

MeetingShield

On-prem (local-machine) AI meeting notetaker for confidential discussions where cloud notetakers are prohibited. TapeOff (Plan 40) is consumer-priced one-time; MeetingShield is B2B enterprise tier with team features. \$49/seat/month.

Category	Set 8 · Mixed Round
Customer	Law firms + accounting firms + M&A; advisors + medical practices + therapists + government contractors — confidential B2B segments where cloud notetakers are prohibited by policy
Monetisation	\$49/seat/mo Pro · \$99/seat/mo Enterprise (on-prem deployment + dedicated support) · \$4,999/yr per organisation Foundation tier
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

MeetingShield is the B2B enterprise sibling of TapeOff (Plan 40, \$49 one-time consumer desktop). The structural opportunity: cloud-based AI notetakers (Otter + Granola + Fathom + Fireflies) are excluded by policy at many confidential-B2B firms — law firms (attorney-client privilege), accounting firms (client confidentiality), M&A; advisors (deal-sensitive), medical practices (HIPAA + DPDP), government contractors (sensitive contracts). These segments need notetaker capability but cannot use cloud tools.

Product: on-prem (local-machine) AI meeting notetaker deployed per-organisation; recordings + transcripts + AI summaries all stay on user's machines + organisation's network; team features (shared meeting library + role permissions + audit logs) for B2B context.

Year-1 target: 250 organisations (~2,800 seats) generating ■3.4 crore annual revenue against ■65 lakh costs. Cash-positive month 4-5.

The Problem

Confidential-B2B firms cannot use cloud-based AI notetakers due to policy + regulatory + privilege constraints. Law firms: attorney-client privilege requires that meeting recordings + transcripts not be shared with third-party cloud vendors who could be subpoenaed or breached. Accounting firms: client-confidentiality + SOX implications. M&A; advisors: deal-sensitive material cannot leave firm-controlled environment. Medical practices: HIPAA (US) + DPDP (India) restrict patient-information handling. Government contractors: contract sensitivity prevents cloud-vendor handling.

Result: these segments forgo notetaker capability (productivity loss) or use it secretly (compliance risk). Both outcomes are bad.

Market gap: B2B-enterprise on-prem AI notetaker with team features at SaaS pricing.

The Solution

MeetingShield's architecture: AI processing happens on user's local machine (using Whisper + small-LLM models running locally) — no cloud upload of audio + transcripts. Organisation deploys MeetingShield infrastructure on their own network (private cloud or on-prem servers) for team-level features (shared library + role permissions + audit logs).

Pro tier (\$49/seat/mo): individual deployment with local processing + cloud-side billing/admin only. Suitable for solo + small-firm practitioners.

Enterprise tier (\$99/seat/mo): full on-prem deployment within organisation network + dedicated support + custom integrations + compliance documentation (HIPAA BAA + SOC2 + DPDP compliance audit).

Foundation tier (\$4,999/yr per organisation): for very small organisations (under 10 seats); flat fee covering Pro features.

Differentiation from TapeOff (Plan 40): TapeOff is consumer one-time \$49 with local processing for individual privacy-conscious users. MeetingShield is B2B subscription with team features + organisational deployment + compliance documentation for enterprise procurement.

Market Opportunity

Global confidential-B2B firm market: ~600k law firms + 380k accounting firms + 280k therapy practices + 180k M&A; advisory firms + 100k government contractors. Subset adopting AI notetaker tooling: ~10-20%.

At blended \$14k/yr per organisation ARPU, SAM is \$800M-1.4B globally. Realistic 4-year capture: 0.3-1% = \$2.4-14M ARR.

Adjacent expansion. Year 2: industry-specific compliance tiers (HIPAA-certified medical tier; SOC2-Type2 legal tier). Year 3: government tier with FedRAMP-equivalent certifications.

Target Customer

Primary persona: a 47-year-old founding partner at 8-attorney law firm in Chicago. Will pay \$49/seat × 8 = \$392/mo Pro tier.

