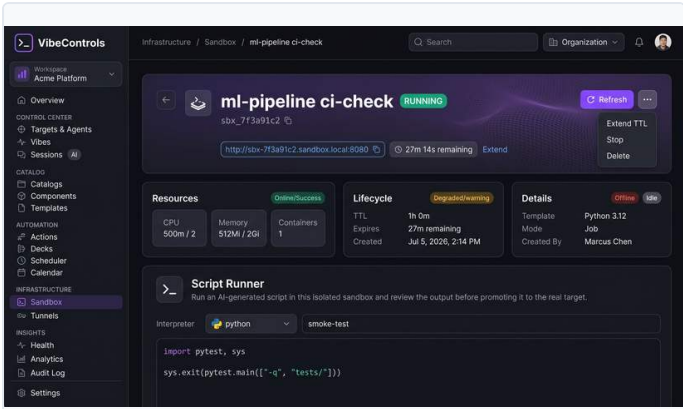
THE SITUATION

An assistant is about to drop a column, rename a widely imported function, or change a network rule — faster than the person who should have reviewed it can read what it intends to do.

WHAT HAPPENS WITH VIBECONTROLS

Plan mode holds any action above a blast-radius threshold and produces a structured plan: what it intends to do, what will change, what it expects to happen. The plan opens in a separate review portal where a human annotates and approves or rejects. An idle watchdog cancels stale plans, and the whole exchange is audited.

AI speed with a human checkpoint, and a record showing who approved what.



DEVELOPERS ACCEPTING OUTPUT FROM AN ASSISTANT

Run generated code somewhere disposable first

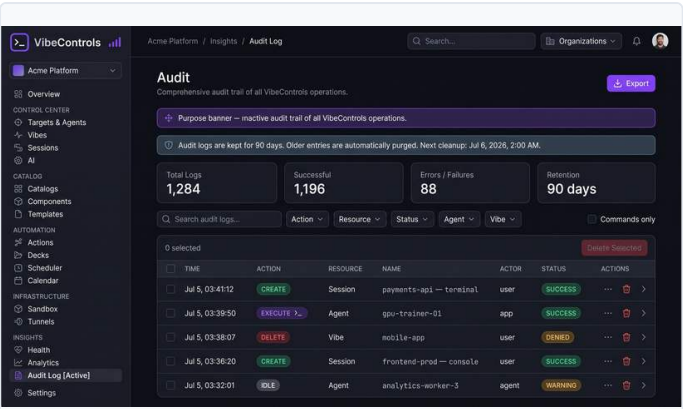
THE SITUATION

Generated scripts are usually mostly right and occasionally badly wrong, and you cannot tell which without running one — on a real machine, with real consequences.

WHAT HAPPENS WITH VIBECONTROLS

Send the script to a workspace sandbox: an isolated environment with a time limit, resource limits, controlled network egress and bound secrets. It runs, captures output, and stops. The working directory can be exported into workspace file storage on stop, and both the sandbox run and the eventual real run sit in the same audit record.

Generated code is tested somewhere that cannot reach anything important before it goes near a project.



ENGINEERING MANAGERS, AUDITORS, ANYONE WRITING A POST-INCIDENT REVIEW

Answer "who did that, and when" in seconds

THE SITUATION

The review says somebody restarted the service. Nobody can say who, from where, with what result, or whether it worked.

WHAT HAPPENS WITH VIBECONTROLS

Session starts and stops, deck executions, configuration changes, webhook dispatches and scheduled runs are all captured with actor type, actor identity, target resource, result and timestamp. Filter by person, by resource or by time; export as CSV or JSON. Retention is a mandatory seven years that no plan tier or administrator can shorten.

Investigations that used to take an afternoon of log-digging take a search box and a filter.

09 Product Capabilities

What is shipped, what is being built and what is committed. Anything not marked shipped should be described to a prospect as future, not present.

Machines and agents

The foundation — every machine the team develops on becomes a managed, observable node.

Local and remote targets

Register a local machine or an SSH-reachable host; SSH hosts can be discovered from an existing configuration file.

Remote agent install

Push and register an agent onto a remote host over an existing agent's connection, including autostart configuration. No manual binary upload.

Health monitoring and lifecycle

Continuous heartbeat with last-seen status; start, stop, restart and force-kill an agent from the console.

Agent Graph

Live topology of targets, agents, granted peer links and active sessions, with health reflected on each node.

Agent mesh routing

Route a command or API call from a root agent to a destination agent across the granted mesh path.

Multiple agents per machine

Run isolated agent instances on the same host, each with its own name, plugin inventory and encrypted local state.

Per-agent configuration

Versioned configuration editing per agent, plus per-agent plugin install, enable, disable, remove and health check.

Terminals and collaboration

Sessions as first-class, shareable, auditable objects rather than something living on one person's machine.

Multi-provider sessions

Start sessions on tmux, wezterm, zellij, plain SSH or a custom runner, chosen per session.

Browser-native terminals

Open any session in a browser tab with full interactivity; sessions persist across agent restarts and network drops.

Named session grants

Share with specific workspace members as viewer or interactive participant.

Expiring share links

Password-protectable links with expiry and usage limits for people outside the immediate team.

Control handoff

Explicit request-and-accept transfer of the keyboard, with automatic reversion if the holder disconnects.

Replay and export

Replay session logs and export transcripts for review or record-keeping.

Tunnels and remote access

Governed, metered network paths in place of ad-hoc public URLs.

Cloudflare tunnel provider

Publish an HTTP service on a managed HTTPS URL with no infrastructure of your own.

Managed and custom domains

Reserve a managed subdomain or register your own domain to the workspace for tunnel endpoints.

Raw TCP tunnelling

Forward non-HTTP services such as databases, caches and message queues through a tunnel endpoint.

Role gating, expiry and metering

Tunnels carry an owner, an expiry, access rules and per-hour usage metering that feeds quotas and billing.

Browser code editor

A full code editor served through the agent over a tunnel, for editing on a machine you are not sitting at.

AI orchestration, governed

Assistants run under the same identity, permissions and audit as people — with the customer's own keys.

Multi-provider hub

Named providers include Claude, Codex, Gemini, Cursor, OpenRouter, Ollama and MiniMax, plus any endpoint speaking the OpenAI protocol.

Bring your own key

Provider credentials live in the agent's own configuration. Inference is never resold and prompts are never used for training.

MCP server

Exposes VibeControls tools, resources and prompts to Claude and any MCP-compatible agent, authenticated by device code.

Plan mode and review portal

High-impact actions produce a structured plan that a human annotates and approves before execution; an idle watchdog cancels stale plans.

Per-session autonomy

Set how much latitude an assistant gets per session, including a local-only execution gate.

Contexts, prompt library and queue

Per-project AI contexts, a workspace prompt library and a task queue with status, logs and token and latency statistics.

Scoped context links for external tools

A project can mint signed, expiring, revocable URLs exposing a curated context bundle to an external assistant, with every fetch audited.

AI Builder in progress

Describe a plugin or action in plain language and have the scaffold, handlers and a test sandbox generated for you. Being finished; do not promise it as present.

Project context and automation

Where a project's environment, documentation and routine operations live together.

Vibes

A project's home: folder path, git remote, tags, notes and nesting for monorepos or product suites.

Encrypted environment variables

Per-project variables, with secret values encrypted at rest and never shown again after saving; children inherit from parents.

Vibe Deck

A grid of one-click buttons for commands, scripts and webhooks, each bound to a chosen machine, with live output.

Vibe Calendar

Scheduled tasks that run on the agent, with run history and logs.

Webhooks

Inbound and outbound event subscriptions with signed delivery, retry with backoff, and test and replay of failed deliveries.

Documentation sites and notes

Per-project documentation with multiple pages, revision history and a background builder, embedded in the project view.

Sandboxes and safe execution

Somewhere disposable for generated code, plugin builds and untrusted automation to run.

Sandbox lifecycle

Create, start, stop, extend, snapshot and destroy isolated environments scoped to the workspace, with a time limit and resource limits.

Templates and profiles

Versioned templates for common stacks, with configurable sizing, environment, allowed egress and secret binding.

Export to file storage

Capture a sandbox's working directory into workspace file storage on stop, into a chosen folder.

Reproducible runs

Each sandbox stores its template version, profile snapshot and resolved configuration so a run can be reconstructed later.

Pluggable compute backend

A managed runtime is provided out of the box; the same interface accepts a customer's own compute.

Catalogue, standards and security

The Internal Developer Platform layer. Real, useful, and honestly narrower than a dedicated portal product today.

Software catalogue and components in progress

Typed components with owners, lifecycle state, documentation and dependencies, bound to the projects where work happens. Around fifteen entity types today; broader typed coverage is being built.

Templates and scaffolding in progress

A gallery of reusable scaffolds for new components and projects. The action and hook surface around them is still being widened.

Scorecards in progress

Weighted checks across production readiness, security baseline and documentation freshness, with Bronze, Silver and Gold tiers. Check coverage is expanding.

Security scans and findings

Run staged scans on a project or an agent, then triage findings through open, fixed, accepted, false positive and suppressed states with time-boxed, documented exceptions.

Software bill of materials

Generate and attach a bill of materials to a build or sandbox run and export it from the catalogue.

Connector framework planned

Continuous synchronisation from version control, pipelines, cloud accounts and observability tools into the catalogue.

Pipeline and delivery metrics planned

Build and deploy state on every entity, plus deployment frequency, lead time and failure-rate reporting.

Access, audit and surfaces

Governance and reach, inherited from the wider platform rather than bolted on later.

Single sign-on

OIDC single sign-on for any compliant identity provider, with device-code login for command-line tools and editors.

Seeded roles

Six workspace roles covering the platform lead, platform engineer, developer, security lead, on-call engineer and auditor, seeded automatically into every workspace.

Immutable audit trail

Every mutation captured with actor, resource, result and timestamp, retained for seven years with tamper-evident batch logging, exportable as CSV or JSON.

Quotas enforced at the action

Limits on agents, storage, sessions, tunnels, AI sessions and API calls are checked before the action, with a warning at eighty per cent and a block at the limit.

Full client surface

Web, desktop, command line, VS Code, Chrome, MCP server and Node and Python SDKs, all on one workspace identity.

Mobile apps in progress

iOS and Android builds for session monitoring and approvals, moving through store listing.

Third-party plugin marketplace planned

Independent publishers, paid plugins with revenue share and a formal review workflow. The plugin SDK and the in-app catalogue exist; the open marketplace does not.

SIEM streaming export planned

Continuous streaming of the audit trail into a customer's security monitoring platform.

