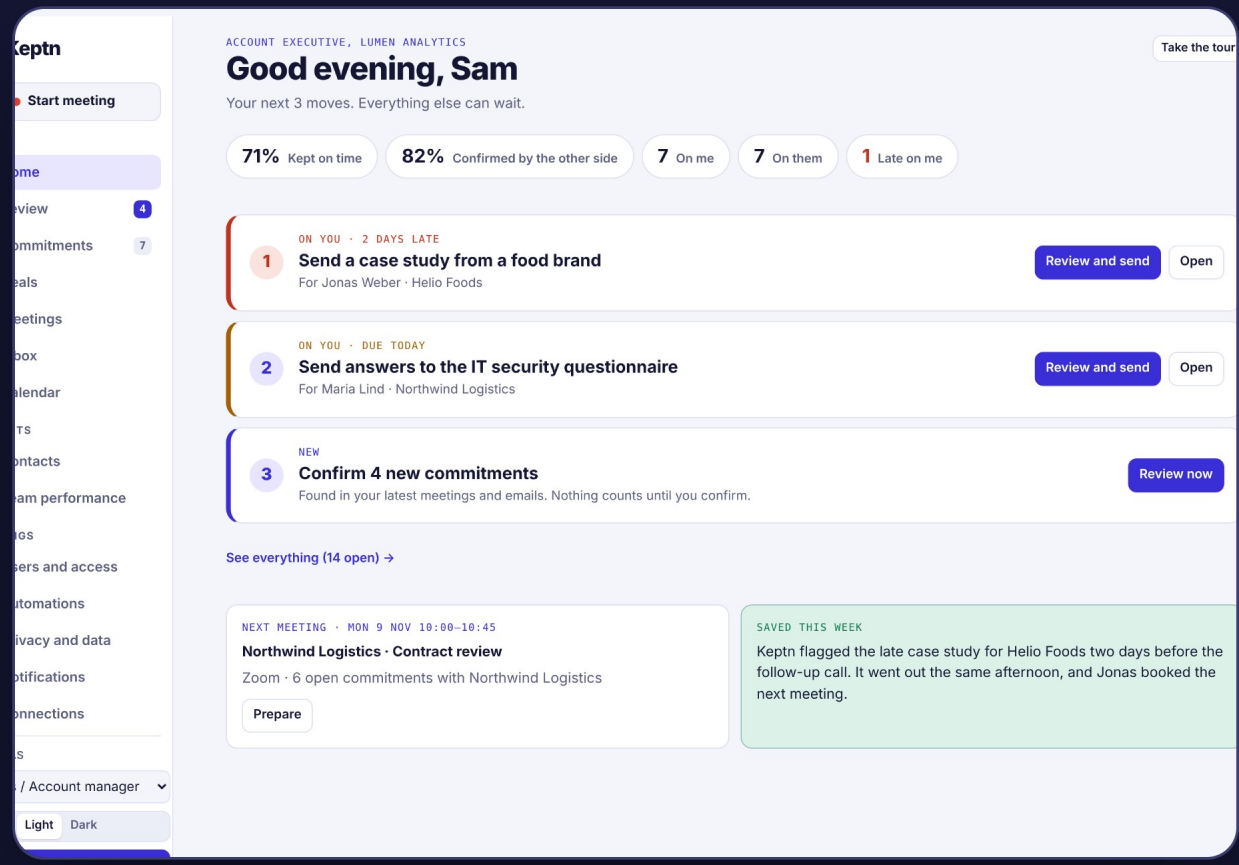
Keptn

Every promise, kept.

Follow-through for B2B deals. Keep your notetaker; Keptn makes sure what's agreed actually happens, on both sides.



Product overview · November 2026 · www.keptn.ai

THE PROBLEM

Meetings end with commitments. Most of them quietly disappear.

> **“I’ll send it Friday.”**

> **“We’ll check with legal.”**

> **“Let me get you the numbers.”**

A week later, much of it hasn’t happened. Not because nobody cared, but because nobody was keeping track. In sales, a missed follow-up is how deals go quiet.

WHERE KEPTN FITS

Keep your notetaker. Add follow-through.

	Your notetaker	Keptn adds
Records and transcribes the call	Yes	Uses those transcripts
Notes and action items	Yes, one list per meeting	One list across all meetings and email
What the other side owes you	No	Tracked until delivered
Makes sure it happens	No	Nudges, drafts, calendar blocks
Shared with the other side	No	Mutual recap and shared plan
Who keeps their word	No	Track record for every contact

Works with Granola, Fathom, Fireflies, Otter, Zoom, Microsoft Teams, Google Meet and Gong, plus Gmail and Outlook. No notetaker? Keptn for Mac records with no bot.

KEPTN

Your notetaker writes it down. Keptn makes sure it happens.

Catch

Every commitment from your notetaker's transcripts and your email, both sides.

Confirm

You review each one. Nothing lands on your list without your OK.

Follow through

Nudges, drafted messages and calendar blocks before anything slips.

Align

A mutual recap after each call and one shared plan with the other side.

HOW IT WORKS

From a conversation to a kept commitment

1
Connect
Transcripts from your notetaker, or Keptn for Mac.

→

2
Extract
Who, what, for whom and by when, with the quote.

→

3
Review
You confirm, edit or dismiss each one.

→

4
Recap
Both sides get what each agreed, in writing.

→

5
Follow up
Nudges, drafts and calendar blocks.

→

6
Kept
Counted in your follow-through score.

Commitments from email threads join the same list, so nothing depends on whether it was said on a call or written down.

HOW IT'S ORGANISED

Three areas: do the work, see who follows through, set it up

Work

Where you act on commitments every day.

- Home
- Review
- Commitments
- Deals
- Meetings
- Inbox
- Calendar

Insights

Who follows through, on both sides.

- Contacts, with each person's track record
- Team performance, for managers and admins

Settings

Set it up once.

