ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild Jasper yourself.
The plan we follow.

For marketing teams on Jasper who want to own their templates, brand voice and prompt library, and pay Anthropic and OpenAI directly instead of a fee per seat.

- → Is it worth it, at your size
- → What to rebuild and what to drop
- → The architecture, in three layers
- → Migration and go-live checklists
- → The data model
- → A week-by-week build plan
- → Brand voice, prompts, review
- → Where teams get stuck

Jasper charges per seat. *The model charges per word.*

Jasper is a writing UI on the OpenAI and Anthropic APIs. The text comes from GPT-4o or Claude; the Jasper part is the templates, the brand-voice setup and the team workspace. A rebuild keeps that part and pays the model at its token price.

5 MARKETERS, 50K WORDS A MONTH EACH	ON JASPER	REBUILT, DIRECT
The AI generation	$5,940 a year	~$420 a year
Brand voice · few-shot prompts and a style guide	included	$0: your prompts
Template library · blogs, ads, emails, social	included	$0: built once
Workspace and roles · history, exports	included	in the build
Hosting, database, sign-in	included	~$50 a month
The build · fixed price, 3–4 weeks	—	$11,600 once
Year one	$5,940	$12,620
Year two on	$5,940 a year	$1,020 a year

Jasper at 5 seats, May 2026. Direct is Anthropic Claude Sonnet ($3 input / $15 output per million tokens, May 2026), hosting on a small VPS or your AWS, and our fixed build price: $11,600; $18,100–$23,200 from 15 seats. If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

Below 5 seats, stay on Jasper: the build does not pay back. **At 5 seats, the rebuild pays back inside two and a half years and saves ~$3.1K over three, then ~$4.9K a year.** Every seat you add is $99 a month on Jasper and a few dollars a month in tokens direct, so bigger teams pay back faster.

Who you need

- **A full-stack engineer** at home with Next.js, Postgres and an LLM API. Our team ships this in 3–4 weeks; one engineer working between other priorities should plan for longer.
- **Your content lead**, two hours a week: the templates that matter, the brand-voice examples, the three pilot writers, the go-live call.
- **An owner after launch**: hosting, model updates, the monthly prompt review, budgets.

Rebuild the 12 features your team uses. *Drop the rest.*

Jasper has hundreds of features. Most teams use about 12. Those are the project; the long tail is where rebuilds stall.

REBUILD ONE FOR ONE

- **Long-form posts**: outline, draft, revise
- **Ad, social and email templates**: the 10–20 your team uses
- **Brand voice**: a style guide and 5–10 reference examples per brand
- **Workspace and roles**: admin, writer, reviewer, with prompt sharing
- **Output history** with version restore, every generation in your database
- **A fact-check pass** on Claude, for the drafts that need one
- **Content calendar**: draft, review, published, tied to your CMS
- **Google Docs and Notion**: insert a draft in one click

REBUILD, SIMPLER

- **Chat**: a Workbench-style screen, same workflow
- **Grammarly and Surfer**: the Grammarly browser plugin and a Surfer API call from your app
- **SEO scoring**: rule-based readability and keyword density

DROP ON PURPOSE

- **The 1,000+ template long tail**: rebuild your top 10–20
- **Image generation and Jasper Art**: Midjourney, DALL·E or Flux, direct
- **SEO mode**: Surfer directly, $89 a month on its own
- **Academy and community**: record training for your own workflow

ADD WHAT PER-SEAT PRICING HIDES

- Token budgets per user and team, an alert at 80%
- An audit log of every prompt and output
- Switch or A/B test models with one config change

Three layers. *All yours.*

A stack your engineering lead can read in one sitting: a Next.js app calling the same APIs Jasper calls, billed to your own accounts. No proprietary engine; the value is in your templates, your voice and your workflow.