10 Pricing & Plans

Quota-based, not feature-gated: every plan unlocks every feature and every plugin, and only capacity scales by tier — agents, storage, sessions, tunnels, AI sessions per day, API allowance, seats and service level. Prices below are the published Band A list, which covers the United States, Europe, the United Kingdom, Japan, Korea, Australia, Canada and Singapore; three lower bands apply elsewhere, with local pricing in India. AI is bring-your-own-key, so model spend sits with the customer's provider and never appears on our invoice. Never quote a figure yourself — send the opportunity to us and we issue the quote.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 Forever, no card required	Individuals trying the product properly rather than on a countdown	1 agent; 1 workspace, 5 projects; 3 active sessions with a 2-hour timeout; 1 SSH target, 1 tunnel; 500 MB shared storage; 5 AI sessions per day, bring your own key; 7-day analytics retention; Community support plus 1 ticket a month
Hobby	\$9/user/mo \$7/user/mo billed annually; ₹299/user/mo in India	Solo developers and side projects that outgrew one agent	5 agents; 1 workspace, 10 projects; 10 active sessions with a 4-hour timeout; 2 tunnels; 5 GB shared storage; 25 AI sessions per day; 1,000 API requests a day; Community support plus 2 tickets a month
Pro	\$29/user/mo \$24/user/mo billed annually; ₹749/user/mo in India	Power users running several environments at once	20 agents; 3 workspaces, 50 projects; 100 active sessions, no duration limit; 50 SSH targets, 25 tunnels; 25 GB shared storage; 100 AI sessions per day; 10,000 API requests a day; Priority support under 24 hours
Team	\$29/user/mo annual Annual only, minimum 5 seats; \$35/user/mo monthly list anchor; ₹749/user/mo in India	Teams of five or more sharing environments and pooled capacity	5 to 100 paid seats plus 25 guests; 100 pooled agents; 25 workspaces, 500 projects; 500 pooled sessions, 250 tunnels; 500 GB pooled storage; 1,000 pooled AI sessions per day; 99.9% service level; Priority support under 8 hours
Enterprise	From \$60/user/mo list; \$45/user/mo annual at 50+ seats Annual contract; lower floors apply in other regional bands	Large or regulated organisations needing governance and deployment choice	Unlimited users and guests; Contracted workspace, project and agent capacity; Enforced single sign-on and user provisioning; Data residency in a chosen region; Customer-managed encryption keys; Dedicated tenant or private-network deployment; Named customer success contact with tiered response times; 99.95% service level or better

Add-ons

ADD-ON	PRICE
Extra agents, 15 pack	\$19/mo
Extra storage, 200 GB	\$39/mo
Extra API requests, 50,000 a day	\$15/mo
Extra sessions, 200 pack	\$19/mo
AI Pro	\$20/mo
Sandbox Team	\$29/mo
Dedicated tunnel	\$19/mo

ADD-ON	PRICE
Audit Standard	\$9/mo
Support retainer, 10 hours a month	\$2,500/mo
Custom plugin, standard build	\$15,000

WHAT TO TELL A PROSPECT ABOUT PRICE

- Four regional bands are published openly rather than negotiated. Band B is roughly two-thirds of Band A, Band C around half, and Band D — India, Bangladesh, Pakistan, Nigeria, Kenya, Egypt — around a third, with local currency checkout in India.
- Upgrades take effect immediately and are prorated; downgrades take effect at the end of the current period. Team is annual only with a five-seat minimum.
- There is a 30-day money-back guarantee on a customer's first paid transaction. Enterprise refunds follow the contract.
- Quotas warn at eighty per cent and block at the limit. Nothing is billed silently in the background.
- Model inference is never on our invoice. The customer supplies the API key and pays their own provider, which is usually the point that reassures a finance reviewer.
- Add-ons are available on Pro, Team and Enterprise. Free users upgrade first.

11 Competitive Landscape

Six alternatives you will actually hear named. Each row includes a real concession — use it. A comparison where the competitor never wins is the fastest way to lose a technical buyer's trust.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Warp	An AI-native terminal application with cloud agents, strong keyboard ergonomics and a live multiplayer experience.	The day-to-day command-line experience is better, the live collaboration presentation is richer today, the brand is far more widely adopted, and Warp already holds SOC 2 Type II.	Warp has no software catalogue, no scorecards and no tunnel primitive, and its cloud agents run on Warp's own infrastructure by default. VibeControls agents run on the customer's targets, tunnels are governed and metered workspace resources, mobile is native, and Pro is a flat \$29 rather than credit-based spend that scales with use.
Termius	A polished cross-platform SSH client with an encrypted credential vault and team sharing.	The native mobile and tablet SSH experience is excellent for pure server administration, peer-to-peer session sharing starts quickly, individual entry pricing is lower, and it supports protocols we do not — Telnet, Serial and Mosh.	Termius stores credentials; it has no agent runtime, no fleet topology, no AI orchestration, no sandboxes and no plugin model. VibeControls turns each machine into a managed node and adds project context, governed tunnels, automation and audit around the sessions.
Backstage	The leading open-source Internal Developer Portal framework, widely adopted by large platform teams.	The software catalogue is considerably more mature than ours, documentation-as-code and the scaffolder are proven, the open-source plugin community is by far the largest, and the licence costs nothing if you have engineering capacity to run it.	Backstage is a portal with no execution layer — no agents, sessions, tunnels or sandboxes without substantial custom work — and running it typically consumes one to three full-time engineers. VibeControls is a managed service with the runtime included and a first agent live in minutes rather than weeks.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Port	A well-built commercial Internal Developer Portal with a flexible catalogue, scorecards and self-service actions.	The catalogue is more mature than ours, scorecards and improvement campaigns are purpose-built, the self-service action framework is deeper for portal-centric workflows, and the free tier covers up to fifteen seats, which is generous for evaluation.	Port stops at the portal. It has no agent runtime, no terminal sessions and no tunnels, and it is web only. VibeControls starts on the machines and brings governance with it, adds a bring-your-own-key AI hub for coding assistants, and publishes a lower per-seat price with regional bands.
GitHub Codespaces	A GitHub-native cloud development environment billed by compute hour and storage.	GitHub integration is naturally tighter, the editor extension ecosystem is much larger, occasional light usage genuinely costs less on a per-hour meter, and it carries formal compliance certifications today.	Codespaces is cloud only and tied to GitHub. VibeControls works on local, remote and cloud targets, works with any git provider, prices flat per seat rather than per compute hour, and adds tunnels, an initial platform layer and bring-your-own-key AI. For a team using four-core environments full time, the flat rate is the cheaper shape.
Coder	An open-source, self-hosted platform for provisioning standardised cloud development workspaces.	Customers keep complete control of infrastructure and data residency by default, the open-source core can be audited and extended freely, the JetBrains and editor integrations are deeper, and it is purpose-built for large-scale standardised workspaces.	Coder centres on provisioned cloud workspaces and commonly expects a container orchestration platform underneath. VibeControls runs on laptops as readily as cloud hosts, needs no cluster, treats browser terminal sessions as a first-class object rather than an editor convenience, ships native mobile, and includes the AI hub and catalogue layer in the same subscription.

THE POSITIONING LINE TO HOLD

Portals describe the estate and terminals operate one machine — VibeControls is the layer that does both, because the agent is already on the machine.

12 Why Us / Differentiators

If a prospect remembers only a few things, make it these. Each one is something a competitor would need to rebuild rather than reprice.

It starts on the machine, not in the portal

Every catalogue-first product asks somebody to declare reality into a portal, and reality then drifts. VibeControls begins with an agent that already knows which sessions are running, which projects exist and which machines are reachable, and builds governance outward from that live signal.

Three markets in one subscription

Terminal and session control, an Internal Developer Platform layer, and governed environment access with tunnelling are usually three purchases from three vendors. Nothing else covers all three today, which is what makes the consolidation argument land in a budget conversation.

Everything is a plugin behind a typed interface

The agent never calls a concrete tool directly. Terminals, tunnels, AI providers, storage, plan review and security checks all sit behind interfaces, so switching from tmux to zellij, or from a hosted model to a local one, is configuration rather than a migration. Anyone can publish a provider for an existing interface.

AI held to the same rules as people

Assistants act under the calling user's identity through a delegated grant, so they cannot exceed the permissions of whoever asked. Plan mode adds a human checkpoint before high-impact actions, sandboxes contain generated code, and every action appears in the same audit trail as a human one.

The customer keeps the keys and the bill

Model credentials live on the customer's own agent, prompts are never used for training, and inference is never resold. For a security reviewer, that removes an entire class of question about where prompts and code go.

Reach across every surface on one identity

Web, desktop, iOS, Android, command line, VS Code, Chrome, an MCP server and Node and Python SDKs all authenticate the same way against the same workspace. Automation goes through the same permission checks and the same audit log as the console, so there is no ungoverned side door.

Pricing that does not punish success

Every feature is on every plan and only capacity scales, so nobody is upsold to unlock a checkbox. Four published regional bands mean teams outside high-income markets pay a local price rather than a converted one, and there are no usage credits to burn through mid-month.

13 Customer Proof & Credibility

There are no customer references to lean on yet, so credibility has to come from depth and from candour. Show the product, show the security posture, show what is honestly unfinished — a vendor who volunteers their gaps is easier to trust than one who has none.

DEPTH OF WHAT IS ACTUALLY BUILT

Twenty-seven documented use cases, of which twenty-four are shipped end to end and three are partial. The plugin model, agent fleet, sessions, tunnels, sandboxes, AI hub and audit trail are all in daily internal use.

SECURITY POSTURE YOU CAN READ

Secrets encrypted at rest with authenticated encryption, transport secured end to end, access checked at the gateway on every operation, and an audit trail with a mandatory seven-year floor that no plan tier or administrator can shorten.

OPEN AGENT AND PLUGINS

The agent that runs on the customer's machines is open source, as are the plugins. A security reviewer can read the code that will sit on their fleet, pin versions at install time, and write their own providers with the published SDK.

GOVERNANCE INHERITED, NOT RETROFITTED

Single sign-on, six seeded roles, multi-tenancy, quotas, notifications and an exportable activity timeline arrive with the first login. Most tools at this stage sell these as an enterprise upgrade later.

SECURITY BUILT INTO THE WORKFLOW

Scans, findings, time-boxed exceptions and evidence are first-class objects in the workspace, run through the same plugin model as everything else, so security signal is attached to ownership rather than buried in a build log.

PRICING PUBLISHED IN FULL

Every tier, every quota, every add-on and all four regional bands are written down. Nothing about the commercial model requires a discovery call to discover.

DEPLOYMENT OPTIONS FOR CAUTIOUS BUYERS

Beyond the shared service, Enterprise customers can take a dedicated tenant, or run the data plane inside their own private network with customer-managed keys.

Be straight about this. VibeControls is early. It is in public early access, there are no reference customers, no published usage figures and no logos, and you should never imply otherwise. We hold no security certifications today: controls are designed against SOC 2 and ISO 27001 criteria with audits scheduled, and a third-party penetration test is planned rather than completed. Self-serve sign-up currently runs on the Free plan while paid billing catalogue work completes, so paid plans are quoted and enabled directly. The Internal Developer Platform layer — catalogue, scorecards, templates — is genuinely available but deliberately shallow next to a dedicated portal product, and the third-party plugin marketplace and streaming audit export are not shipped. What a prospect should weigh instead is the depth of the runtime, the

honesty of the roadmap labelling, how much direct access they get to the people building it at this stage, and the fact that switching away costs them nothing but the agent uninstall.

14 Demo Information

You are not expected to demo. If a prospect wants to see it, book the call — but knowing the shape of the walkthrough helps you set expectations and spot which part will matter to them.

HOW TO GET A DEMO

Anyone can sign up on the Free plan at app.vibecontrols.com with no card and no time limit, install the agent on their own laptop and try the core flows in about ten minutes. For a guided walkthrough tailored to their stack, book time with Vignesh T.V. at <https://calendly.com/vignesh-burdenoff/1-1>.

Runs about Thirty minutes for the guided version; the self-serve first-agent flow takes under ten.

WHERE TO LOOK

- **Product website** — <https://vibecontrols.com>
- **Sign up and use the app** — <https://app.vibecontrols.com>
- **Documentation** — <https://docs.vibecontrols.com>
- **Security and compliance posture** — <https://vibecontrols.com/security>
- **Book a guided walkthrough** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 An empty workspace, then one install command on a laptop**

Nothing exists yet. One command, and this machine is about to become a governed node — no configuration files, no manual key exchange.
- 2 The agent appearing live with health, version and plugin inventory**

That is the whole onboarding. The heartbeat, the plugin list and the terminal are all there, and this machine is now visible to whoever your roles allow.
- 3 Opening a terminal in a browser tab and sharing it by link**

Same live buffer, not a video of it. Your colleague joins read-only, asks for control, and you hand over the keyboard. Revoke the link and it dies instantly.
- 4 The Agent Graph with several machines and their granted links**

This is the answer to "can this machine reach that one", kept live rather than rediscovered during an incident.
- 5 Creating a tunnel on a local port with an expiry**

A real URL for a real running service, gated by role, metered by the hour, and gone when the expiry passes. Nobody has to remember to clean it up.
- 6 Running a coding assistant in the AI workbench with the customer's own key**

Your key, on your machine, against your repository. We never see the prompt and we never bill you for the tokens.
- 7 Plan mode holding a high-impact action for review**

Here is the checkpoint your security team asks for. The assistant proposes, a human reads and approves, and both halves are recorded.
- 8 The audit view filtered to one person and one afternoon**

Actor, resource, result, timestamp. Seven-year retention, and no administrator can shorten it — which is the answer to most of the access questionnaire.
- 9 The pricing page with regional bands**

Every feature on every plan. Only capacity moves, and the band you are billed in is your market's normal price rather than a discount you had to ask for.

