

Strategic Planning Tools: Features & Pricing Comparison

Choose the right tool for your small business growth strategy

FREE TOOLS

Perfect for startups < \$500K revenue

Google Sheets

\$0/month

- SWOT analysis templates

Microsoft Excel

\$0/month (with Office)

- Gantt charts & KPI dashboards

Canva Business

Free tier available

- Visual strategy maps & presentations

MID-RANGE TOOLS

Growing businesses \$500K- \$2M revenue

Cascade Strategy

\$50 - \$200/month

- Team collaboration & OKR tracking

Microsoft Excel

\$75 - \$300/month

- Strategic coaching included

Canva Business

\$12 - \$19/month per user

- Goal tracking & project management

ENTERPRISE TOOLS

Established businesses > \$2M revenue

Rhythm Systems

\$100 - \$500/month

- Enterprise features & integrations

Smartsheet Enterprise

\$25 - \$30/month per user

- Advanced reporting & automation

Monday.com Pro

\$16 - \$24/month per user

- Workflow automation & dashboards

Feature Comparison Matrix

FEATURES	FREE	MID-RANGE	ENTERPRISE
Basic Templates	✓	✓	✓
Team Collaboration	✗	✓	✓
Process Automation	✗	Limited	✓
Advanced Analytics	✗	Basic	✓
Third-Party Integrations	✗	✓	✓
24/7 Support	✗	Business hrs	✓
Custom Reporting	✗	Limited	✓
Enterprise Security	✗	Basic	✓



SELECTION GUIDE

Choose FREE tools if:

- Revenue under \$500K annually
- Team Size under 5 people
- Limited budget for software

Choose MID-RANGE tools if:

- Revenue \$500K - \$2M annually
- Team collaboration is critical
- Need structured goal tracking

Choose ENTERPRISE tools if:

- Revenue over \$2M annually
- Complex organizational needs
- Require advanced automation
- Need enterprise-grade security