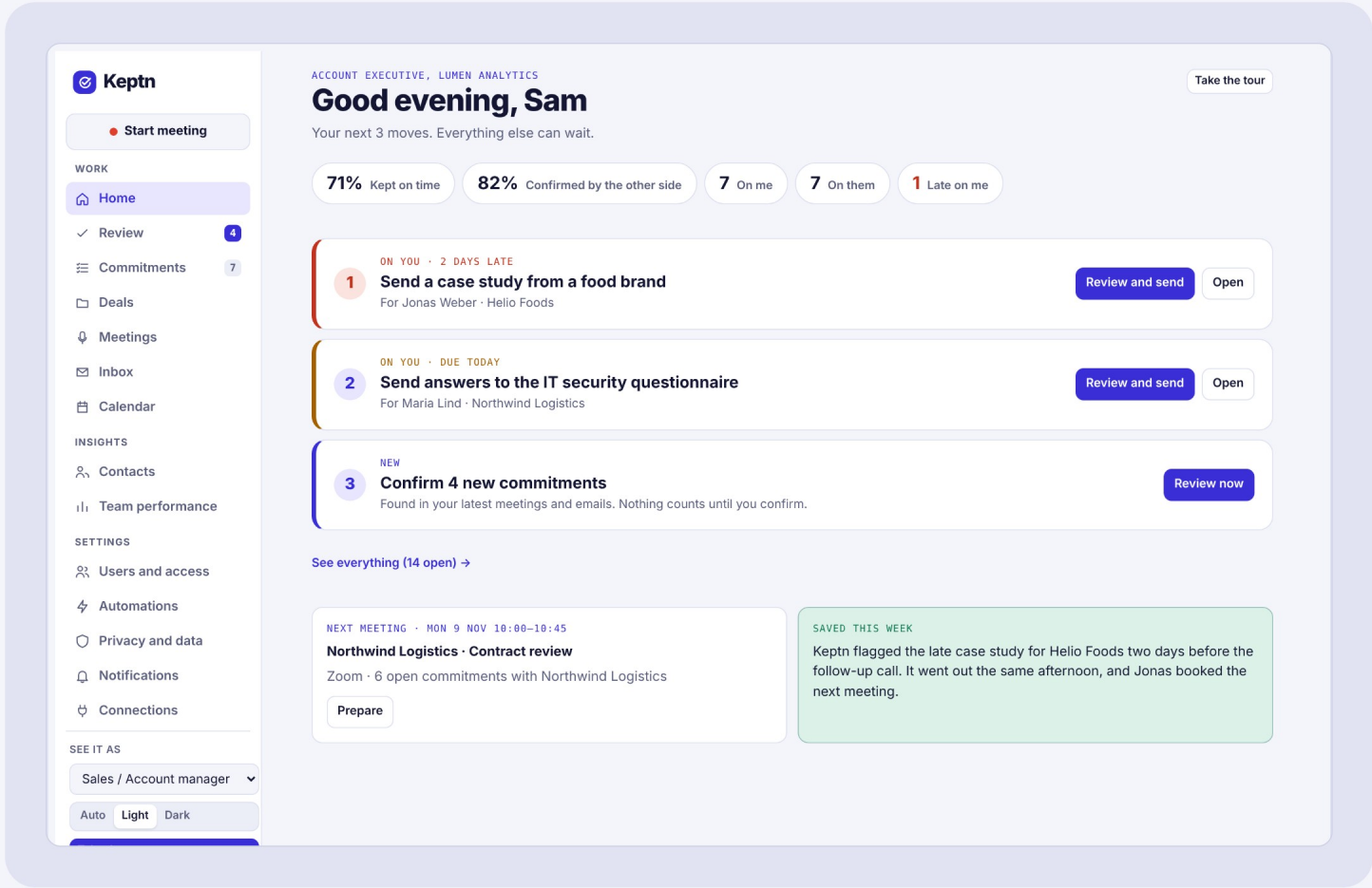
- Users and access
- Automations
- Privacy and data
- Connections
- Notifications

HOME

Your next 3 moves, nothing more

Keptn ranks what needs you by urgency, value and who is waiting. One line of numbers, three moves, your next meeting. Everything else is one tap away.

Benefit: open Keptn, do three things, close it.

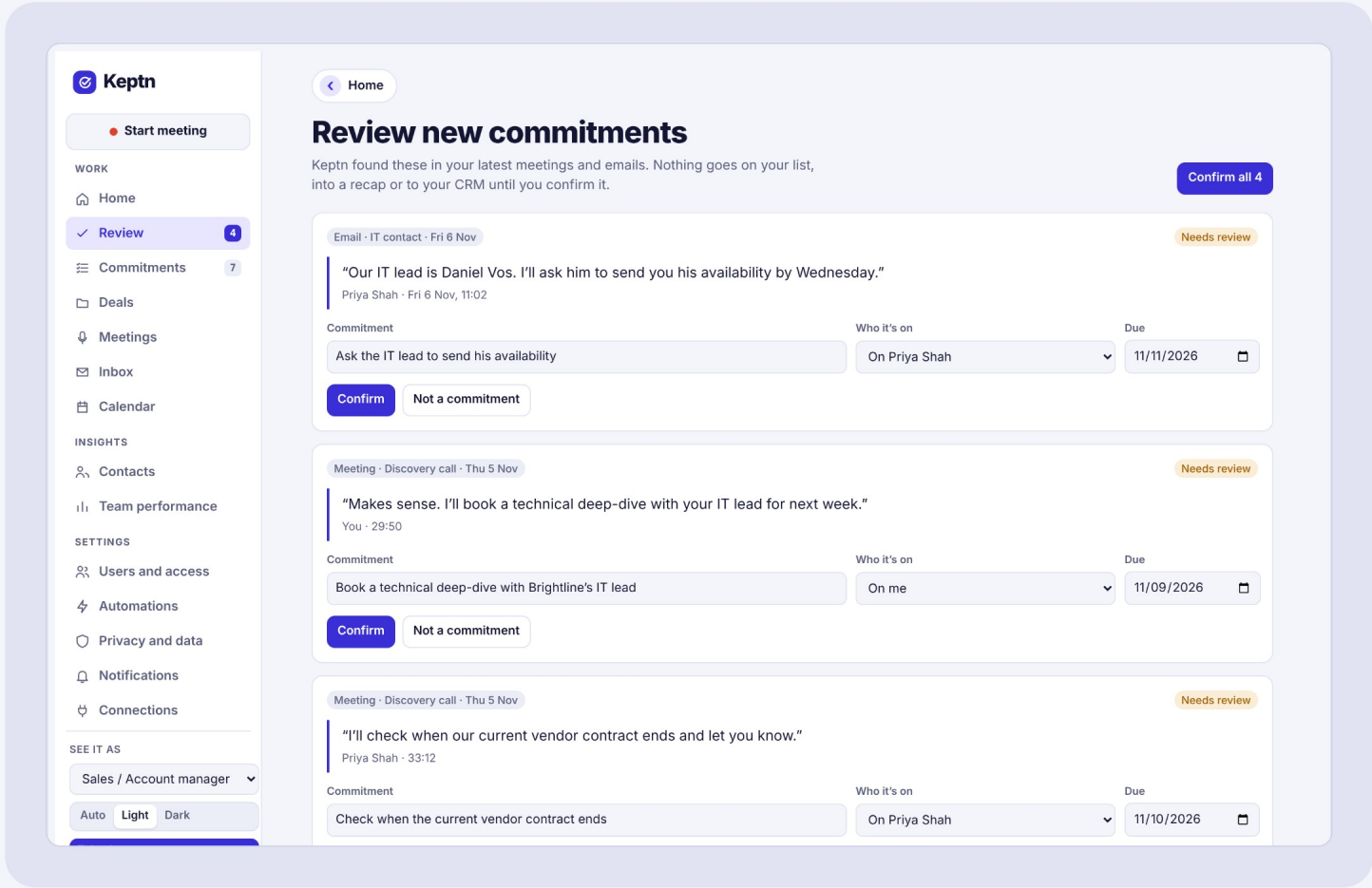


REVIEW QUEUE

You stay in control

After each meeting, new commitments wait for a quick check. Fix the wording, who it's on or the date, then confirm. Or mark it "Not a commitment".