15 Sales Talking Points

Nine lines that hold up under questioning. Use them as written; each one is defensible if a prospect pushes back.

The agent runs on your machines, and it is open source.

It removes the two biggest objections in one sentence — where does execution happen, and what is that thing you want me to install.

Every feature is on every plan. Only capacity scales.

It closes down the whole "which tier do I need for X" conversation and makes the free tier a genuine evaluation rather than a teaser.

Your model keys stay on your machine and we never resell inference.

AI spend and prompt handling are now standard security-review questions. Answering both without hedging changes the tone of the meeting.

Access is checked on every operation and audit retention is seven years, immutable.

It converts a vague governance claim into a specific, checkable one, which is exactly what a compliance reviewer is listening for.

There is a human approval step in front of high-impact AI actions.

Most teams have adopted assistants faster than they have adopted guardrails, and they know it.

Nothing to host, no cluster to run, first machine live in a minute.

It is the sharpest contrast against the open-source portal option, which costs nothing in licence and a great deal in staffing.

One subscription covers ground you are currently buying from several vendors.

It reframes the purchase from new spend to consolidation, which is the only framing that survives a tight budget.

Regional pricing is published, not negotiated.

In India, South-East Asia, Latin America and Africa this is often the deciding factor, and being open about it builds trust immediately.

We are early, we hold no certifications yet, and here is exactly what is unfinished.

Volunteering the gap before it is discovered is the single most effective trust move available to a pre-launch product.

The objections in a prospect's own words, with answers you can say out loud. Never invent a fact to get past one of these — hand the hard ones to us.

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

Fair concern, and the honest answer is that the exposure is deliberately small. The agent and the plugins are open source and run on your own machines, your model keys are yours, your code and prompts never sit with us, and the audit trail exports to CSV or JSON whenever you like. Start on the free tier with one team and see whether it earns a wider rollout.

PROOF · Open-source agent and plugins, bring-your-own-key AI, exportable audit trail, and a genuinely free plan with no time limit.

"You have no SOC 2 or ISO 27001. We cannot buy that."

Correct, we hold no certifications today, and I will not pretend otherwise. The controls are designed against SOC 2 and ISO 27001 criteria — encryption at rest, access checked at the edge, seven-year immutable audit retention — with formal audits scheduled and an annual third-party penetration test planned. If a certificate is a hard procurement gate, tell us now and we will be straight with you about timing rather than waste your evaluation cycle.

PROOF · The published security page names the current status and target dates for each item rather than implying coverage.

"We already have Backstage. Why would we add this?"

Backstage is a better catalogue than ours and I would not argue that point. What it does not have is a runtime — no agents, no terminal sessions, no tunnels, no sandboxes — and most teams running it are spending one to three engineers keeping it alive. Teams adopt VibeControls for the layer Backstage cannot reach, and it needs no hosting to try.

PROOF · Runtime layer is shipped end to end; the catalogue layer is labelled as initial-depth throughout our own material.

"Why not just build this internally? It is agents and a dashboard."

Teams do build it, and then they own it. The pieces that consume the time are not the dashboard: they are session persistence across reconnects, control handoff between two people, credential rotation per machine, tunnel metering, quota enforcement at the action, seven-year immutable audit, and single sign-on. One engineer's fully loaded year costs more than a hundred-seat subscription, and the internal version never gets the ninth priority item.

PROOF · Published quota, audit-retention and role model exist as product surface rather than as a backlog.

"\$29 per developer per month is more than we spend on tooling."

Compare it against the stack it replaces rather than against one line item. A portal, a cloud development environment, a tunnelling service, an SSH manager and workflow automation bought separately runs into the low hundreds per developer per month before anyone integrates them. And if you are outside the top pricing band, your published price is lower — there are four bands, with local pricing in India.

PROOF · Full tier and add-on table published openly, including all four regional bands.

"Installing an agent on every machine is a security review we do not want."

Reasonable, so make it a short review. The agent is open source, you can read it, pin the version at install and build it yourself. It makes an outbound connection only, exposes no public listener, and holds its local state encrypted. Terminal output, code and prompts stay on the machine and stream to the browser; the control plane holds metadata. Start the review with one machine, not the fleet.

PROOF · Open-source agent, outbound-only connectivity, encrypted local state, and a published statement of what the control plane does and does not store.

"Are we locked in once our whole team is on it?"

Not meaningfully. The catalogue, audit trail and activity timeline export. Vibes map to folders that already exist on your machines. Sessions run on tmux, zellij or wezterm, which are yours either way. Uninstalling the agent returns each machine to exactly what it was, and there is no proprietary format holding your work.

PROOF · Exportable audit and activity data; sessions run on standard multiplexers the customer already uses.

"We already use Warp. Is this not the same thing?"

It overlaps at the terminal and diverges everywhere else. Warp is the better terminal and I would concede that immediately. It has no software catalogue, no scorecards and no tunnel primitive, its cloud agents run on Warp's infrastructure by default, and it prices on credits that scale with use. Several teams run both — Warp for the keyboard, VibeControls for the fleet, the governance and the audit trail.

PROOF · Published side-by-side comparison including the points where Warp is stronger.

"Who supports us when something breaks at two in the morning?"

Support is tiered and published: community plus a monthly ticket on Free, priority under twenty-four hours on Pro, priority under eight hours with a 99.9 per cent service level on Team, and a named contact with agreed response times on Enterprise. Support hour blocks and a retainer are available as add-ons. At this stage you also get unusually direct access to the people who build it, which is a real advantage of arriving early.

PROOF · Support levels and service-level targets are published per tier, with hour blocks and a retainer in the add-on catalogue.

"Our security team will not allow AI tools anywhere near our repositories."

Then this is the version of AI tooling they are most likely to accept. Keys stay on your machine, we never see the prompt and never resell inference, each session has an autonomy setting including local-only execution, high-impact actions stop for human approval, generated code can be forced into a disposable sandbox first, and every AI action is audited under the identity of whoever asked. If they still say no, you can run everything else with the AI surface switched off.

PROOF · Bring-your-own-key credentials, per-session autonomy limits, plan review portal, sandboxed execution and full audit are all shipped.

"We are cloud only, everything runs in one hosted environment. Does this even apply?"

Possibly not, and I would rather say so than push. If every engineer works in one hosted environment and nobody touches a machine, the core pain does not exist for you. Where it starts to apply is the second environment, a customer server you have to support, an on-call rotation with a runbook, or the first time somebody asks who can reach production.

PROOF · The disqualifier is written into our own material — single-environment teams are named as a poor fit.

"The catalogue looks thin compared to what we saw from Port."

It is, and we label it that way in our own documentation. Port's catalogue and scorecards are more mature and I would not claim otherwise. What we add is the layer beneath the portal — agents, terminals, tunnels, sandboxes and the AI hub — fed by what is actually running rather than by manual registration. If the catalogue is the whole purchase, buy the catalogue product. If the runtime matters, this is the conversation.

PROOF · Our published comparison lists Port's catalogue maturity as a concession rather than arguing the point.

17 Discovery / Qualification Questions

Ask four or five of these, not all eleven. What you are listening for is environment count, an audit question nobody can answer, and AI tooling already in use without guardrails.

ASK THIS

LISTEN FOR

How many machines or environments does one engineer touch in a normal week?

Three or more is the qualifying answer. One is usually a disqualification. If they hesitate and start counting, that hesitation is itself the pain.

When two of you need to look at the same terminal, what happens today?

Screen share, a recorded video, or somebody reading commands aloud. Complaints about lag or "scroll up a bit" mean session sharing will land immediately.

How does a new engineer get their environment running, and how long does it take?

A setup page nobody trusts, a colleague who has to walk them through it, or an answer measured in days. Anything over three days is a strong signal.

If I asked who accessed production last Tuesday, how long would it take to answer with evidence?

Silence, laughter, or "we would have to ask around". If they name a specific system and can produce it, governance is not your angle here.

Which AI coding tools are your engineers using, and who decided that?

Several tools, adopted bottom-up, with no policy. That combination is the strongest single opening for the governed-AI conversation.

What happens when an assistant proposes something risky — a migration, a mass refactor?

"It just runs" or an uncomfortable pause. If they already have an approval process, ask how it is enforced rather than merely agreed.

How do you show someone outside the team a service running on a developer's machine?

A staging deploy that takes an hour, a tunnelling tool somebody expenses personally, or a URL pasted into chat that nobody can revoke.

ASK THIS

LISTEN FOR

Where do your operational runbooks live, and when were they last correct?

A wiki, a document, or one senior engineer's memory. Anything that drifted maps straight onto the deck and calendar surfaces.

What are you paying for developer environments, tunnels, portals and AI gateways today?

Several line items they have to think about, or an admission that nobody has added them up. This is where consolidation becomes the argument.

Is a security certificate a hard gate for you, or a timeline question?

"Hard gate, no exceptions" means qualify out or park until the audits complete. "We would want to see the roadmap" means keep going.

If this worked, who signs it off and what is their budget cycle?

A named person and a quarter. If the champion cannot name the approver, you have an interested engineer rather than an opportunity.

18 How to Identify a Good Opportunity

A quick read on whether to spend your credibility. Green means introduce today; amber means keep talking; red means walk away politely and keep the relationship.

STRONG SIGNAL – PURSUE

- Engineers routinely work across three or more environments and say so unprompted
- AI coding assistants are already in daily use with no approval or review step
- They cannot answer an access question with evidence and are visibly uncomfortable about it
- Somebody has been asked to build an internal portal or environment dashboard
- Onboarding a new engineer takes more than a week and everyone knows it
- They are outside the top pricing band and price sensitivity is explicit

Introduce us straight away.

WORTH A CONVERSATION

- They already run a portal product and are reasonably happy with it — lead with the runtime, not the catalogue
- A compliance review is coming but the certificate is not yet a hard gate
- Interest sits with one enthusiastic engineer who cannot name the budget holder
- The team is under five people, where the free and hobby tiers may absorb them for a long time
- They want a mature software catalogue as the main purchase

Qualify further before an introduction.

POOR FIT – DO NOT CHASE

- Everyone works in one hosted environment and nobody touches a server
- Procurement will not open without SOC 2 Type II or ISO 27001 in hand
- They need a fully air-gapped, zero-outbound deployment today
- They want hosted inference billed through us rather than their own provider keys
- The brief is a better terminal emulator, and nothing beyond it

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

"How many different machines or environments does one of your engineers touch in a normal week — and who else can see what is running on them?" Three or more, with nobody else able to see, is a real opportunity. One environment, fully visible, is not.

19 How to Introduce Us

Your job is the introduction, not the sale. Say one accurate sentence, offer thirty minutes with Vignesh, and let the product do the rest. Never quote a price, never promise a feature and never imply we have customers we do not have.

IN CONVERSATION

""You mentioned your engineers are spread across four environments and nobody can see what is running where. I know the team behind VibeControls — it puts a small agent on each machine so terminals, tunnels and AI assistants all sit in one console with proper permissions and an audit trail. They are early, so you would be talking directly to the founder. Worth thirty minutes?" Then send the introduction the same day, while it is still fresh."