Secondary persona: a 52-year-old managing director at M&A; advisory firm with 35 advisors. Will pay \$99/seat × 35 = \$3,465/mo Enterprise tier (deployed on firm's private cloud).

Tertiary persona: a 41-year-old solo therapist needing HIPAA-compliant notetaker. Will pay \$4,999/yr Foundation tier.

Product

Local-machine AI processing: Whisper transcription + small-LLM summarisation running on user device.

Organisation-controlled infrastructure: deployed on org's private cloud or on-prem.

Team features: shared meeting library + role permissions + audit logs.

Integration with confidential-segment-specific workflows (clio + practice management for legal; medical EHR for therapy).

Pro tier: individual + small-team deployment.

Enterprise tier: full on-prem + dedicated support + compliance documentation.

Foundation tier: small-organisation flat fee.

Technical Architecture

Local processing: Whisper + Llama 3.1 8B + Phi-3 running on user device.

Organisation backend: deployable on AWS Outposts + on-prem Kubernetes + private cloud configurations.

Frontend: Next.js admin dashboard + native desktop app per user.

Compliance: HIPAA BAA + SOC2 Type II + DPDP compliance + per-jurisdiction documentation.

Payments: Stripe + invoiced for enterprise.

Business Model & Unit Economics

Three tiers. Pro \$49/seat/mo. Enterprise \$99/seat/mo. Foundation \$4,999/yr per organisation.

Conversion: enterprise sales cycle 8-16 weeks. Conversion from qualified inbound 22%. Distribution: 40% Pro, 50% Enterprise (by revenue), 10% Foundation.

Gross margin: 76%. Costs: local-model maintenance + enterprise-deployment-support + compliance certifications.

LTV: \$588 × 28 mo = \$1,646 per Pro seat; \$1,188 × 36 mo = \$4,277 per Enterprise seat; \$4,999 × 4 yrs = \$19,996 Foundation. Strong stickiness because confidential-segment switching is hard.

Unit Economics (Year-1 base case)

Year-1 organisations	250
Year-1 paying seats	~2,800
Blended revenue per seat	\$144/mo
Year-1 revenue	\$400,000 (~₹3.4 crore)
Gross margin	76%
CAC per organisation	\$2,800
Year-1 all-in costs	~₹65 lakh
Year-1 net contribution	~₹2 crore

Go-to-Market

Channel 1 — Direct outreach to confidential-segment firms (40%): targeted outreach to law firms + accounting firms + M&A; firms via industry directories.

Channel 2 — Industry-association partnerships (25%): bar associations + accounting societies + M&A; community organisations.

Channel 3 — Compliance + privacy content (20%): substantive content on confidentiality requirements + AI-notetaker compliance.

Channel 4 — Channel partnerships with confidential-segment software (15%): partnerships with Clio + similar legal-software for cross-sell.

Roadmap (first 12 months)

- Month 1-3: MVP with Pro tier + local processing + 20 organisations.
- Month 4-5: Enterprise tier with on-prem deployment + 80 organisations cumulative.
- Month 6-8: SOC2 Type II + HIPAA BAA achieved + Foundation tier + 160 organisations.
- Month 9-10: Integration with Clio + medical EHR + 220 organisations.
- Month 11-12: 250 organisations, ₹3.4 crore annualised.

Key Risks

- Cloud-notetaker incumbents launching on-prem tiers — possible. Mitigated by speed + true-local-first architecture (their cloud-native architectures are hard to retrofit).

- Local-model quality vs. cloud-model quality: small local models slightly behind GPT-4. Mitigated by transcription-quality discipline + clear scope (we trade some quality for confidentiality).
- Enterprise sales cycle length: 8-16 weeks slows growth. Mitigated by Foundation tier velocity + Pro-tier self-serve.
- Compliance certification cost: SOC2 + HIPAA + similar are expensive. Mitigated by phased certification + clear ROI per certification.
- Hardware requirements: local processing requires capable user hardware. Mitigated by clear hardware-requirement guidance + fallback to organisation-server processing.