ARCBOUND · COMPETITIVE TEARDOWN

Jasper, up close.

What it does, where it cracks, and what ArcBase and Graviten take from it.

SOURCE Jasper intro call, June 5 2026 · 30 min ATTENDEES **Bryan Wish**, **Eli Wright**, Walvenski Aime (Jasper) PREPARED BY **Eli Wright**

THE SHORT VERSION

Jasper and what we are building solve the same problem from opposite ends. Jasper wins the architecture argument and loses the experience one. Three things to hold onto:

a **The model is sound.** A context layer that learns your brand and then generates on-brand assets across channels is exactly the bet we are making with ArcBase. Jasper proves the category is real.

b **The setup is a wall.** Everything good in Jasper sits behind a heavy manual upload they call the IQ layer. Their own rep admitted people get "deterred by the lift." That wall is our opening.

c **It cannot design, and it is not gamified.** Jasper makes copy you paste into Figma or Canva. No visual output, no video, no momentum, no payoff. Two of those gaps are the exact things we already do.

Bryan's read at the end was the tell: "it was just a lot to absorb... nothing like immediate." Nobody walked out feeling pulled in. That is a design failure we can avoid.

01 · ANATOMY

What Jasper actually is

One slide, four layers stacked bottom to top. Worth knowing cold, because the shape mirrors ours.

a **Models, the engine.** Jasper is model agnostic. It routes each task to one of 39 foundation models (OpenAI, Gemini, Anthropic, Cohere and others) and picks the best one for the job, so the user never thinks about it. Custom agents can be pinned to one model for Google or Microsoft shops that want everything in one family.

b **Trust layer, the moat they sell to enterprise.** SOC 2, governance, control over everything you feed in. The pitch: unlike raw ChatGPT, your proprietary client data will not be ingested and resurfaced. Same protection extends to integrations and API connections.

c **IQ layer, the heart and the problem.** Four parts. Brand Voice (paste copy or up to 8 URLs, it learns phrasing and cadence), Audience (personas with framing, terminology and depth tuned per reader), Marketing IQ (their baked-in best practices, maintained on the back end), and Knowledge Base (your sheets, case studies and briefs used as source material so output stays factual). Plus an MCP server that connects your ChatGPT and Claude instances in. This is where all the setup work lives.

d **Content pipeline, the output.** Agents are pre-built marketing workflows sorted by function and funnel stage. Jasper Studio builds custom agents or edits theirs. Canvas is the shared workspace where teams create and reuse together. Jasper Grid runs one setup across many clients and campaigns at once for bulk production. A separate track handles SEO, AEO and GEO rewrites.

The whole promise in one line: **do the IQ setup once, and from then on Jasper prompts you instead of you prompting it.**

---

02 · CREDIT WHERE DUE

What it does well

Several of these are worth borrowing.

a **The inversion.** Once setup is done, Jasper asks you the questions (campaign purpose, theme, channels) with quick-pick options pulled from your IQ layer. It kills the blank-page problem. Right instinct. Ours should feel even more like a conversation.

b **One workspace, real collaboration.** Canvas keeps a team creating and reusing in one place instead of scattered chat windows. The "your team's always up-to-date memory" framing for the knowledge base is clean.

c **Model routing as a non-decision.** Hiding 39 models behind "we pick the best one" is a strong enterprise story. Useful language for Graviten.

d **Scale built in.** Jasper Grid's configure-once, produce-en-masse maps directly onto running 65 clients. The bulk motion is real.

---

03 · THE CRACKS

Where it falls short

Most of these are gaps we can stand in.

a **It cannot design.** Said plainly on the call: no real image generation (just ClipDrop stills), no video, and "I don't believe we create the carousels, we create the context that goes in the carousels." Email is copy only, "you have to load it into Beehiiv or Substack." Everything routes out to Figma and Canva for the actual design. Our entire edge is the thing Jasper conceded.

b **It is not a delivery surface.** Jasper "isn't a publishing tool." It generates copy you push elsewhere through a Zapier-style automation. Nothing you make actually lives there as a finished, client-facing thing.

c **The lift is the price of entry.** Nothing good happens until you have manually loaded the IQ layer. The rep called it "robust" and admitted people are "deterred by the lift." There is no value in the first five minutes.

d **It is horizontal.** Built for marketing teams running campaigns (CMO versus product-lead audiences, multi-channel sequences). It is not built for a single human's brand. The personal-brand depth we go for is not in the product.

e **It overwhelmed two smart people in 30 minutes.** Not a knock on Bryan or me, a knock on the onboarding. Feature density with no narrative arc.

04 · HEAD TO HEAD

Jasper vs. ArcBase / Graviten

	JASPER	ARCBASE / GRAVITEN
Getting started	Manual upload of brand voice, audience and knowledge base. Heavy, upfront, "deterred by the lift."	Connectors ingest Gmail, LinkedIn, Drive, Fathom, Claude and ChatGPT. Nova pre-fills about 80%, then asks 11 questions. The lift is mostly gone.
Who it is for	Marketing teams running campaigns. Horizontal.	One human's brand, founder to executive. Vertical and deep.
Design output	None. Copy only, pasted into Figma or Canva.	Visual discovery, brand kit, sitemap, homepage. Design is the product.
Delivery	Not a publishing tool. Copy pushed out via Zapier.	The Client OS is the finished surface: homepage, kit, content with an approval flow.