Benefit: a list you can trust, because nothing gets in without your OK.

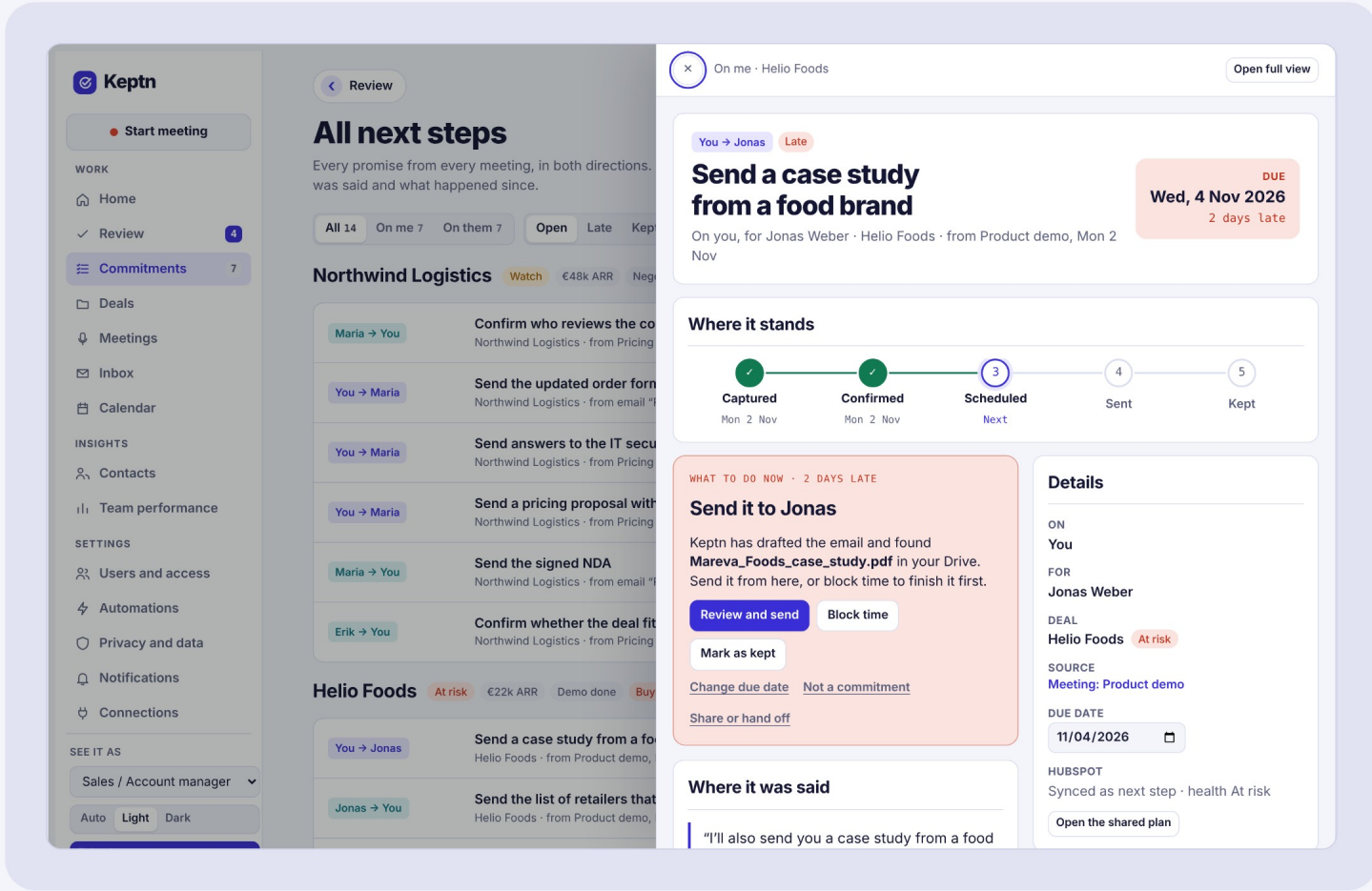


A COMMITMENT

Open it, act, and you're back in your list

A commitment opens beside your list: who it's on, where it stands, the exact words, and one action to take now.

Benefit: no rabbit hole. Two levels deep at most.