EMAIL — SUBJECT: WORTH 30 MINUTES — ONE CONSOLE FOR THE MACHINES YOUR TEAM DEVELOPS ON

Hi [Name],

When we spoke you mentioned [the specific pain — onboarding taking a fortnight / nobody being able to say who reached production / AI assistants running with no review step].

I have been looking at VibeControls, built by Vignesh T.V. at Burdenoff. It puts a lightweight agent on each machine your team develops on — laptop, staging box, cloud VM — and pulls them into one console: terminals you can open in a browser and share by link, governed URLs for local services, and AI assistants running with your own keys behind a human approval step. Access is checked on every action and everything lands in an audit trail.

They are early, which means direct access to the people building it and a free tier you can try today.

Happy to introduce you — or book directly: <https://calendly.com/vignesh-burdenoff/1-1>

Best,

[Your name]

SHORT MESSAGE / LINKEDIN

Short version for a message: "You mentioned your team is juggling several environments — VibeControls puts an agent on each machine so terminals, tunnels and AI assistants live in one console with real permissions and an audit trail. Early-stage, free tier, and you would deal directly with the founder. Want an introduction?"

WARM THREE-WAY INTRODUCTION

Copy both parties into one message: name the pain you heard in their own words, say one sentence about what VibeControls does, note plainly that it is early and there is a free tier, then hand over with "Vignesh, over to you — [Name] runs engineering at [Company] and is dealing with [pain]." Include <https://calendly.com/vignesh-burdenoff/1-1> so they can book without a further exchange, and step out of the thread once they connect.

Please do not: Do not name customers, quote usage numbers or reference case studies. There are none, and being caught inventing one ends the relationship.; Do not claim certifications. We hold none today; the audits are scheduled and that is what you say.; Do not quote a price, offer a discount or promise a delivery date. We issue quotes and we own the timeline.; Do not describe roadmap items as though they are live — the marketplace, streaming audit export and a fully air-gapped deployment are not shipped.; Do not push past a clear disqualifier. Walking away credibly is worth more than a meeting that wastes everyone's afternoon.

20 Lead Handoff Process

Register the opportunity before you introduce anyone. Registration is what makes the commission payable, and it protects you from a second partner claiming the same account.

1 Register the opportunity

Email vignesh@burdenoff.com with the company, the contact, the pain you heard and your partner tier. Registration must happen before the customer is in active sales conversation — there is no retroactive registration.

2 Wait for confirmation

We confirm whether the account is already in an active pipeline. An approved registration is protected for 90 days, with one further 90-day extension available where there is genuine progress.

3 Make the introduction

A single email or message copying both sides, naming the pain in the customer's own words. Include the booking link so a meeting can be set without another exchange.

4 Attend the first call if you can

Optional, and valuable. Your presence keeps the context you gathered in the room and signals that you stand behind the introduction. You are not expected to present.

5 Step back for the commercial conversation

We run discovery, demonstration, security review, quoting and contracting. Pricing, discounting and contract terms are ours to set and approve.

6 Stay close if you are delivering

Consulting and implementation partners keep an active role through evaluation or rollout, which is what earns the higher first-year rate and any renewal share.

7 Track the outcome

We tell you when the deal closes and when revenue is collected. Commission is paid 15 days after collection, not on signature.

SEND US THIS — IT IS ALL WE NEED

- Company name, website and rough engineering headcount
- Contact name, role and email — plus whether they know the introduction is coming
- The pain in their words, not a paraphrase: what they actually said is worth more than a category
- Roughly how many environments or machines a typical engineer works across
- Which AI coding tools are already in use, and whether any review process exists
- Anything you know about budget, timeline or the approval path
- Whether a security certificate is a hard procurement gate for them
- Any competitor already in the account, and how the incumbent came up

WHAT HAPPENS NEXT, AND WHEN

Registration acknowledged within one working day. First contact with the prospect within two working days of the introduction. You get a status update after the first call and then at each stage change — you should never have to chase us to find out where your deal stands.

Deal registration: Send registrations to vignesh@burdenoff.com, or call +91-7358445777 if it is urgent. Approved registrations are protected for 90 days with one 90-day extension where there is active progress. If we already had an active opportunity in that account, no commission applies unless you bring a new buying centre or materially expand the scope, and where two partners claim the same deal the first approved registration with real contribution takes priority.

21 Partner / Referral Commercials

Partners are paid on collected net revenue, not on list price or on contract value. If the customer is billed in a lower regional band or in local currency, the commission is calculated from what was actually collected in that market. Net revenue excludes taxes, refunds, chargebacks, credits, payment fees, marketplace payouts, the customer's own cloud costs and their AI provider spend.

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
Consulting Partner	Introduction plus support through the customer's evaluation	12% of first-year collected net subscription	0–3% where the partner is 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 the partner is 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 in a region or account	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, where approved
Managed Service Provider	Operates VibeControls on behalf of end customers	Custom wholesale or managed-service terms	Custom · Custom
Strategic Alliance Partner	Repeat enterprise pipeline or a bundled joint offering	Custom programme terms	Custom · Custom

THE RULES THAT MATTER

- Register before the customer is in active sales conversation. There is no retroactive registration, and an approved registration is protected for 90 days with one 90-day extension.
- Large opportunities carry an extra incentive on first-year net subscription: 1% capped at \$2,500 from \$100,000, 2% capped at \$7,500 from \$250,000, and 3% capped at \$25,000 from \$500,000 — where the deal was registered early and the partner materially helped close it.
- Regional band pricing does not reduce your eligibility. It lowers the payout only because collected revenue is lower — extra discounts, coupons and credits do reduce the commissionable amount.
- Partner commission and affiliate reward never stack on the same customer. One commercial programme per account unless we approve an exception in writing.
- Dedicated tenancy, self-hosted licences, air-gapped packages, premium support and managed services carry lower, quote-approved rates because of the delivery effort behind them.
- Marketplace plugin revenue, taxes, the customer's own cloud costs and their AI provider spend are never commissionable.
- We approve every quote, and we control final pricing, discounting, contract terms and commission eligibility. Resellers must be authorised in writing before quoting.
- Never promise features, compliance status, discounts or timelines without our written approval. Accurate representation is a condition of the programme.

GETTING PAID

Commission is paid 15 days after revenue is successfully realised, once settlement, refund, cancellation, fraud, tax and payout-document checks have cleared. Multi-year deals are paid as cash is collected rather than on total contract value. Refunds, chargebacks and customer credits reduce or reverse commission against future payouts. Partners handle their own invoicing and local tax compliance; we withhold and report where the law requires it.

These are the standard VibeControls partner programme terms and are summarised here for guidance. The terms that actually apply are those in your signed partner agreement and in the quote we issue to the customer. Where this document and the agreement differ, the agreement governs.

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 VibeControls 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
VibeControls website	https://vibecontrols.com	Positioning, features, use cases and the published pricing table — safe to share with anyone.
Sign up and use the product	https://app.vibecontrols.com	Free plan, no card, no time limit. The fastest way for a curious engineer to form an opinion.
Documentation	https://docs.vibecontrols.com	Guides, plugin reference and SDK reference. Send this to a technical evaluator.
Security and compliance posture	https://vibecontrols.com/security	States plainly what is in place today and what is scheduled. Send it before a security review rather than after.
Competitive comparisons	https://vibecontrols.com/vs	Side-by-side pages including the points where each competitor is stronger.
Downloads and clients	https://vibecontrols.com/ecosystem	Desktop app, command-line tool, editor and browser extensions, SDKs and the MCP server.
Community hub	https://community.vibecontrols.com	Questions, discussion and plugin showcase, signed in with the workspace identity.
Book 30 minutes with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	The link to put in every introduction so a meeting can be booked without another exchange.
All Burdenoff products	https://burdenoff.com/products	The wider portfolio, for when a prospect's need sits next door to this one.
Register a deal or ask a question	mailto:vignesh@burdenoff.com	Vignesh T.V. — vignesh@burdenoff.com , +91-7358445777. Register before you introduce.

WHAT YOU CAN SHARE, AND WITH WHOM

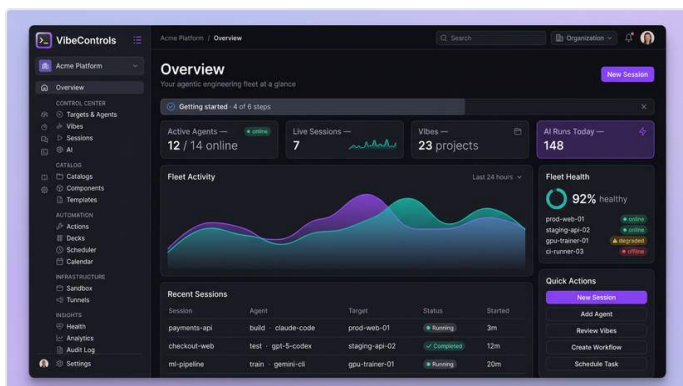
- Share freely: the website, the documentation, the security page, the comparison pages, the pricing table and the booking link. All of it is already public and already checked.
- For prospects only, not for publication: this playbook, the cheat sheet, commission terms, and anything you have learned about roadmap sequencing.
- Needs our written sign-off first: any use of the VibeControls name or logo in your own marketing, any co-branded material, any public announcement of the partnership, and any written claim about capability, compliance or timeline.
- Never create: customer names, usage figures, performance benchmarks, testimonials or worked examples presented as real. There are no reference customers yet and inventing one is the fastest way to end the relationship.
- Always mark status accurately. If a capability is listed here as in progress or planned, describe it that way in writing as well as in conversation.

24 Product Mockups — Complete Visual Appendix

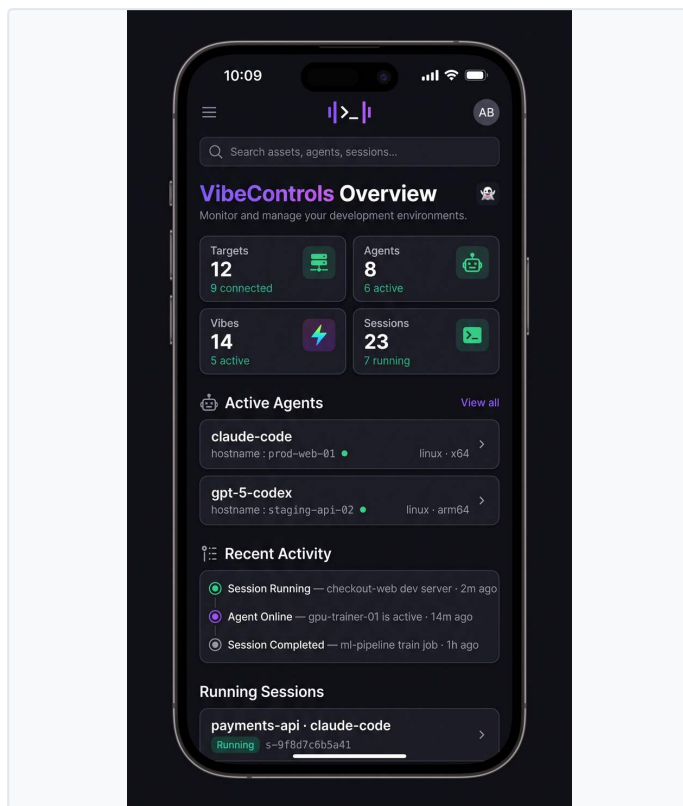
61 SCREENS

Every screen in the VibeControls design set — 61 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

