ToolGPA

NOVEMBER 2026

Flowlu

The Insider's Guide

CRM, projects, invoicing and tasks in one business workspace



Every plan, grade, refund rule and rival among CRM tools, read from Flowlu's own pages.

Made by Flowlu · checked Nov 13, 2026 · toolgpa.com

2.4
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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Flowlu's own pages, its app-store listings and our grades. Every fact in it is on Flowlu's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 76 of the 116 other CRM tools we grade

Flowlu combines a sales CRM with project and task management, invoicing, a knowledge base and basic HR tools in a single workspace. Plans are priced per user, and a free plan for up to two users is available with 100 contacts and one sales pipeline.

To get you started, here are **9 things to know about Flowlu**, taken from its own pages and our grades.

> **No store rating on record, and a CRM with projects and finance needs setting up.**
>
> From our grade for ease of use

1 **Best for CRM, projects and invoices in one workspace**

Flowlu puts a CRM, projects, tasks and invoicing in one workspace.

2 **Paid plans start at $9 a month for each person**

As its pricing page puts it: $9 per user / month, billed yearly ($12 billed monthly).

3 **There is a free plan**

Free plan for two users: 100 contacts, 1 pipeline, lead capture forms, invoices and estimates, and 1 workflow.

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Sales CRM**

Contacts, lead capture forms and sales pipelines. Multiple pipelines, email sync and CRM reports start on the Essential plan.

6 **Projects and tasks**

Kanban and list views on every plan, with Gantt charts, backlogs, sprints and task dependencies from Essential up.

7 **Invoicing and finance**

Invoices and estimates are on the free plan. Online payments, late reminders and P&L and cash flow reports need a paid plan.

8 **A 2.4 GPA, above 76 of 116**

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Flowlu you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Flowlu at a glance

PRICING
Free plan, from $9 per user / month, billed yearly ($12 billed monthly)

FREE PLAN
Yes

FREE TRIAL
7-day trial of the full-featured plan after signing up

RUNS ON
Web, iOS, Android

MADE BY
Flowlu

CATEGORY
CRM Software

OUR GRADE
2.4 GPA, fair

The report card

Best for CRM, projects and invoices in one workspace

Flowlu puts a CRM, projects, tasks and invoicing in one workspace. The free plan covers two users, 100 contacts and 1 pipeline, and paid plans start at $9 a user a month on yearly billing. Sales automations, email tracking and the client portal need Advanced at $17.

TOOLGPA REPORT CARD — **Flowlu** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Essential is $9 a user a month billed yearly, inside the category's cheaper quarter ($15). Advanced is $17 and Ultimate $24.
Free plan and trial	C	A free plan for two users with 100 contacts and 1 pipeline, plus a 7-day trial. You will pass 100 contacts.
Features	C	Sales CRM, projects, invoicing, automation and a knowledge base. The listing shows automations, email tracking and the client portal only on Advanced.
Ease of use	C	No store rating on record, and a CRM with projects and finance needs setting up.
Platforms and integrations	B	Web, iOS and Android, linking Outlook, Google Calendar, Google Drive, Stripe, PayPal and Mailchimp.

Grade point average — Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Flowlu is for

- ✓ Fits if you are two people who want a CRM and invoices in one place
- ✓ Works for small teams that also track projects and tasks

Who it is not for

- ✗ Tight if you stay free: two users, 100 contacts and 1 pipeline
- ✗ Pricey if you want automations or the client portal, which start at $17 a user a month
- ✗ Watch out: several features in the free plan's table are listed without detail
- ✗ Skip it if you want one deep CRM, as the product spreads across projects and finance too

Good to know

Good for

- ✓ Small agencies that want sales, projects and invoices in one tool
- ✓ Two-person teams that can stay on the free plan
- ✓ Teams that need Gantt charts and a CRM together

Worth knowing

- ⓘ The Free plan is limited to two users, 100 contacts and 1 pipeline.
- ⓘ Sales automations, email tracking and the client portal need Advanced at $17 per user / month.
- ⓘ Annual billing is shown as 25% off the monthly rate.
- ⓘ Several features are listed in the free plan's table without detail, so check the compare table before relying on them.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$9

A month to start, for each person.
There is a free plan too

Flowlu has a free plan. Paid plans start at $9 per user / month, billed yearly ($12 billed monthly).