LAYER 1 · UI

The writing app

- Template editor, 10–20 templates
- Brand-voice presets per team or brand
- Prompt library and history
- Roles: admin, writer, reviewer
- Version restore on every output
- Export to clipboard, docs or CMS

LAYER 2 · ROUTING

The model gateway

- Routes by task: long-form, ad, email
- Claude Sonnet for most work
- GPT-4o for image-grounded outputs
- Token counts and cost per user
- Rate limits per role

LAYER 3 · BILLING

Your direct accounts

- Your Anthropic API key
- Your OpenAI API key
- Every call, token and dollar visible
- Budget caps per user and team
- No middleman, no markup

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Where it runs	Vercel Pro at $20 a month, or your AWS	Handles most teams; AWS credits apply
Database	Postgres on Supabase or RDS	History, audit log and budgets in one place
Sign-in	Clerk, or your SSO	Offboarding happens where it already does
Models	Claude Sonnet, GPT-4o, behind the gateway	Switch models with one config change
Brand voice	System prompt plus reference examples	Editable by your team, no training run
Budgets	Per user and team from day one	Spend never surprises finance

Compliance: Anthropic and OpenAI both offer enterprise contracts with SOC 2 Type II and HIPAA-eligible BAAs, and calling them directly removes one subprocessor from the chain. The build is Docker-portable: Vercel, AWS, GCP, Azure or on-prem.

Ten tables *carry the whole product.*

Model these before writing any screen. Keep Jasper's template and brand-voice names on every imported row, so writers find what they used yesterday and every prompt traces back to its source.

TABLE	KEY COLUMNS
`users`, `teams`	id, name, email, role (admin, writer, reviewer), team_id, monthly_budget
`brands`	id, name, style_guide (markdown), words_to_use, words_to_avoid, reading_level, version
`brand_examples`	brand_id, channel, kind (on-voice, off-voice), text, source, approved_by
`templates`	id, name, channel (blog, ad, email, social), inputs (jsonb), current_version, owner, jasper_name
`prompt_versions`	template_id, version, system_prompt, user_prompt, model, changed_by, test_result, created_at
`generations`	id, user_id, template_id, prompt_version, brand_id, inputs, output, model, tokens_in, tokens_out, cost, created_at
`documents`	id, title, brand_id, status (draft, review, approved, published), assignee, due_date, cms_id
`document_versions`	document_id, version, body, generation_id, edited_by, created_at
`reviews`	document_id, reviewer_id, decision (approve, changes), checks (jsonb: voice, facts, claims), comments, created_at

TWO RULES THAT SAVE A REBUILD

Version every prompt and record which version wrote each draft: when the voice drifts, you can see which change caused it and roll back in one step. **Log every generation with its tokens and cost**: budgets, the audit log and the proof of the saving all read from it.

Four weeks, *pilot included.*

This is the order we build in. Each week ends with something your content lead can write with, and the last week is a pilot with three of your team before everyone moves.

WEEK	BUILD	DONE WHEN
1	**Export and model.** Export your Jasper Brand Voice and custom templates. The tables, sign-in and roles. The model gateway on your Anthropic and OpenAI keys, with token metering and budgets.	A writer signs in and generates on your own account
2	**Voice and templates.** The brand voice as system prompts and reference examples; your 10–20 templates as versioned prompts. The voice test set: briefs your team already approved.	Your content lead prefers the new drafts or calls them even
3	**The workflow.** Review roles and the content calendar, history and version restore, export to Docs, Notion or your CMS, the audit log, the cost dashboard.	A piece goes from brief to published without Jasper
4	**Pilot and rollout.** Three writers for a week, a daily fix list, the handover call and written runbook, then the whole team moves.	The pilot writers choose it over Jasper

AFTER ROLLOUT

Export the Jasper documents you want to keep, then **let the seats lapse at renewal**. Writers keep both for the last days of the term, and nobody is in a hurry.

The model writes the words. *Your system keeps the voice.*

Calling a model is one line of code. The real work is a voice the model holds across every writer and channel, a prompt library that improves without breaking, and a review step that catches what a model gets wrong.