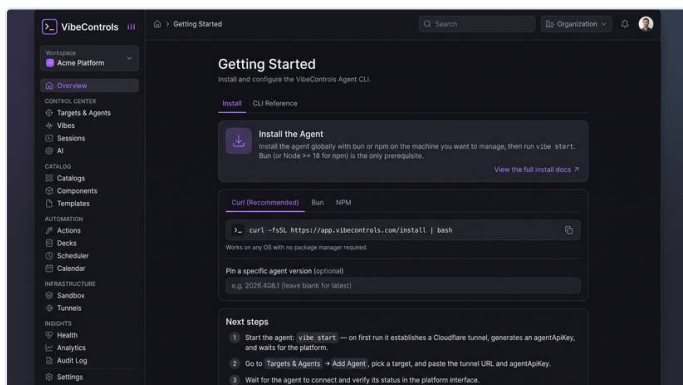
PRODUCT SCREENS • 61 SCREENS



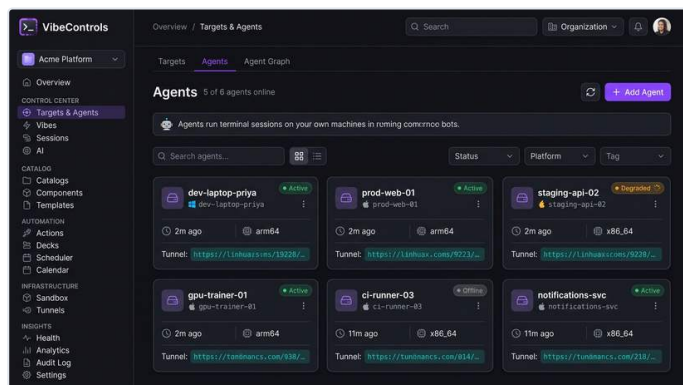
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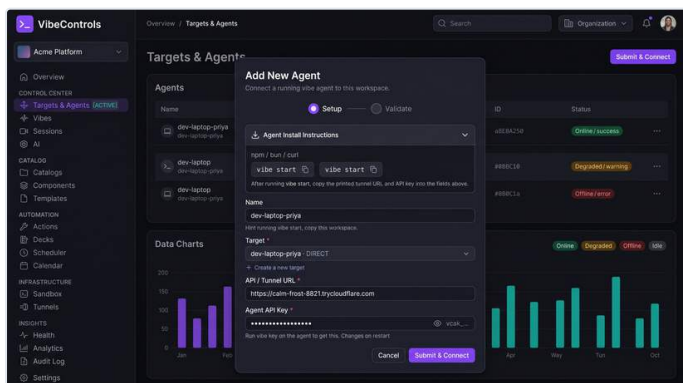
002 Overview Mobile