FREE

$0

Two-user workspace with 100 contacts, 1 pipeline, Kanban and list task views, and invoices.

ESSENTIAL

$9

per user / month, billed yearly ($12 billed monthly)

Multiple sales pipelines, email sync, Gantt charts, sprints, online payments and finance reports.

ADVANCED

$17

per user / month, billed yearly ($22 billed monthly)

Sales automations, email tracking, client portal, recurring invoices, multi-currency and role-based access.

ULTIMATE

$24

per user / month, billed yearly ($32 billed monthly)

5 inboxes per employee, 20 task workflows, budget planning, white-labeling and a dedicated success manager.

The free plan

Free plan for two users: 100 contacts, 1 pipeline, lead capture forms, invoices and estimates, and 1 workflow.

Trying it first

7-day trial of the full-featured plan after signing up

Read from flowlu.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

25% off with yearly billing

The pricing page marks yearly billing as 25% lower per user than monthly billing, for example $9 against $12 on Essential.

Stated on flowlu.com

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

CRM, projects, invoicing and tasks in one business workspace. Here is what it does, as its own site describes it, and what it covers: wiki, tasks, Gantt & timelines, sales pipeline, workflow automation, time tracking, invoicing.

"

Sales CRM, projects, invoicing, automation and a knowledge base.

From our grade for features

Sales CRM

Contacts, lead capture forms and sales pipelines. Multiple pipelines, email sync and CRM reports start on the Essential plan.

Projects and tasks

Kanban and list views on every plan, with Gantt charts, backlogs, sprints and task dependencies from Essential up.

Invoicing and finance

Invoices and estimates are on the free plan. Online payments, late reminders and P&L and cash flow reports need a paid plan.

Automation

Sales automations begin on Advanced, which allows 3 business processes. Ultimate allows 10.

Knowledge base

A wiki on the free plan, with an external knowledge base and client-facing wiki on higher plans.

Where it runs

Web · iOS · Android

What it works with

Microsoft Outlook · Google Calendar · Google Drive · Stripe · PayPal · Mailchimp · Slack

Flowlu is made by Flowlu.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

76/116

Other CRM tools it is graded above

Flowlu's GPA of 2.4 is higher than 76 of the 116 other CRM tools we grade, and level with 22.

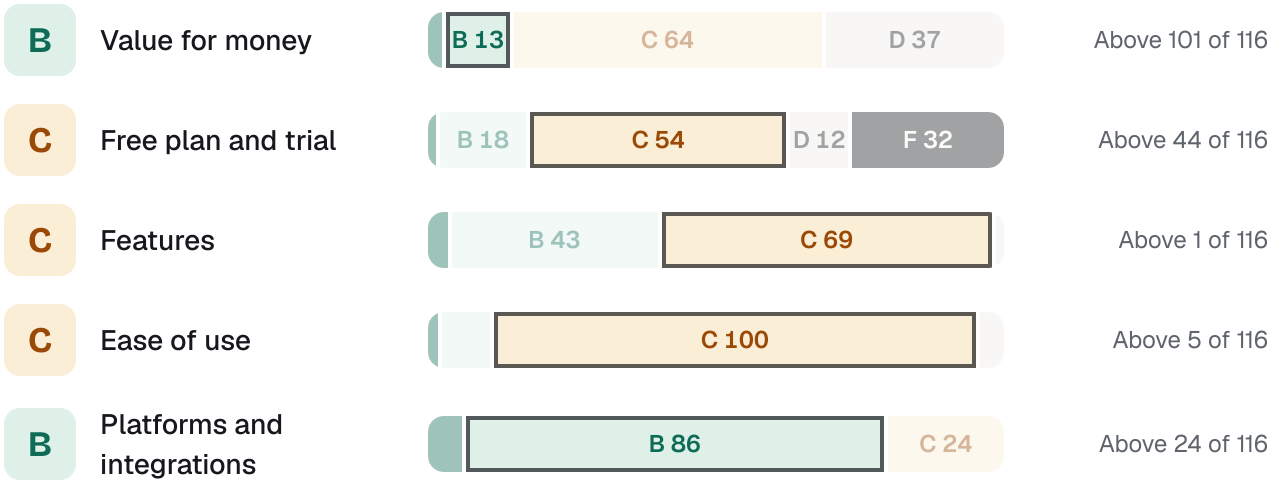
It stands best on value for money (B, above 101 of 116) and worst on features (C, above 1).