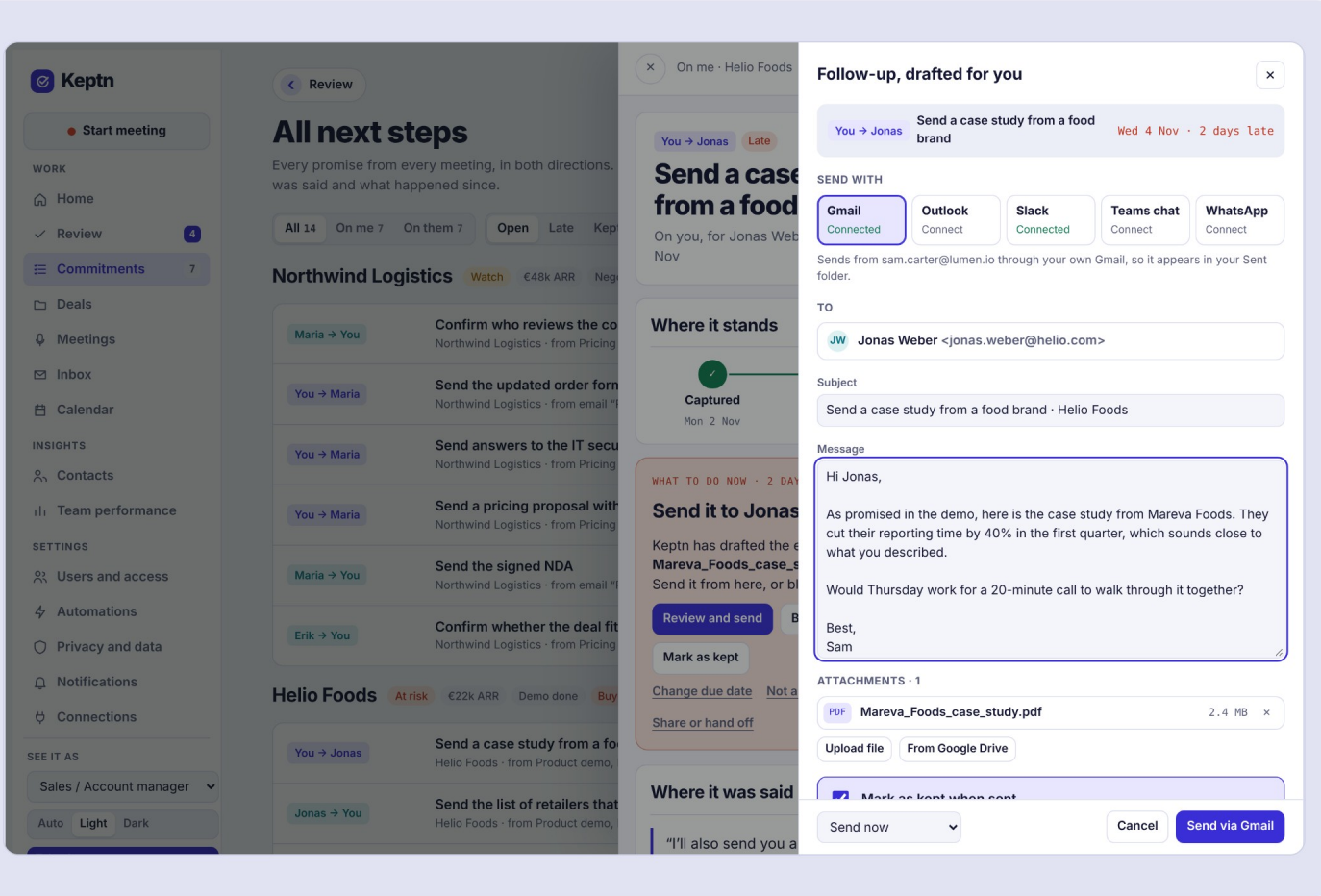


SEND FROM KEPTN

The follow-up is already written

Review the draft, attach the file Keptn found in Google Drive, and send it through Gmail, Outlook, Slack, Teams or WhatsApp. From your own account, now or scheduled.

Benefit: following up takes one minute instead of a search and a blank email.

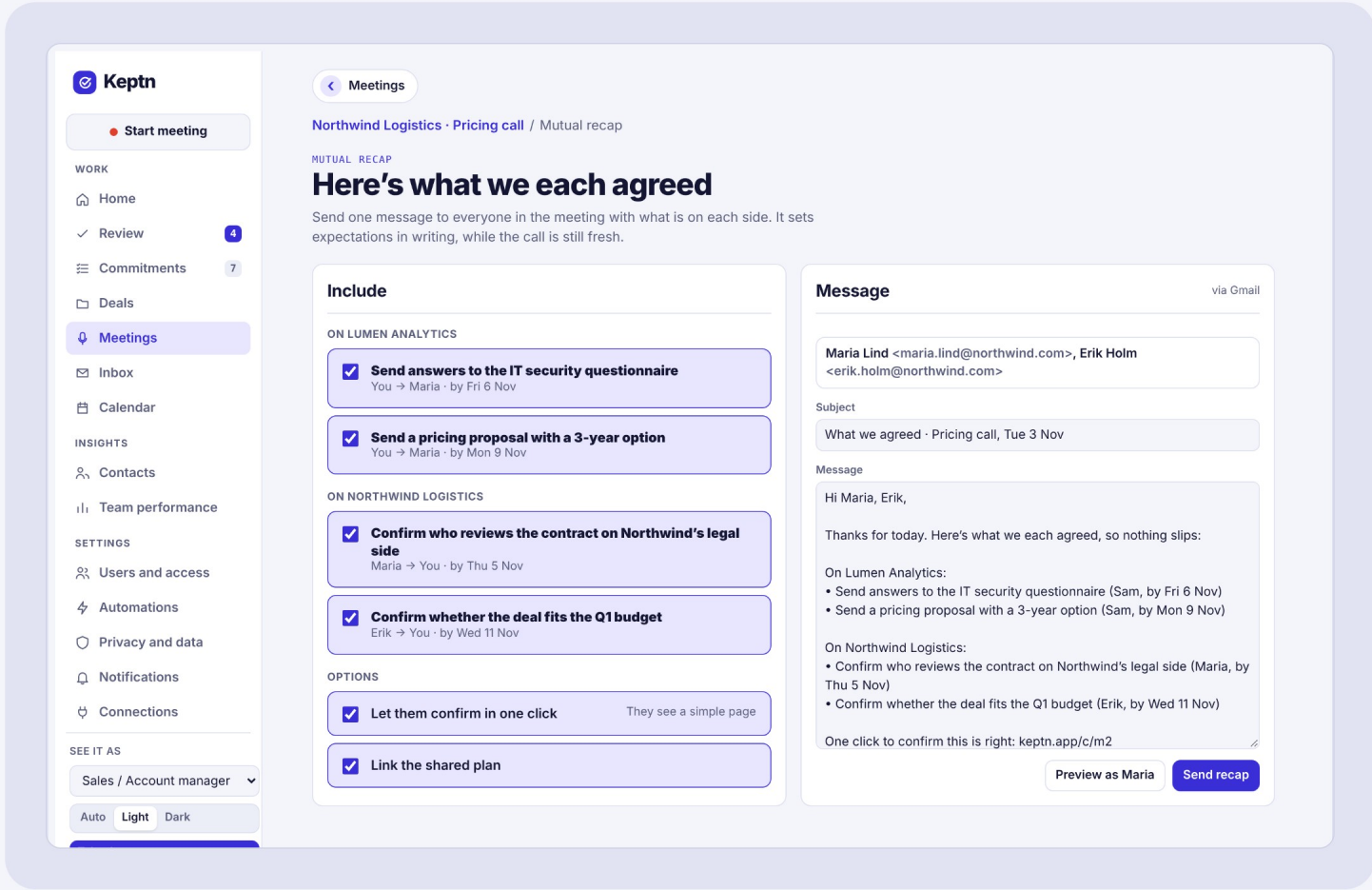


MUTUAL RECAP

Both sides agree, in writing

Minutes after the call, one message to everyone: what's on us, what's on them, by when. They can confirm it in one click.