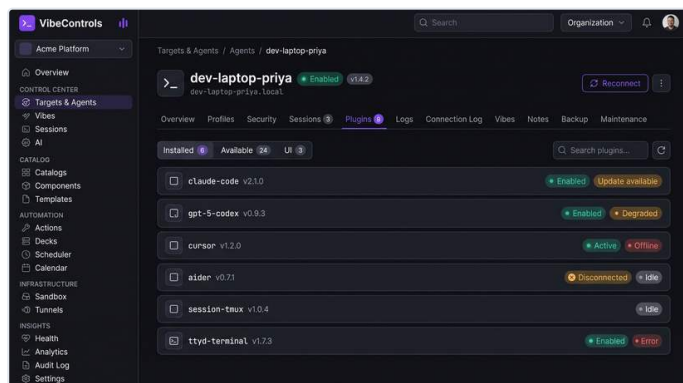
003 Getting Started



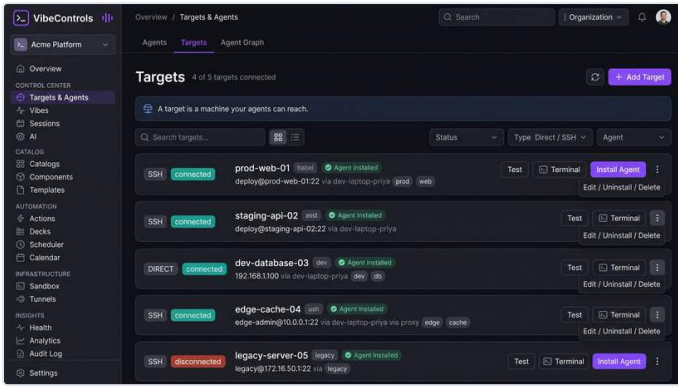
004 Targets Agents Landing



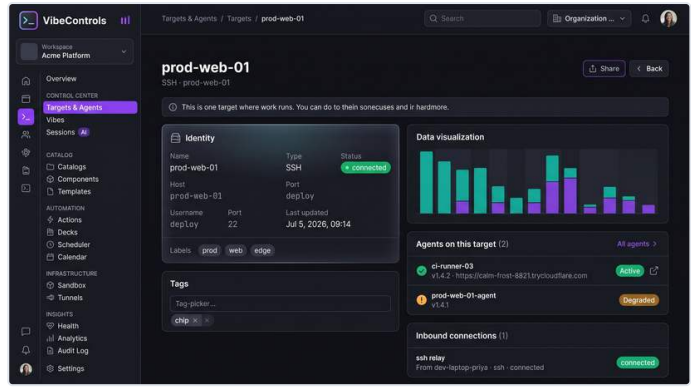
005 Add Agent Wizard



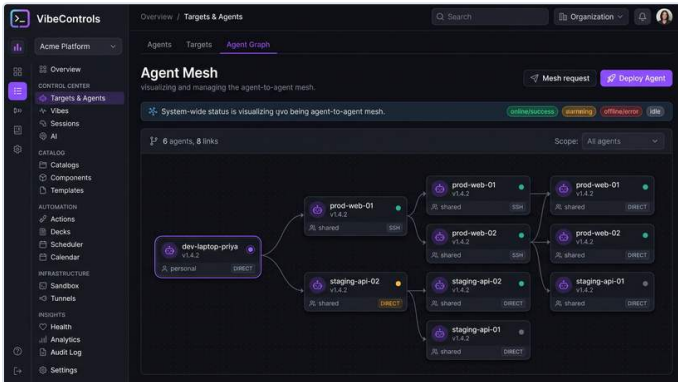
006 Agent Detail Plugins



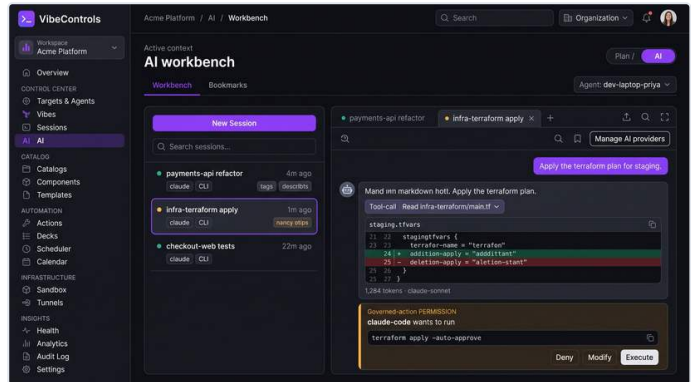
007 Targets Tab



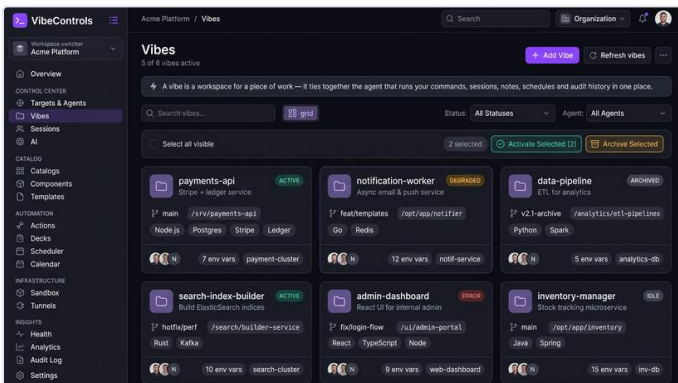
008 Target Detail



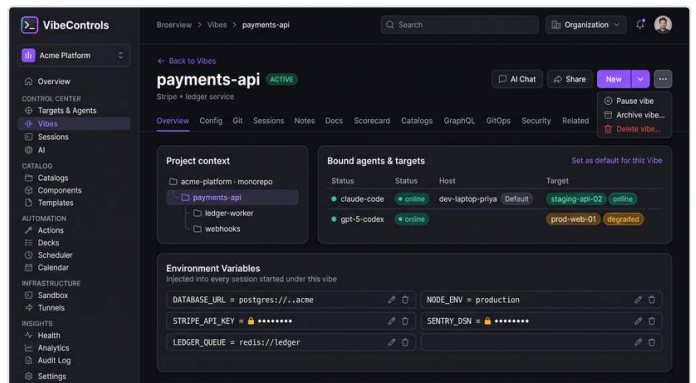
009 Agent Topology Graph



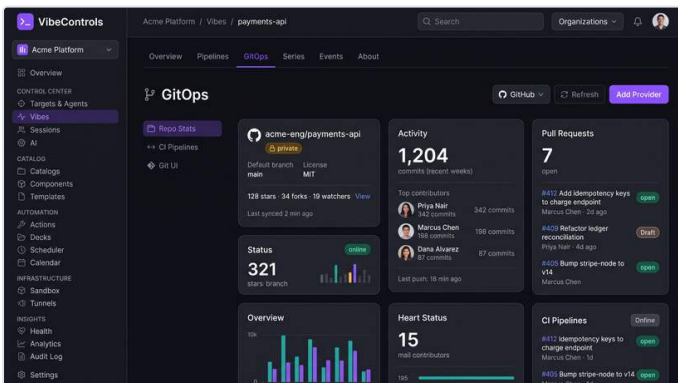
010 Agent Manager Governed Chat



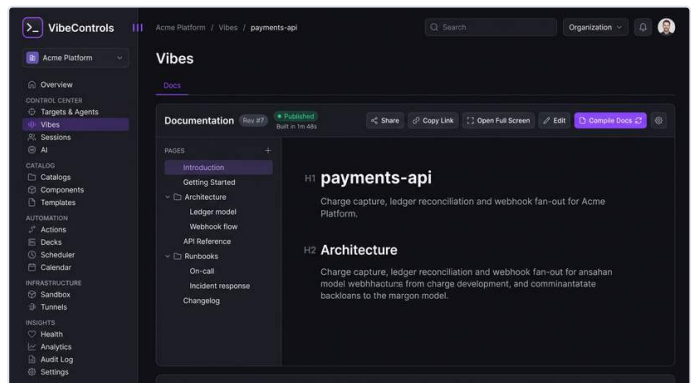
011 Vibes List



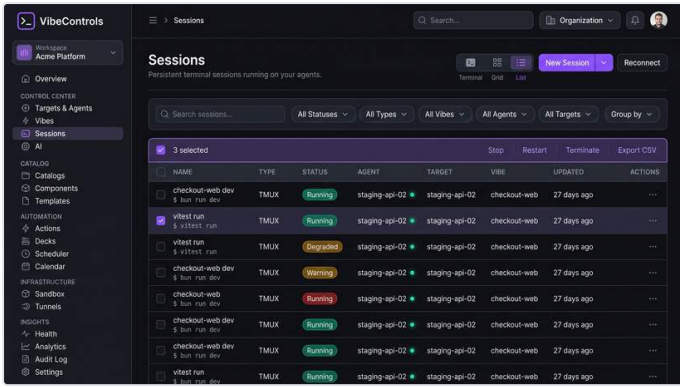
012 Vibe Overview



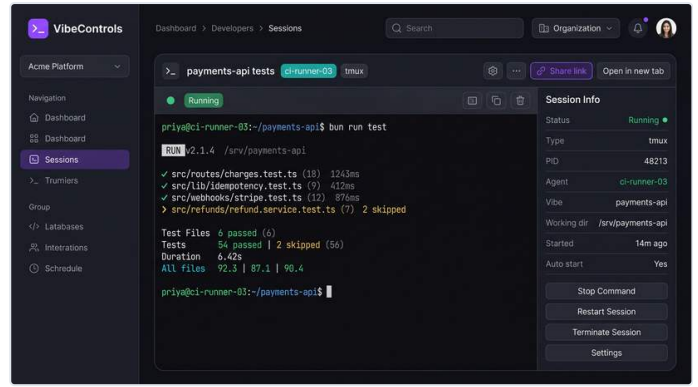
013 Vibe GitOps



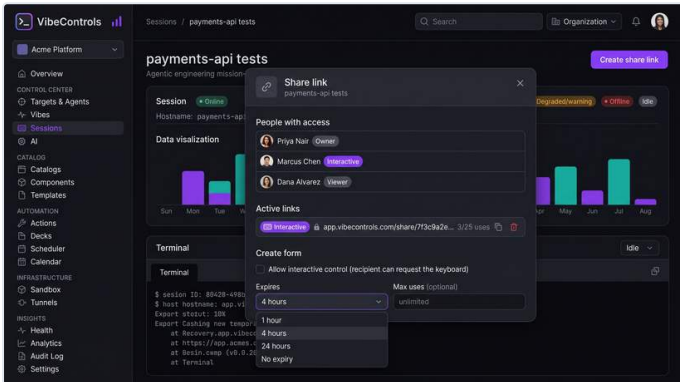
014 Vibe Docs



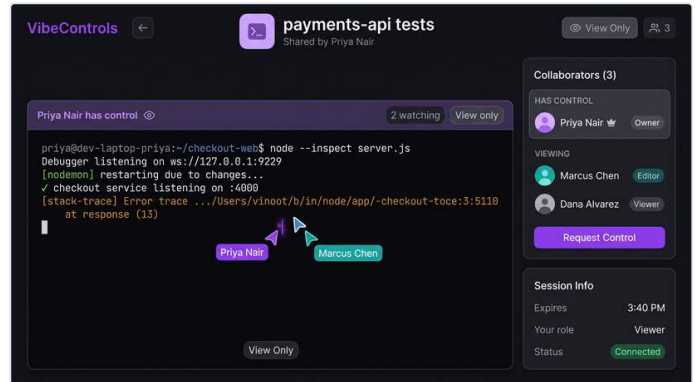
015 Sessions List



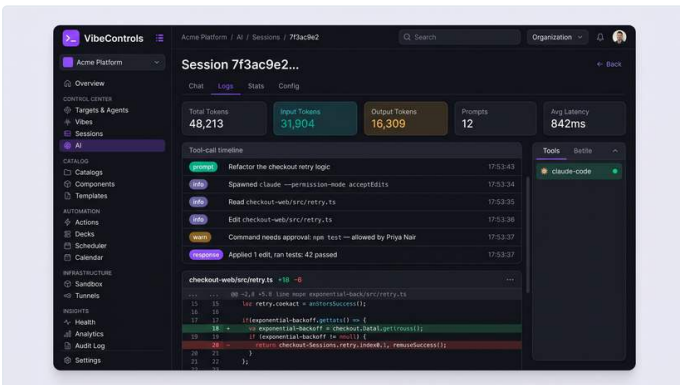
016 Session Terminal Detail



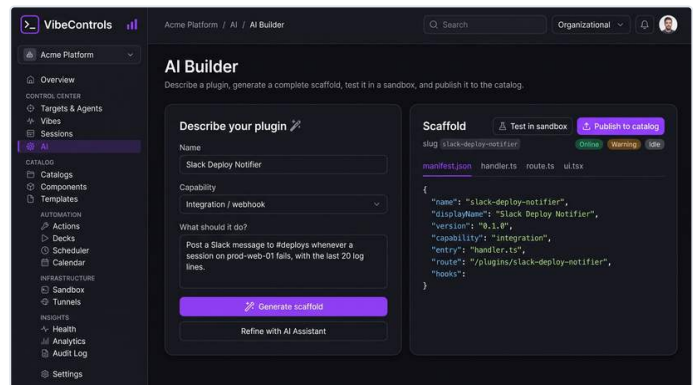
017 Session Share Modal



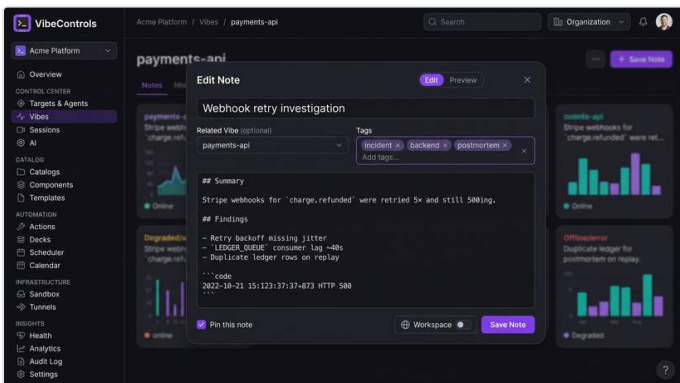
018 Shared Public Session



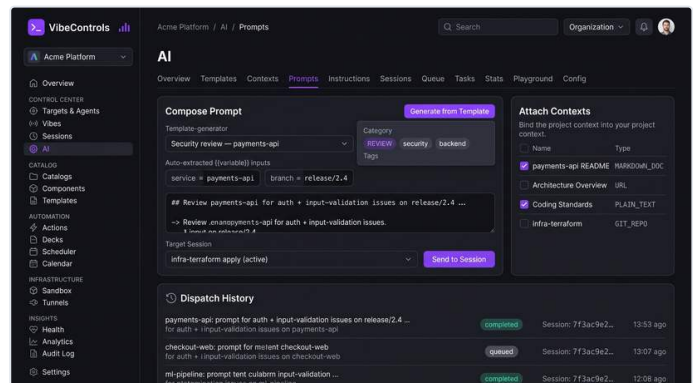
019 AI Session Detail Timeline



020 AI Builder Scaffold

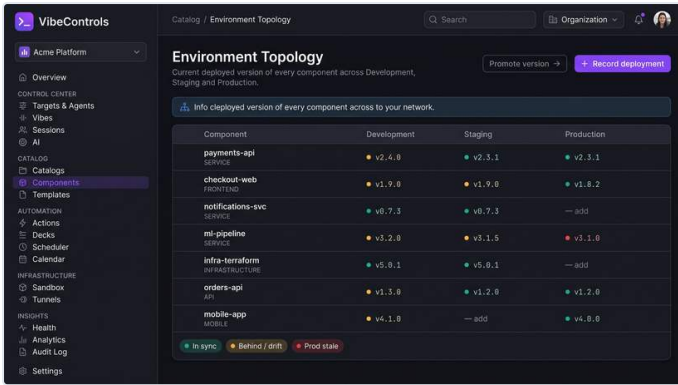


021 Note Editor