Its paid plans start at $9 a month for each person, against a middle price of $29 for the category: 5 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

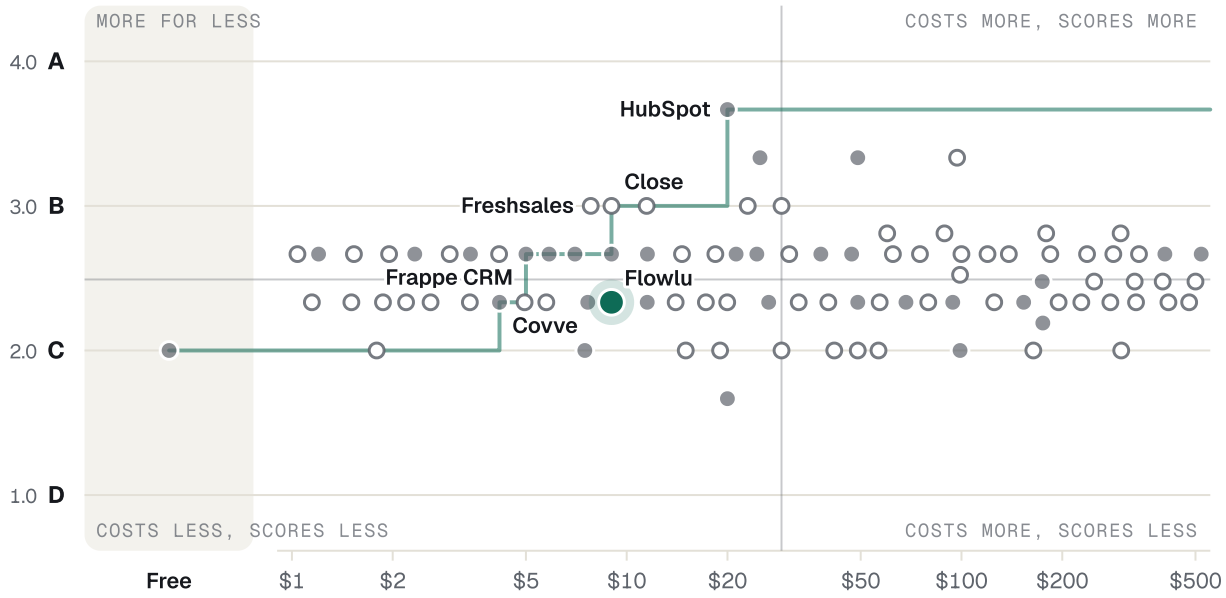
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Flowlu's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Flowlu is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Flowlu you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $108 a year.

What you could make

- Sales pipeline, tasks, invoicing, Gantt & timelines, wiki and time tracking: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.

- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ It is priced for each person, which means accounts and billing for a team.

What this rests on. Flowlu's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Bitrix24, Zoho CRM, HubSpot, Pipedrive and Odoo CRM

The 5 tools Flowlu is most often weighed against, with where each one differs from it.