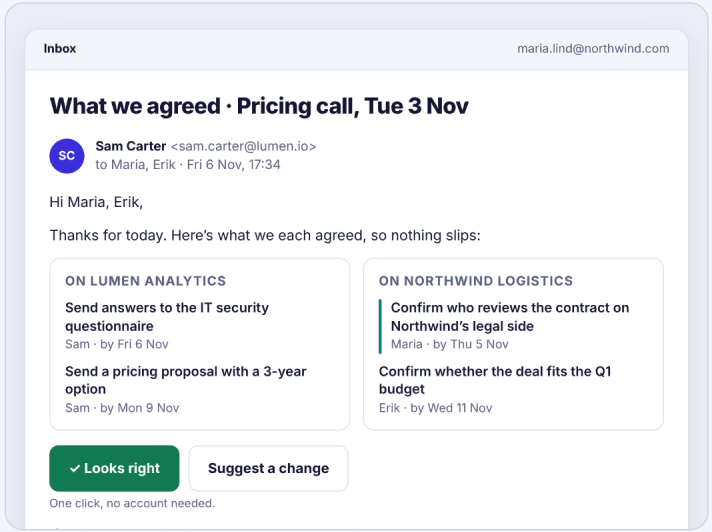
Benefit: the other side is on the hook too, and expectations are set while the call is fresh.



THE OTHER SIDE

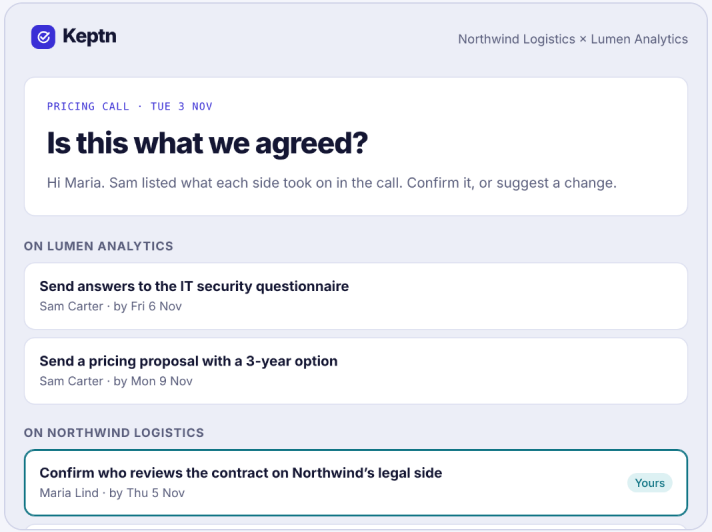
They confirm it, or correct it. No account needed.

1 · Sam sends the recap



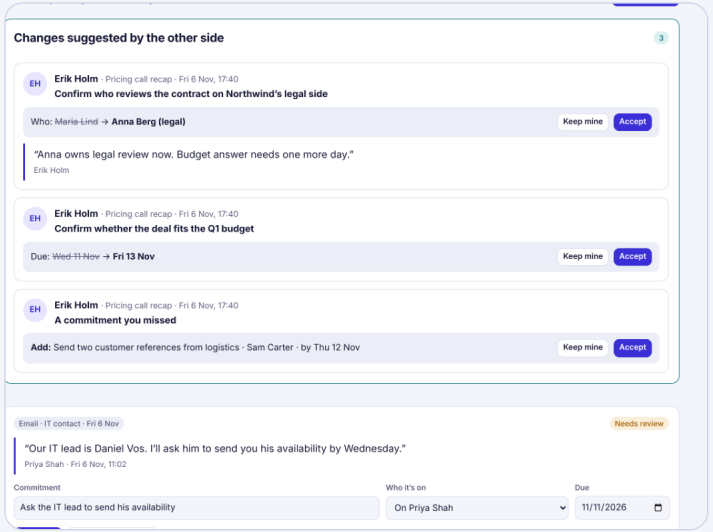
From his own Gmail. Both lists, with one-click buttons.

2 · Maria confirms or corrects



Her items are marked. She can change who, when or what.

3 · Sam accepts the changes



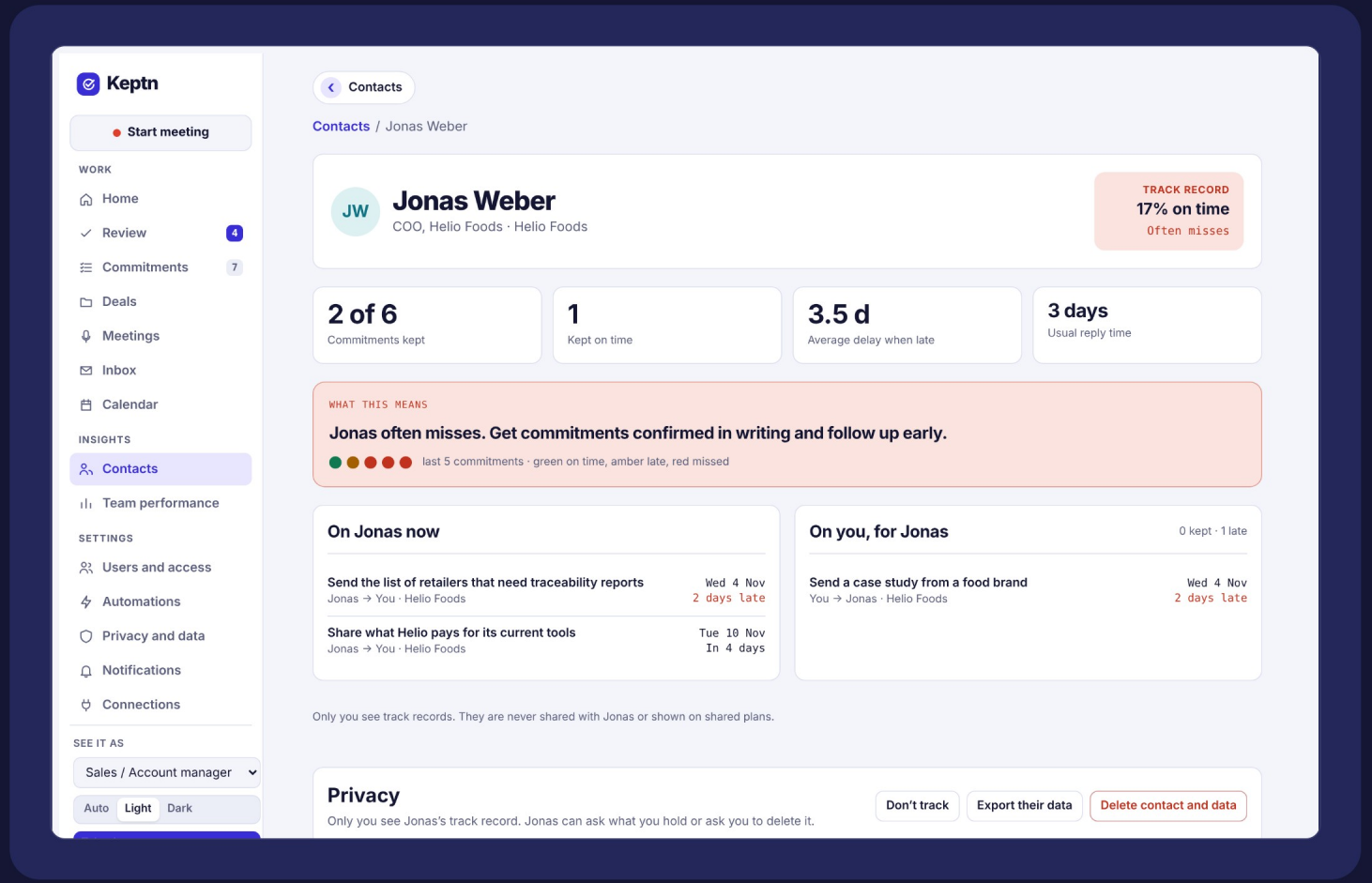
Changes land in Review. One click, and both sides see the same list.