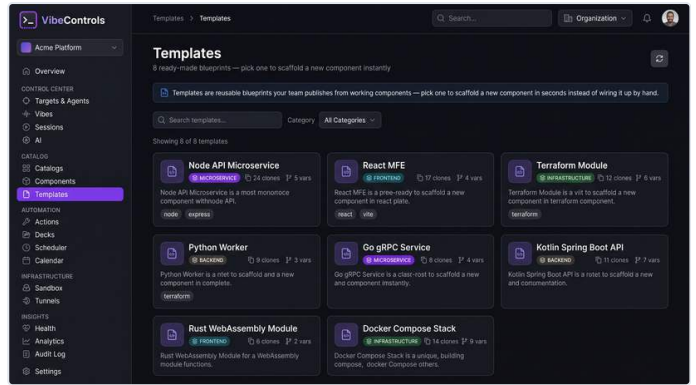


022 AI Prompts Library

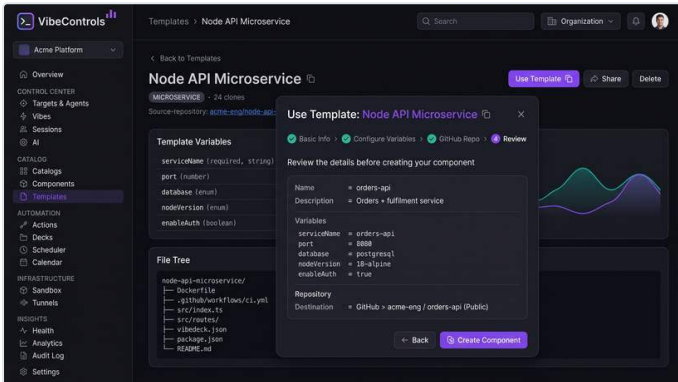




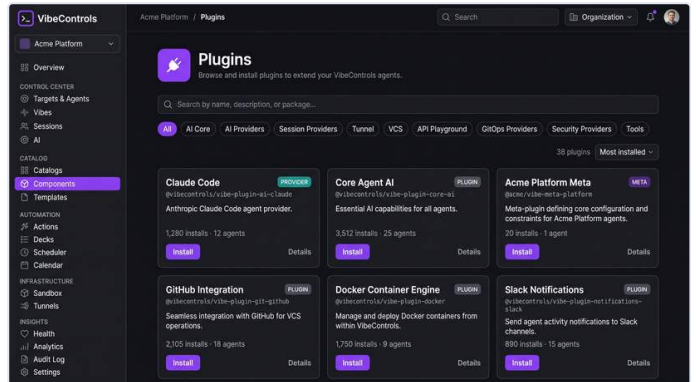
029 Env Topology



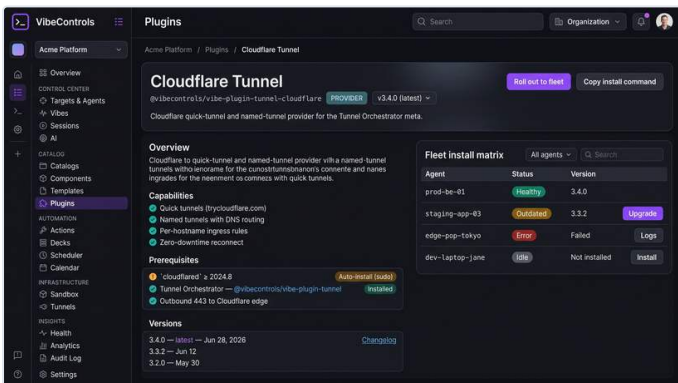
030 Templates Gallery



031 Template Scaffold Wizard



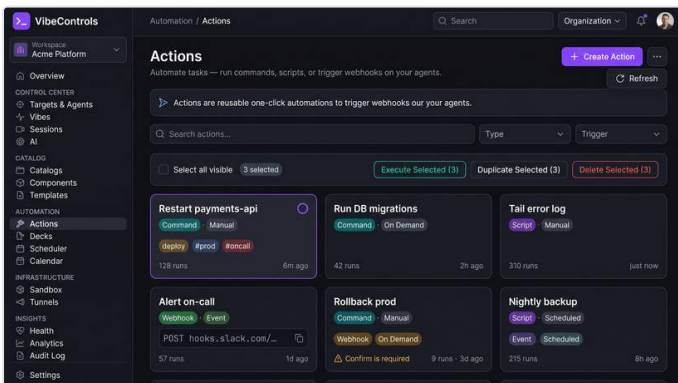
032 Plugins Catalog



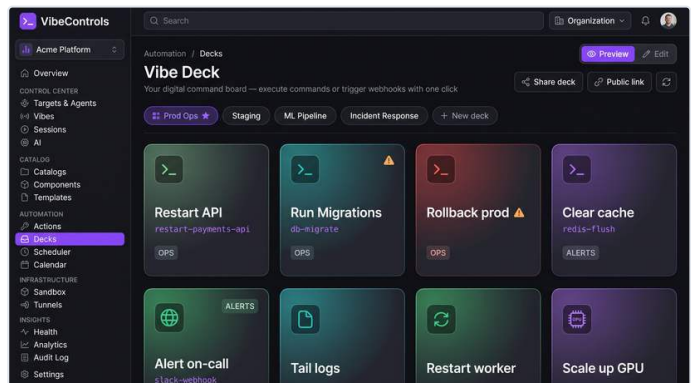
033 Plugin Detail Matrix



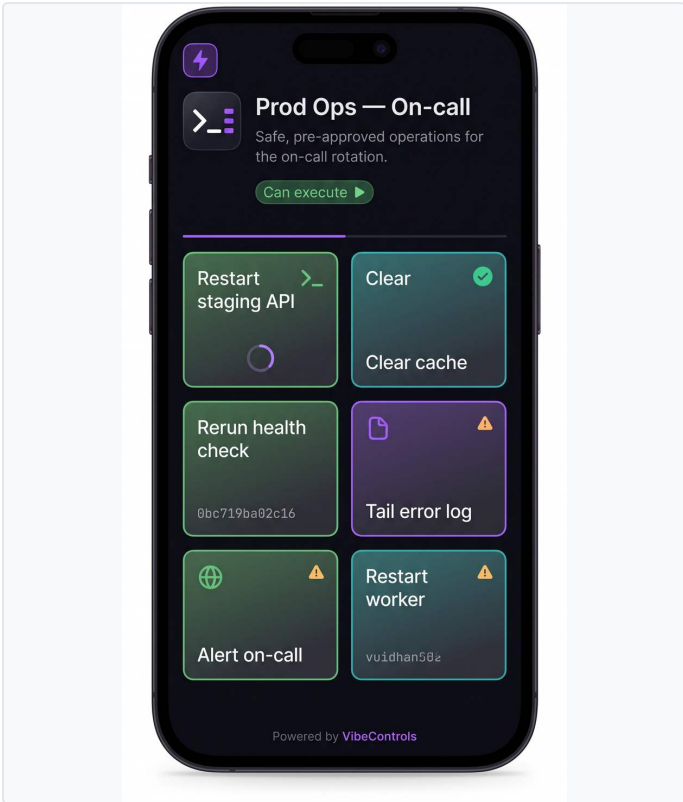
034 Plugin Fleet Rollout Dialog



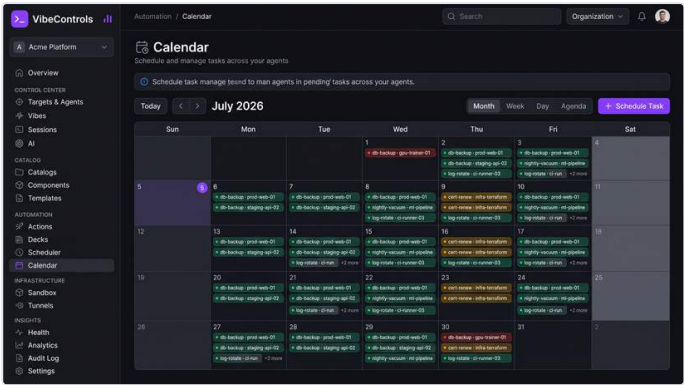
035 Actions Library



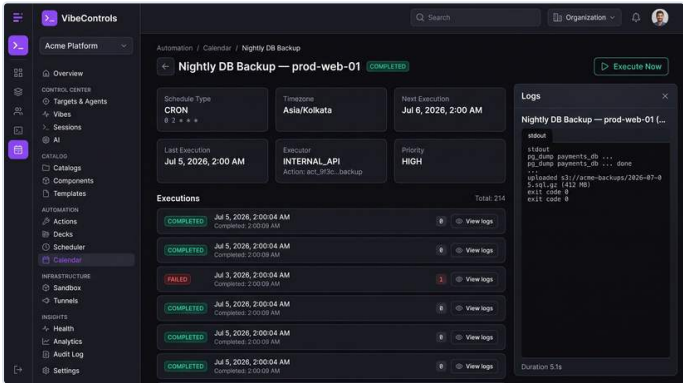
036 VibeDeck Ops



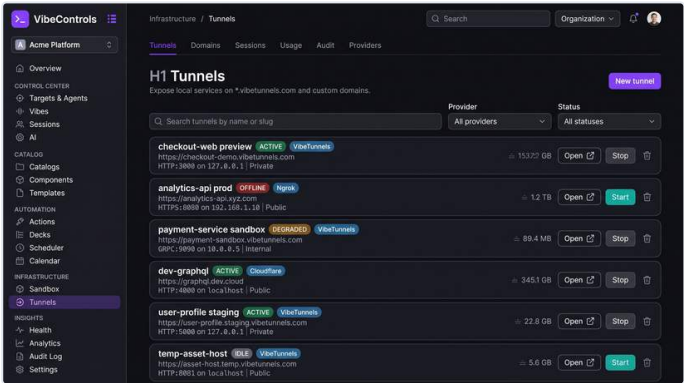
037 Shared Vibedek Mobile



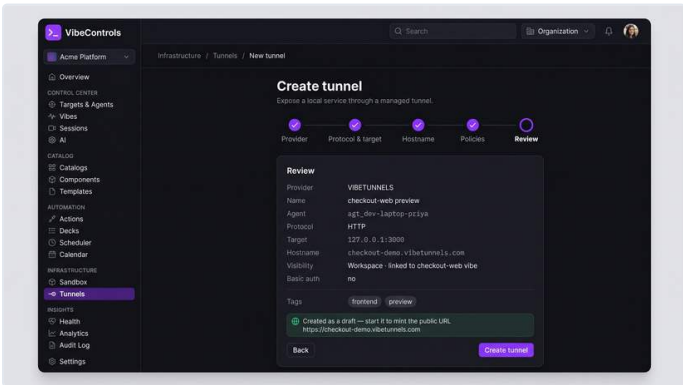
038 Vibe Calendar Month



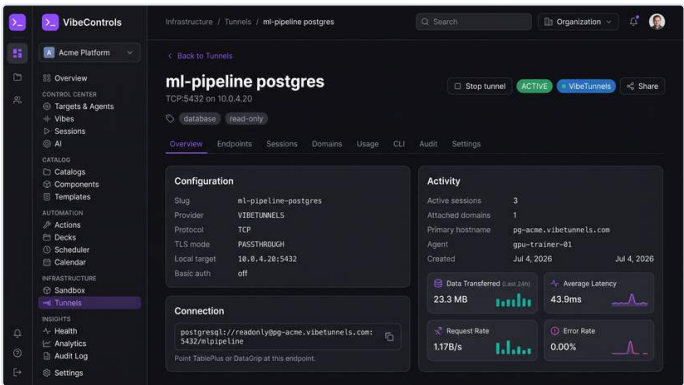
039 Scheduled Job Detail



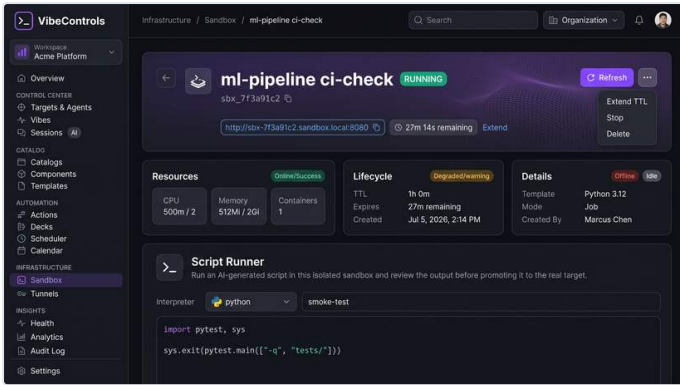
040 Tunnels Landing



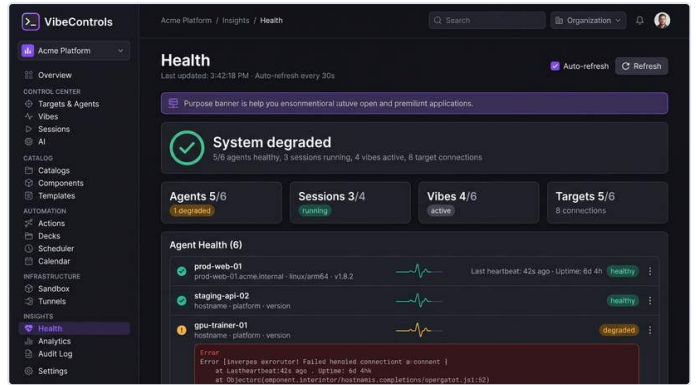
041 Tunnel Create Wizard



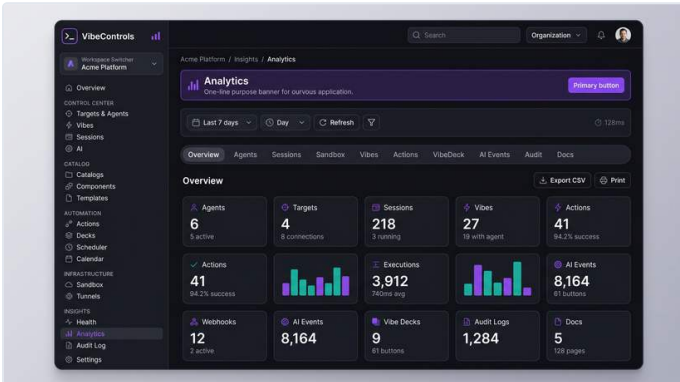
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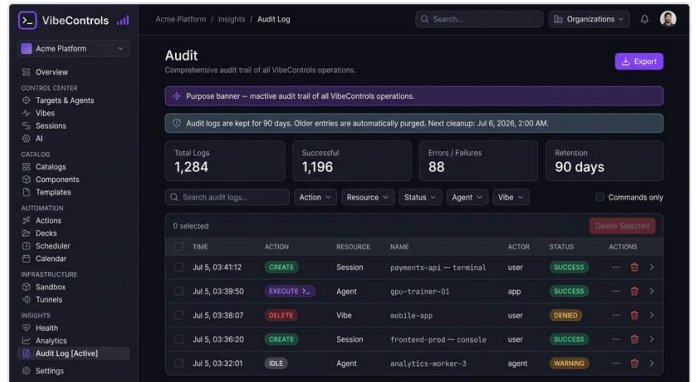
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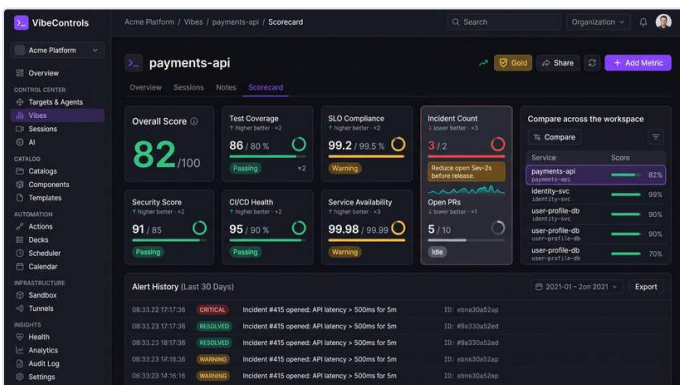
044 Insights Health Overview



