

What is Monday?

A color-coded digital workspace that helps teams organize their tasks, track who is doing what, and stay on schedule

Features Include:

- **Monday Sidekick:** An AI assistant
- **Workflow Automation:** Uses AI blocks to analyze, generate, and route work through a multi-step process
- **Content Generation:** Assists in writing emails, creating, and summarizing text
- **Data Analysis:** Provides insights into team performance, customer sentiment analysis, and sales forecasting



<https://monday.com/>

What Problems Does Monday Solve?

Informative: Single source of reputable information

Manual Busywork: By using AI, it solves the problem of repetitive tasks being at place and automatically notifies a manager when a deadline is missed

Resource Management: It solves the issue of uneven workloads and identifies who is over-capacity or under-utilized

Process Rigidity: Unlike traditional, Monday solves the problem by how it is built on blocks; furthermore, having the ability to build a workflow that exactly matches your business plans

How Does Monday Work?

- **Logged Information:** Activity is logged in board history for transparency
- **Organized Information:** Important board data is gathered
- **Template Maker:** User can enter a prompt/template, and the AI will generate it

The screenshot displays the Monday work management interface. At the top right, there is a button labeled "Prioritize projects". The main content area is titled "Portfolio of strategic projects" and contains a table with the following data:

| | Project | Project health | Project progress | Priority |
|--------------------------|-----------------------------|----------------|--|----------|
| <input type="checkbox"/> | Reporting automations | Off track | <div style="width: 100%;"><div style="width: 10%;"></div></div> | High |
| <input type="checkbox"/> | Policy digitization project | Off track | <div style="width: 100%;"><div style="width: 15%;"></div></div> | High |
| <input type="checkbox"/> | GDPR audit preparation | At risk | <div style="width: 100%;"><div style="width: 20%;"></div></div> | |
| <input type="checkbox"/> | AI skills training rollout | At risk | <div style="width: 100%;"><div style="width: 20%;"></div></div> | |
| <input type="checkbox"/> | Dev migration | On track | <div style="width: 100%;"><div style="width: 100%;"></div></div> | |

An overlay window titled "AI report generator" is open, showing a "Portfolio Report Executive Summary" and a "Generate" button. The overlay text reads: "AI report generator. Get an executive summary of key risks and trends." At the bottom of the overlay are "Cancel" and "Generate" buttons. At the bottom of the main interface, there is a button labeled "Analyze risks".

Relevant For a Small Business

- Automating Busy Work: Small businesses often lack admin staff. Monday automations act like a virtual assistant
- Returns & Quality Control: Helps businesses spot patterns for what is being brought back
- Capacity: Using a capacity view, in which shows a circle for each employee. If the circle turns red, they have more tasks. The benefit is to be flexible on who should do what for each given task

Competitors of Monday

| | Monday | Smartsheet | Notion |
|-------------------|--|---|---|
| Best For | Cross-departmental Work OS | Operations Finance | Knowledge-heavy teams |
| AI Capability | <ul style="list-style-type: none">• AI Sidekick• Digital Agents | <ul style="list-style-type: none">• Intelligent formulas• Intelligent insights | Q&A workspace data |
| Use | High | Medium | Medium |
| Standout Feature: | <ul style="list-style-type: none">• CRM• Service products | <ul style="list-style-type: none">• Complex data• Resource management | <ul style="list-style-type: none">• Interconnected documents• Interconnected databases |

Getting Started with Monday - Costs

| | Free | Basic | Standard | Pro |
|------------------------------|-----------------|-----------------|----------------------------------|-------------------------------------|
| Cost | Free | \$9/month | \$12/month | \$19/month |
| AI Credits | None | Yes | Yes | Yes |
| AI Sidekick Access | No | No | Yes | Yes |
| Items | Up to 200 items | Unlimited Items | Unlimited Items | Unlimited Items |
| Dashboard | 0 | Up to 1 board | Up to 5 boards | Up to 20 boards |
| Automation and Integrations: | 0 | 0 | Up to 250 actions per month each | Up to 25,000 actions per month each |

Getting Started with Monday - Demo

<https://www.youtube.com/watch?v=mZwt56r3-KA>