ONLY IN KEPTN

Know who keeps their word

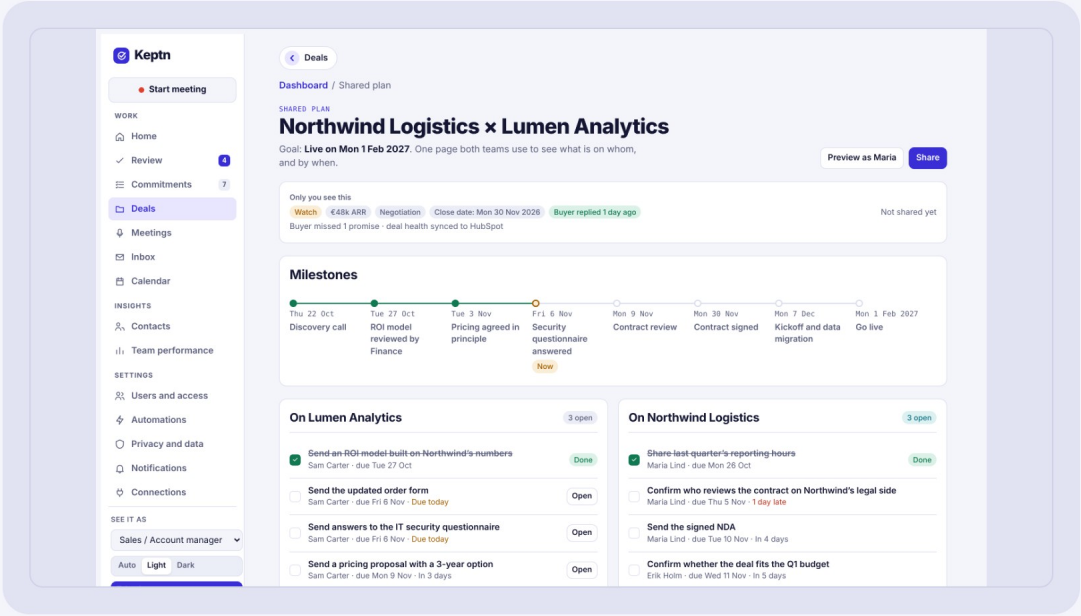
Keptn learns how reliably each person delivers what they commit to: on time, late or missed. You find it in Contacts, and only you see it.

Benefit: you know who to chase and whose deal is really at risk, weeks before the forecast shows it.



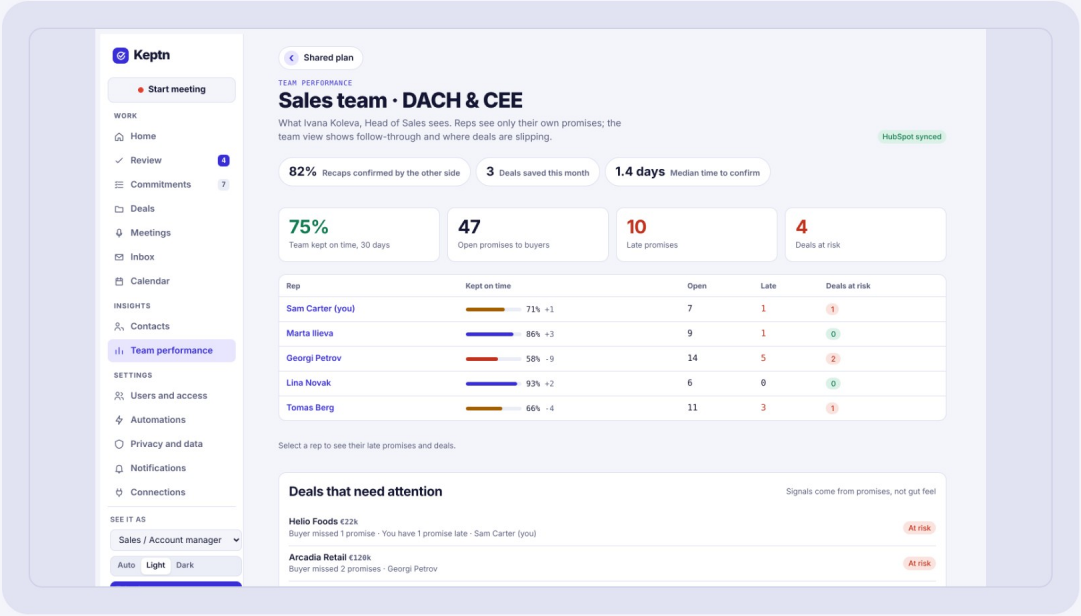
FOR DEALS AND TEAMS

One plan with the buyer. A clear view for the manager.



Shared plan

Milestones and what's on whom, on one page both sides see and tick off. Buyers move faster when they see their part.