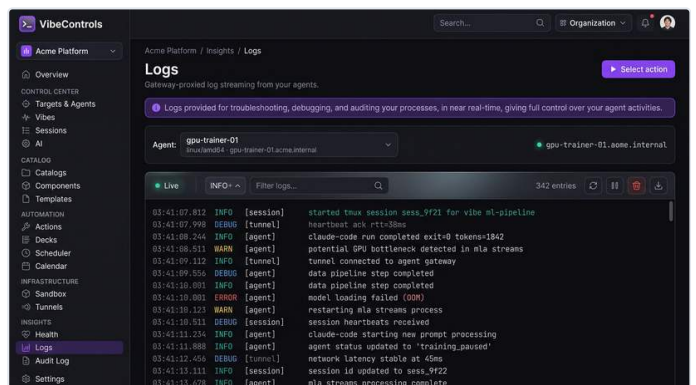
045 Insights Analytics Overview



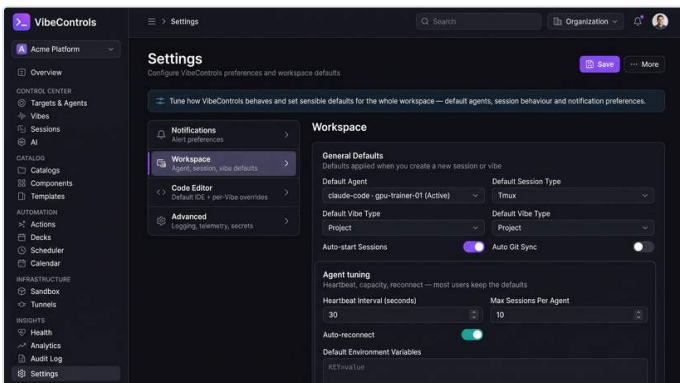
046 Insights Audit Log Table



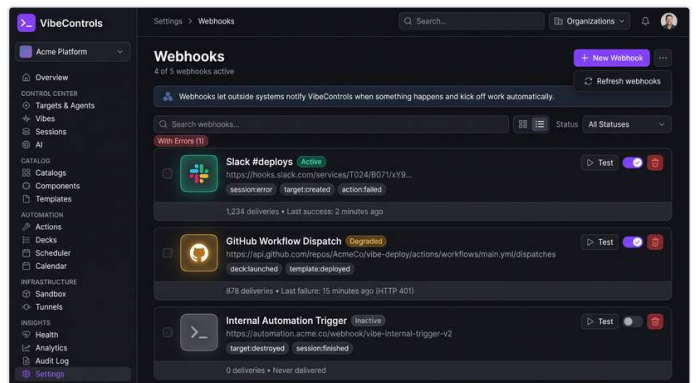
047 Insights Scorecards Governance



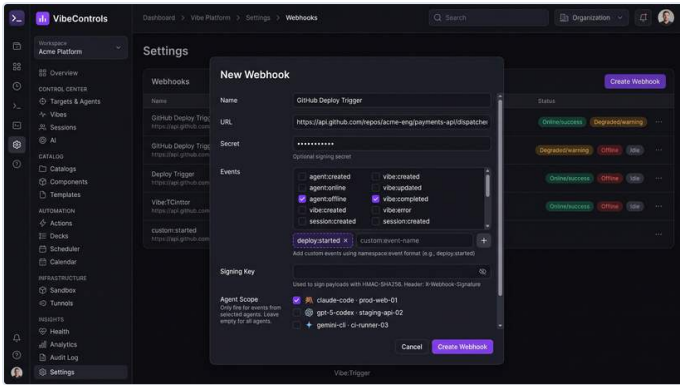
048 Insights Logs Live Viewer



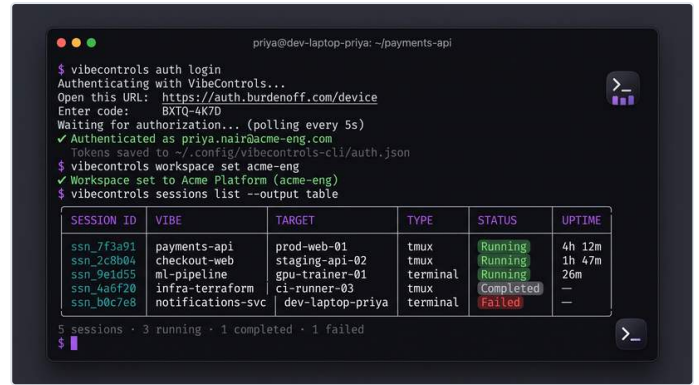
049 Settings Workspace



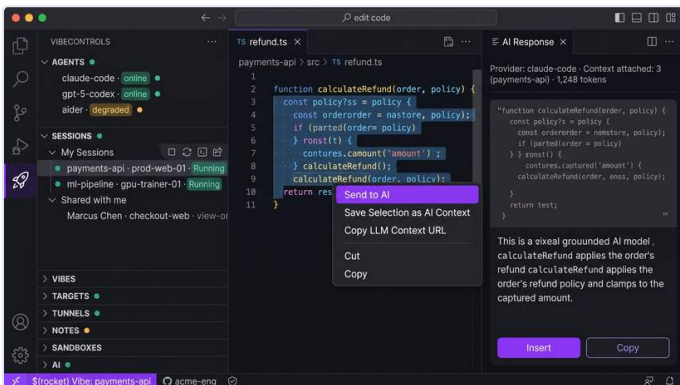
050 Webhooks List



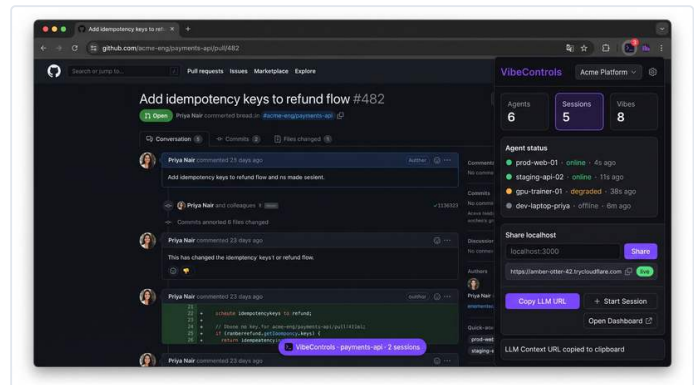
951 Webhook Create Modal



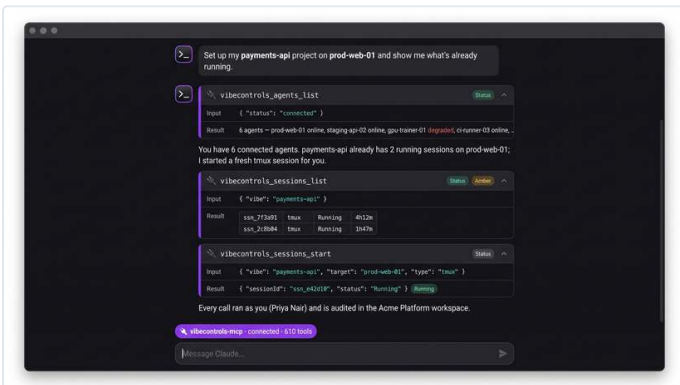
952 CLI Terminal Sessions



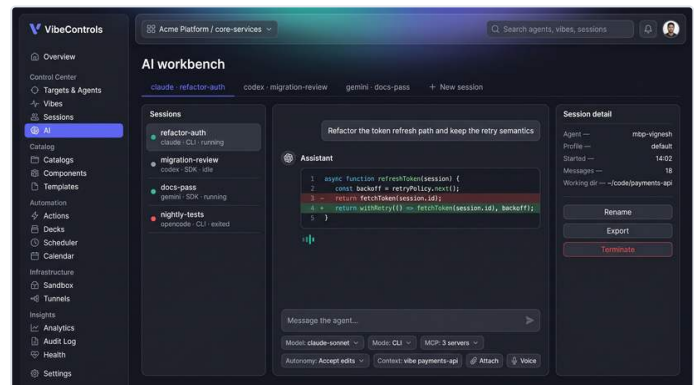
953 Vscod Send To AI



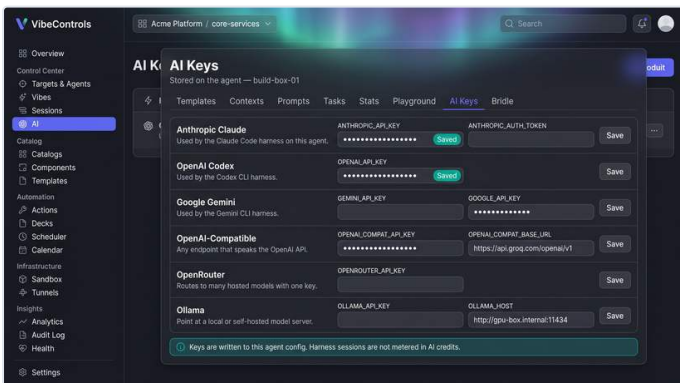
954 Chrome Popup Github



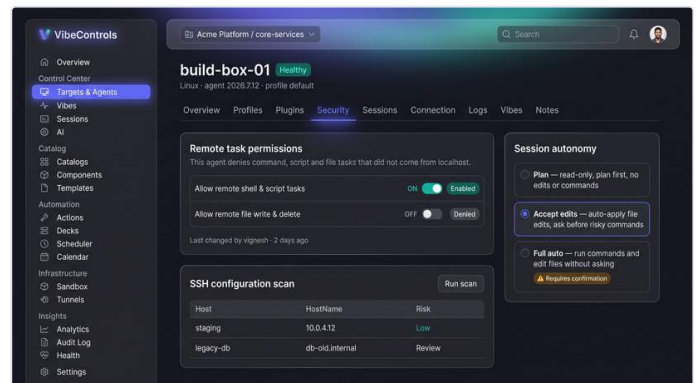
955 MCP Claude Desktop



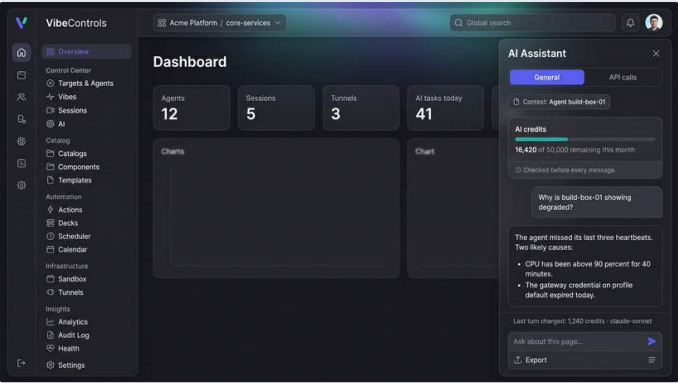
956 AI Harness Workbench



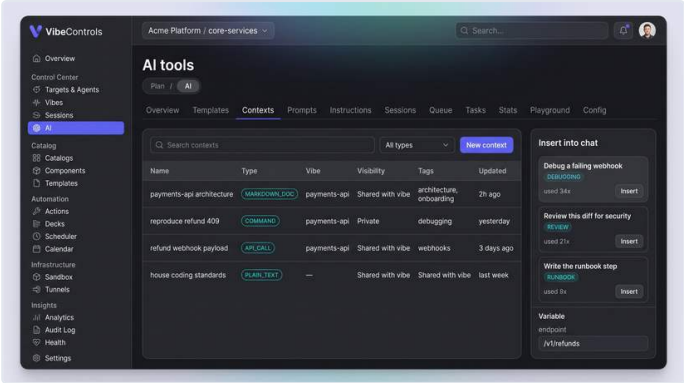
957 Byok AI Provider Keys



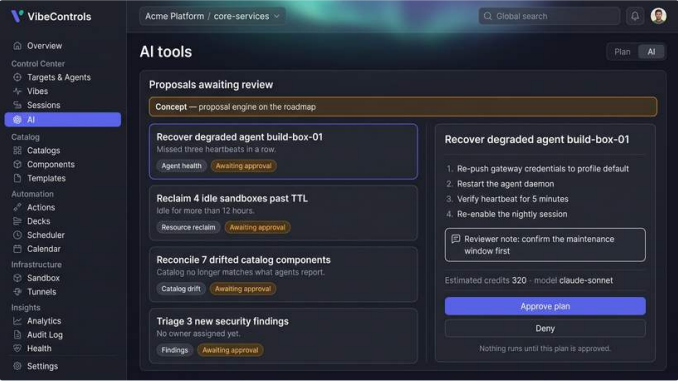
958 AI Autonomy And Execution Gates



059 AI Credit Metering



060 AI Context And Prompt Capture



061 AI Ops Decision Plans Roadmap



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