First five minutes	Nothing until setup is done.	DNA forms from ingested data before you lift a finger.
How it feels	Robust, dense, a flat menu of layers.	Should feel like a guided arc, with momentum and a payoff.
Models	39 models, routed behind the scenes.	We can match the right-model, no-decision story.
Enterprise & security	SOC 2 trust layer is the headline moat.	Graviten: team context, roles, SSO, retention. Same trust story, to be built out.

05 · THE OVERWHELM PROBLEM

Too much, too fast

The honest lesson from this call has nothing to do with features. Jasper has more features than we do. They lost the room anyway, because they showed all of it at once, with no story and no sense of what to do first. Bryan's closing line, "nothing like immediate, it's like oh my god I need this," is the whole review.

a **Lead with one payoff, not the whole architecture.** Show the brand coming to life before explaining how. Earn the right to the rest.

b **Protect the first five minutes.** Time-to-value is the metric. Nova plus connectors lets us show something true about the person almost immediately. That is our cold open.

c **Hide the machinery.** Jasper put its plumbing in the foreground. Ours should run underneath. The user should feel progress, not infrastructure.

06 · THE BIG OPENING

The gamification gap

This is the largest opening and the easiest to act on. Jasper has zero of it. Setup is data entry. No progress, no reward, no reason to come back tomorrow, no moment that feels good. For a personal-brand product, where the whole emotional pull is watching yourself become legible, that is a miss we should not repeat.

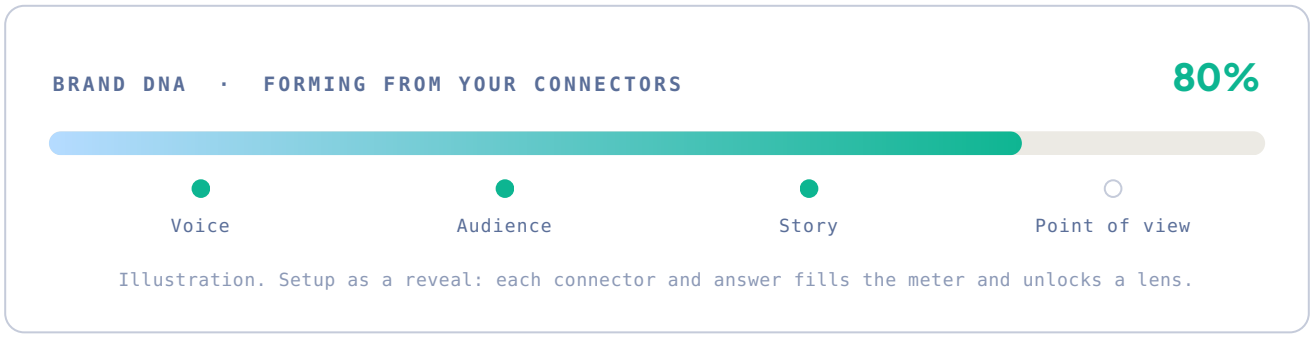


Illustration. Setup as a reveal: each connector and answer fills the meter and unlocks a lens.

a **Make setup a reveal, not a form.** As connectors come online and questions get answered, fill a visible Brand DNA meter. Each step uncovers a real piece of the picture rather than asking for one.

b **Unlock the four DNA lenses one at a time.** The DNA Visibility Layer already surfaces patterns across four lenses. Reveal them as milestones, each earned, each a small "there you are" moment.

c **Turn the to-eighty into a win.** "We already know 80 percent about you" should land as a gift, framed and celebrated, not buried. It is the single most delightful thing we have, and Jasper structurally cannot match it.

d **Build a cadence on the content surface.** The ideas-and-approval workflow is a natural streak. Approving and shipping should accumulate visibly, so showing up has a reward.

e **Give the journey a shape.** Beginning, middle, payoff. Jasper is a flat menu. Ours should feel like it is going somewhere, with a finish line you can see.

07 · THE TAKEAWAYS

What we steal, what we do differently

STEAL FROM JASPER

- The inversion: the system asks, the user answers, options pre-filled from what it knows.
- "Right model, no decision" as the engine story.
- The trust-layer structure for Graviten's enterprise pitch.
- Configure once, produce at scale, for agency-grade delivery.
- The knowledge base framed as always up-to-date memory.

DO DIFFERENTLY

- Replace the manual lift with connectors plus Nova.
- Own visual and design output end to end.
- Be the delivery surface, not a copy engine.
- Win the first five minutes with a real payoff.
- Gamify the whole journey so it feels alive.

BOTTOM LINE

Jasper is the most useful competitor we could have asked to see.

It validates the bet, shows the architecture works at scale, and hands us a clean list of where it is weak: the setup wall, the missing design layer, the copy-only delivery, and the total absence of momentum. We already do design. We already compress the lift with Nova. Add the one thing neither of us has yet, **a setup that feels like a game worth playing**, and we are not competing with Jasper. We are building the thing they cannot.