



# ATTIO

Founder's Edition

STRATEGIC BUSINESS LAYER

01  
INTRODUCTION

## What is Attio?

Attio is a next-generation CRM designed for **high-growth SaaS companies**. Unlike rigid legacy platforms, Attio is built on a **flexible, relational data model** that adapts to your business logic — not the other way around. It provides an intuitive, real-time interface that bridges the gap between simple spreadsheets and complex enterprise systems.

02  
CORE BENEFITS

- RELATIONAL FLEXIBILITY** Easily map complex B2B relationships — Investors, Partners, Customers — with **custom objects and attributes** that mirror your actual business logic.
- AUTOMATED ENRICHMENT** Spend less time on manual data entry. Attio automatically pulls in **company data and communication history** to keep your CRM current.
- READY FOR SCALE** By defining your data structure early, you ensure your CRM can eventually communicate with your entire technical stack — without **glue code**.

03  
TECH DEEP DIVE

## The Power of Objects

### CUSTOM ATTRIBUTES





Attio allows you to create **custom attributes** that match your code's requirements — ensuring your CRM speaks the same language as your infrastructure from day one.

```

attio_custom_attributes.json
JSON
1 {
2   "record_type": "Company"
3   "custom_attributes": {
4     "tenant_id": "unique_identifier" // Essential for future
5     "deployment_type": "Cloud | Dedicated"
6     "technical_contact": "engineering_lead@client.com"
7   }
8 }
    
```

04  
MARKET LANDSCAPE

## Key Competitors

| PLATFORM   | CHARACTERISTICS                              |
|--|--|
|  <b>Attio</b> | Agile Founders Flexibility API-First Control |
|  HubSpot      | Enterprise Standard Rigid High-Cost Silo     |
|  Twenty       | Open Source Early-Stage Community-Led        |
|  Salesforce   | Legacy CRM Complex Setup High TCO            |