1. **Write the voice down.** Audience, tone, words to use and words to avoid, reading level and format, in a style guide the model reads with every request. Add 5–10 approved pieces per brand and channel as examples: examples hold a voice better than adjectives.
2. **Test the voice before launch.** Take briefs for pieces your team already approved, generate fresh drafts and have your content lead compare them blind with the originals and Jasper's. Every miss points at the style guide or an example to fix.
3. **Treat prompts as code.** Each template has an owner, a version and a small test set. Changes go through review, each draft records the version that wrote it, and a bad change rolls back in one step.
4. **Make review a step, not a hope.** Drafts move from draft to review to approved to published. The reviewer sees the brief, the template and the sources. High-stakes claims (medical, legal, financial) get the fact-check pass, and nothing publishes without a named approver.
5. **Keep the library small.** Ten to twenty templates your team runs every week beat a thousand nobody opens. Retire the ones nobody used last quarter.

Measure the voice

Track how much reviewers edit each draft, first-pass approval, cost per piece and template use. Rising edits are the first sign the voice is drifting.

Change models on purpose

Pin model versions. Before switching to a newer or cheaper model, run the voice test set; switch when your content lead signs off.

Move it, launch it, *run it.*

Migration

- ☐ Export the Jasper Brand Voice and custom templates
- ☐ List the 10–20 templates your team actually runs
- ☐ Collect 5–10 approved pieces per brand and channel
- ☐ Turn each into a system prompt and examples
- ☐ Keep Jasper's names on templates and brands
- ☐ Recreate users, teams and roles
- ☐ Export the documents you want to keep
- ☐ Run the blind voice test before the pilot

Go-live

- ☐ API keys on your accounts, server-side only
- ☐ Budgets set per user and team, with alerts
- ☐ Writers signing in through your SSO or Clerk
- ☐ The audit log on from the first generation
- ☐ Backups proven by a restore
- ☐ Rollback ready: Jasper seats live until the pilot signs off

Running it

- ☐ **Always on:** error alerts, budget alerts at 80%, security patches
- ☐ **Weekly:** cost per user and team, the drafts with the most edits
- ☐ **Monthly:** prompt and template review, model version check, the voice test set
- ☐ **Quarterly:** cost review, tokens and hosting against the Jasper bill you replaced
- ☐ **Yearly:** a key rotation, an access review and a restore drill

Who owns it

Name one person before launch. The app is small, but everything your brand publishes passes through it: someone has to answer when a model update shifts the voice or a budget runs out mid-campaign.

Five ways a rebuild *stalls.*

1. Switching to another wrapper

Writer is also a UI over the same APIs, priced like Jasper at scale, and your team learns a new tool. Copy.ai is cheaper today with the same wrapper economics; expect to run this analysis again in two years.

2. Raw ChatGPT for the whole team

No brand voice, no template library, no roles, no audit log. Marketing teams that liked Jasper's structured workflow push back fast.

3. Self-hosting an open-source chat UI

LibreChat and AnythingLLM are generic chat screens, not writing-team workflows. Setup, brand-voice tuning and the template library fall on your team, often 2–3× our build price in internal hours.

4. The $3K freelance build

It gets you a chat interface in two weeks. It does not get you role permissions, an audit log, brand voice per brand or output history: the features Jasper sells are the ones a quick build skips.

5. Migrating every template

Jasper's library runs past 1,000 templates. Rebuild the 10–20 your team uses and add more when someone asks; most never get asked for.

And one that is not a mistake: negotiating

Vendr and Tropic typically negotiate Jasper down 12–20% on annual contracts. Do it if the rebuild is a year away; it captures about an eighth of what a rebuild does.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same scope, architecture and four weeks, delivered by a senior team that has shipped 250+ products.

$11,600 fixed, $18,100–$23,200 for 15+ seats or multi-brand voice, $31,000–$41,300 with SSO, SCIM and on-prem

Live in 3–4 weeks, with a one-week pilot with three of your team first

Your templates and brand voice carry over, exported from Jasper in week one

90-day warranty, a written runbook, and the code in your GitHub from day one

We can run it for $600 a year: hosting, monitoring and monthly updates

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