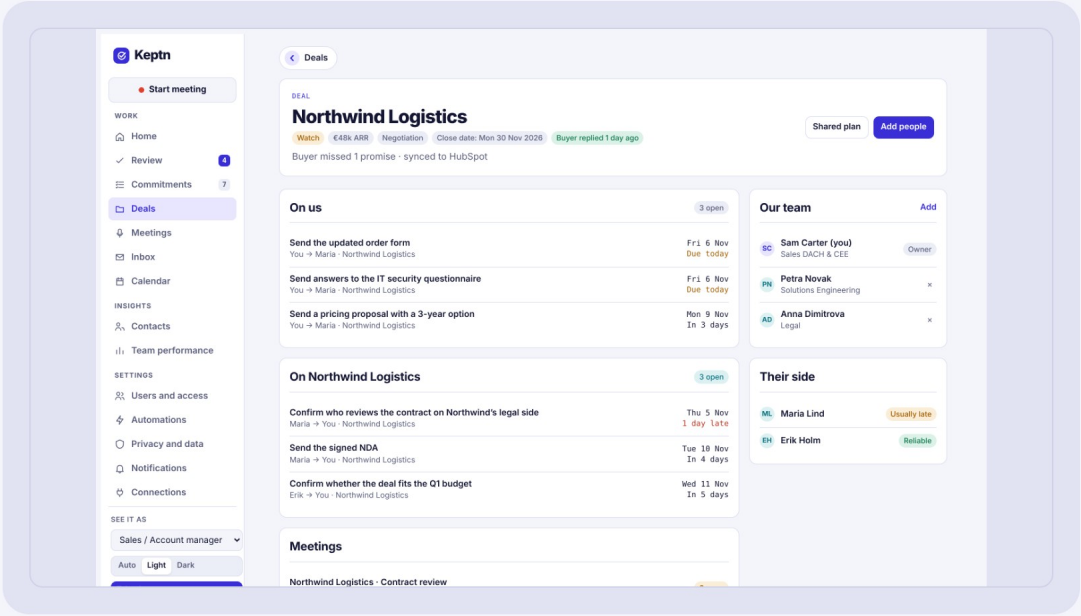


Team performance

Follow-through per rep and deals at risk, from behaviour rather than gut feel. Coach the right rep before a deal slips.

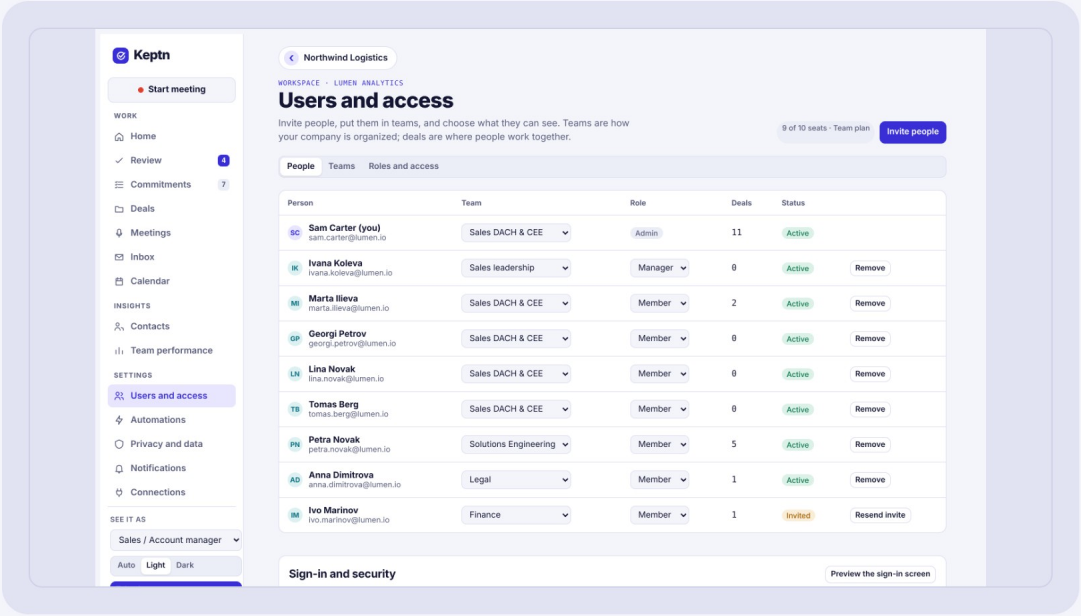
WORK TOGETHER

Every deal is a shared space, with the right access



Deals

Your SE, legal and finance on one page with every commitment, meeting and the shared plan. Hand off a task and stay accountable.



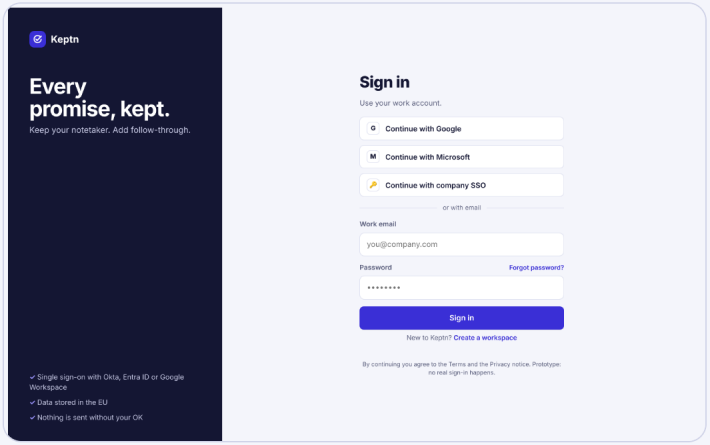
Users and access

Invite people, organise them in teams, and choose Admin, Manager, Member or Guest. Guests see only the shared plan. SSO, SCIM and two-factor sit on the same page.

READY FOR IT AND ADMINS

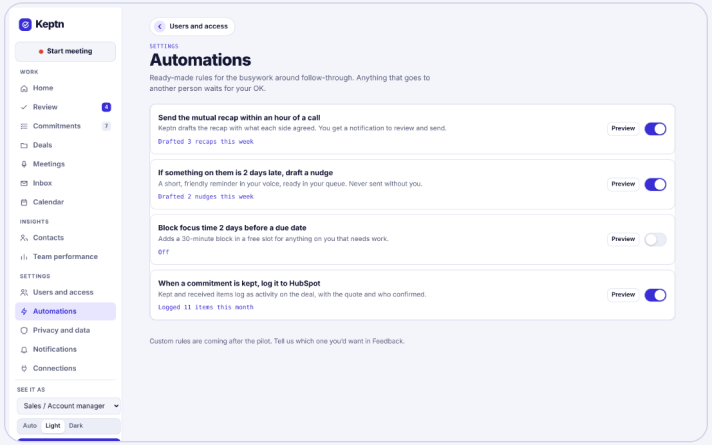
Secure sign-in, safe automation, data on request

Sign-in and security



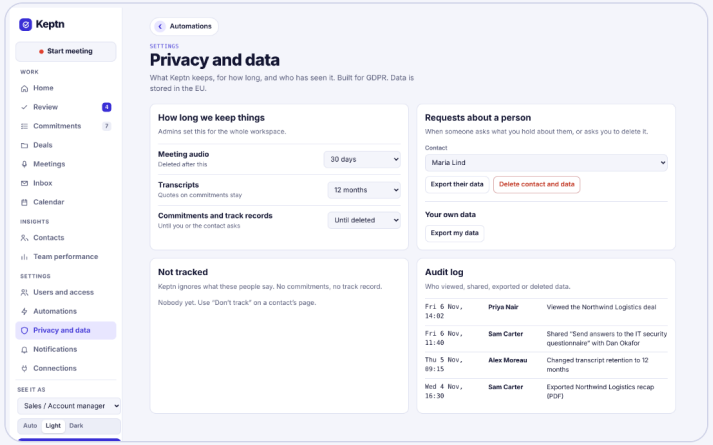
Google, Microsoft, company SSO or email. Admins require SSO, turn on SCIM and capture the domain.