2.8 GPA

Bitrix24

Free plan · from $49/mo

Flat-priced CRM with tasks, chat, video calls and a site builder.

- Only Bitrix24 lists macOS, Windows and Linux apps.
- Bitrix24 is self-hostable, according to its own site.
- Flowlu also covers wiki, Gantt & timelines, time tracking and invoicing.

Flowlu and Bitrix24 compared in full

2.6 GPA

Zoho CRM

Free plan · from $14/mo

Sales CRM with a free edition, process automation and Zia AI.

- Flowlu also covers wiki, tasks, Gantt & timelines, time tracking and invoicing.

Flowlu and Zoho CRM compared in full

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HubSpot

Free plan · from $20/mo

Free CRM at the center of a marketing, sales and service suite.

- Only HubSpot lists a browser extension.
- Flowlu also covers wiki, tasks, Gantt & timelines, time tracking and invoicing.
- HubSpot also covers booking links and marketing automation.

Flowlu and HubSpot compared in full

2.2
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Pipedrive

Free trial · from $14/mo

Sales CRM organized around visual deal pipelines.

- Flowlu has a free plan. Pipedrive does not, though it has a free trial.
- Flowlu also covers wiki, tasks, Gantt & timelines, time tracking and invoicing.
- Pipedrive also covers transcription and kanban boards.

Flowlu and Pipedrive compared in full

2.8
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Odoo CRM

Free plan · from $31.10/mo

Open-source CRM app from the Odoo business suite.

- Odoo CRM is open source and self-hostable, according to its own site.
- Flowlu also covers wiki, tasks, Gantt & timelines, time tracking and invoicing.
- Odoo CRM also covers kanban boards and reports.

Flowlu and Odoo CRM compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

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Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Flowlu free?

Flowlu has a free plan. Free plan for two users: 100 contacts, 1 pipeline, lead capture forms, invoices and estimates, and 1 workflow.

How much does Flowlu cost?

Flowlu lists 4 plans. Free: $0.

What platforms does Flowlu work on?

Flowlu is available on Web, iOS and Android.

Does Flowlu offer any discounts?

Flowlu publicly lists the following: 25% off with yearly billing.

Does Flowlu have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Flowlu is listed for Web, iOS and Android.

Does Flowlu have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Flowlu is listed for Web, iOS and Android.

Is Flowlu open source?

Flowlu is not described as open source on its own site, as read on Nov 13, 2026.

What does Flowlu integrate with?

Flowlu's listing names Microsoft Outlook, Google Calendar, Google Drive, Stripe, PayPal, Mailchimp and Slack.

Does Flowlu have a free trial?

Yes. 7-day trial of the full-featured plan after signing up.

Who makes Flowlu?

Flowlu is made by a company of the same name.

What are the alternatives to Flowlu?

The closest alternatives to Flowlu in our directory are Bitrix24, Zoho CRM, HubSpot, Pipedrive and Odoo CRM.

How does Flowlu compare with other CRM tools?

Flowlu's GPA of 2.4 is higher than 76 of the 116 other CRM tools we grade, and level with 22.

Is Flowlu good value for money?

ToolGPA grades Flowlu B for value for money. Its paid plans start at $9 a month for each person, against a middle price of $29 for the category: 5 of the 93 others that charge start lower.

Could I make my own version of Flowlu?

To replace Flowlu you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Flowlu's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Flowlu's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Flowlu. Prices change, so check flowlu.com before you buy.

flowlu.com/pricing/
flowlu.com/integrations/

flowlu.com/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Flowlu, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/flowlu

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Flowlu: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/flowlu
```

Know someone choosing between CRM tools?

Send them this guide: toolgpa.com/tools/flowlu/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Flowlu, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Flowlu's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Flowlu is a trademark of its owner, and this guide is not made, paid for or approved by Flowlu. Prices and plans change: check flowlu.com before you buy.