Automations



Ready-made rules for recaps, nudges, focus time and CRM logging. Anything that goes to a person waits for your OK.

Privacy and data



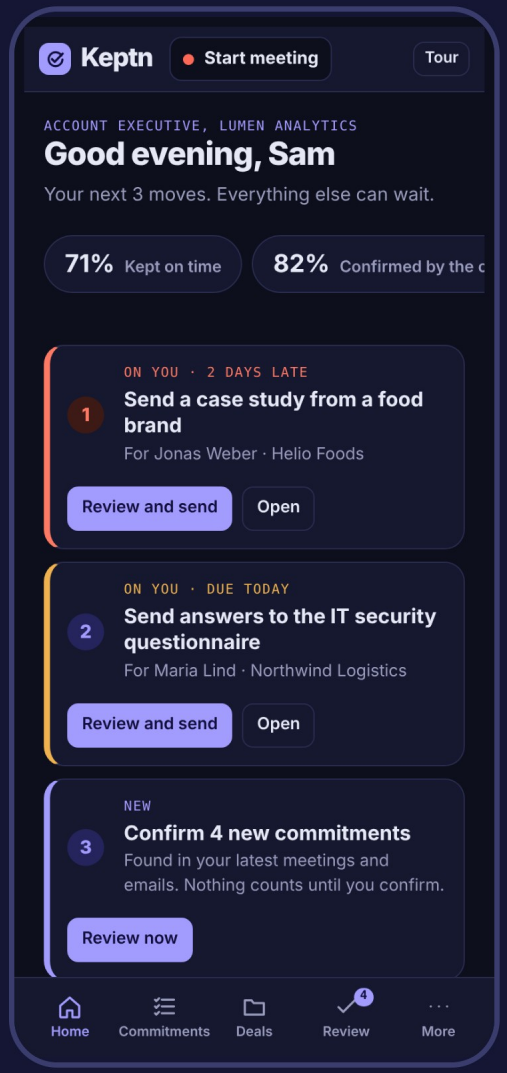
Retention you set, export or delete anyone's data, do-not-track, and an audit log.

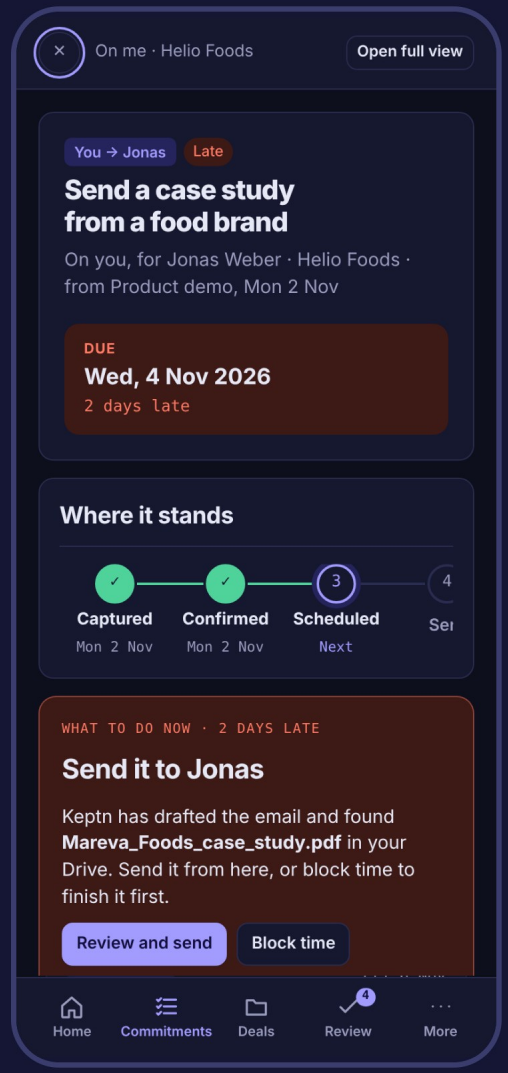
ON YOUR PHONE

A nudge at the right moment, wherever you are

Push notifications before something is due, with the draft ready to send. Morning digest, quiet hours, and full control over what reaches your phone, desktop, email or Slack.

Benefit: follow up between meetings in seconds, not at your desk at 10 pm.





WHO IT'S FOR

One engine, a view made for each role

Role	Cost of a dropped commitment	What Keptn shows first	In their words
Sales and account managers	The deal stalls, the buyer goes cold	Next steps by deal, with deal health	"Every next step, before the buyer goes cold."
Founders	A lost round or hire, credibility with the board	Open loops by investor, hire and partner	"Founders who follow up close the round."
Client-facing teams Consultants, agencies, CS	Scope disputes, churn at renewal	Deliverables by client, with scope flags	"Every client ask, captured and on record."
Sales and CS leaders The buyer	Deals slip without anyone seeing it	Deals at risk, follow-through per rep, recaps confirmed	"See which deals slip before the forecast does."

WHY KEPTN IS DIFFERENT

Others stop at the summary. Keptn starts there.

Follow-through, not notes

Nudges, drafts and calendar blocks until each commitment is kept.

Both sides

What's on them matters as much as what's on you, so Keptn tracks both.

Proof built in

Every commitment carries the exact words and the moment they were said.

Agreed in writing

A mutual recap after each call that the other side confirms in one click.

Track records

Who keeps their word, learned from behaviour no CRM can see.

Works with your notetaker

Keep the tool your team already likes. Keptn adds follow-through on top.

PILOT PRICING

Priced per team and deals, not per seat

Solo

Free

One person, up to 3 active deals. Commitments, nudges and mutual recaps.

Starter

€149 /month

Your whole team, up to 10 active deals. Shared plans, email capture, sending from Keptn.

Growth

€399 /month

Up to 50 active deals. Adds team performance, track records and deal health in your CRM.

Guests on shared plans are always free. 20% off when paid yearly. Larger teams: let's talk. Prices exclude VAT.

TRUST

Built so legal and IT can say yes

Meeting recording is where most tools get blocked in Europe. Keptn is designed around that from day one.

Nothing new on your calls. Keptn reads the notetaker IT already approved, and nothing is sent without your OK.

Stored in the EU, kept as long as you say. Audio is deleted after 30 days by default.

Single sign-on. Okta, Entra ID or Google, with SCIM, domain capture and an audit log.

Every person's data on request. Export or delete a contact and their data in one step. Track records stay private.

TRY IT

Click through it, then tell us what you think.

1 · Open the prototype

[Prototype link]. Example data only; nothing you do sends anything.

2 · Take the tour

“Show me around” walks through every feature in about two minutes.

3 · Give feedback

The Feedback button on every screen goes straight to the team.