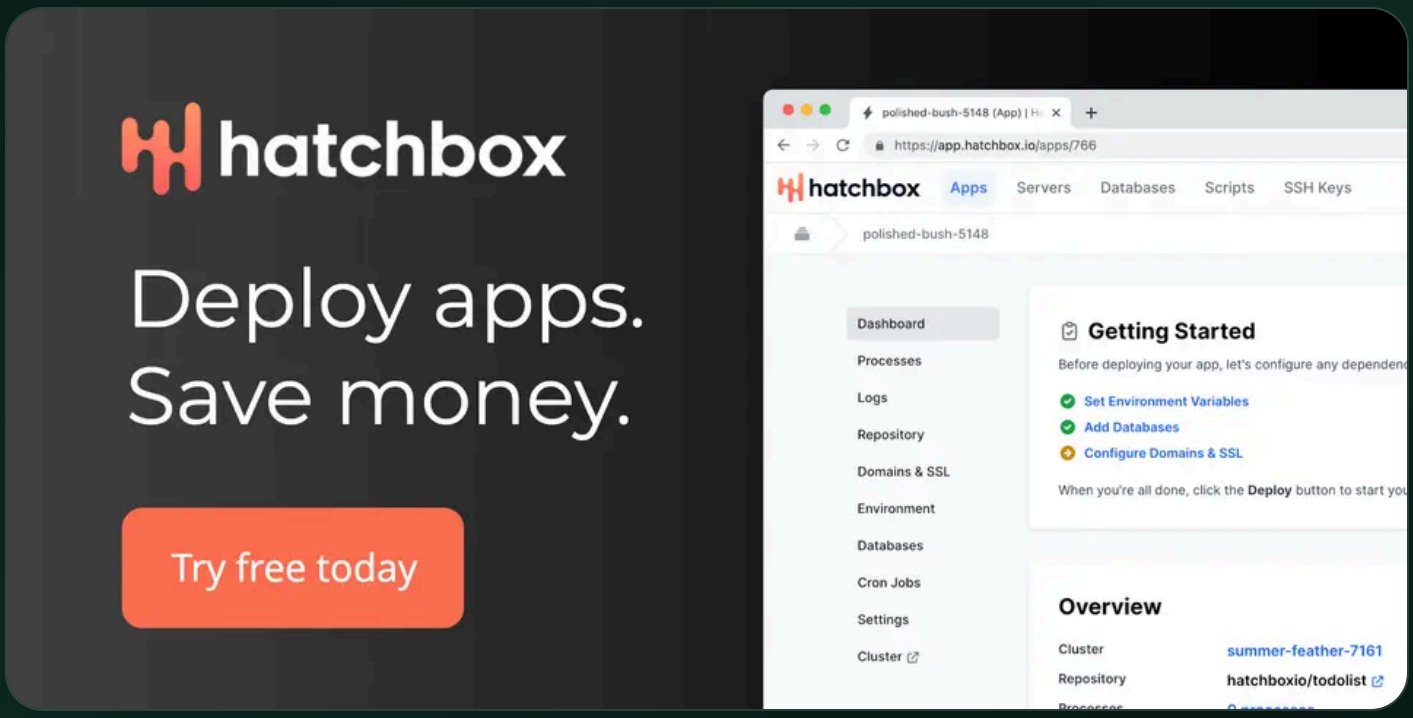
ToolGPA

NOVEMBER 2026

Hatchbox

The Insider's Guide

Deploy Rails and Ruby apps to servers you own, billed per server



Every plan, grade, refund rule and rival among web hosts, read from Hatchbox's own pages.

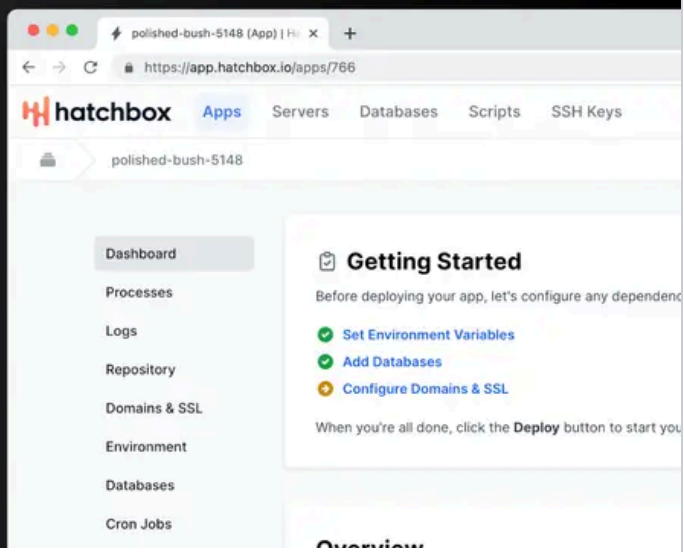
Made by Hatchbox · checked Nov 13, 2026 · toolgpa.com

2.0
GPA

hatchbox

Deploy apps.
Save money.

Try free today



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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 Hatchbox's own pages, its app-store listings and our grades. Every fact in it is on Hatchbox'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

2.0

GPA, above 49 of the 122 other web hosts we grade

Hatchbox provisions and configures servers in your own cloud account (DigitalOcean, Hetzner, AWS, Linode or Vultr) or on an existing Ubuntu server, then deploys Rails, Ruby and Node.js apps to them. It charges a flat fee per server rather than per app, and the cloud provider bills the server separately.

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

> "
>
> **You connect a cloud account or Ubuntu server and keep SSH access to run it.**
>
> From our grade for ease of use

1 **Best for deploying Rails apps to your own cloud servers**

Hatchbox sets up servers in your own cloud account and deploys Rails, Ruby and Node.js apps to them for a flat $15 a server a month.

2 **Paid plans start at $15 a month**

As its pricing page puts it: $15 per server / month.

3 **You can try it first**

7-day free trial; a payment method is required at checkout and billing starts after day 7.

4 **It runs on Web**

Web.

5 **Your own servers**

Servers are created in your DigitalOcean, Hetzner, AWS, Linode or Vultr account, or you can bring an Ubuntu server, and you keep full SSH access.

6 **Rails-aware deploys**

Rails is detected from the Gemfile; the Ruby version comes from the repo and Puma runs behind Caddy, with zero-downtime deployments.

7 **Workers and cron**

Sidekiq or Solid Queue workers, other processes, cron jobs, environment variables and streaming logs are managed in the dashboard.

8 **A 2.0 GPA, above 49 of 122**

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

9 **Your call**

Hatchbox sits between: not beyond making, and not a weekend's work either.

Hatchbox at a glance

PRICING
Free trial, from $15 per server / month

FREE PLAN
No

FREE TRIAL
7-day free trial; a payment method is required at checkout and billing starts after day 7.

RUNS ON
Web

MADE BY
Hatchbox, since 2016

CATEGORY
Web Hosting

OUR GRADE
2.0 GPA, fair

The report card

Best for deploying Rails apps to your own cloud servers

Hatchbox sets up servers in your own cloud account and deploys Rails, Ruby and Node.js apps to them for a flat $15 a server a month. There is no free plan, the 7-day trial needs a payment method, and the cloud server is billed separately.

TOOLGPA REPORT CARD	Hatchbox	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$15 a server a month with unlimited apps, level with the $10.99 middle of hosting. The server itself is billed by your cloud provider on top.
Free plan and trial	D	A 7-day free trial that needs a payment method, with billing starting after day 7. No free plan.
Features	C	Server setup, Rails-aware zero-downtime deploys, workers, cron, databases, SSL and a beta MCP server. The vendor says it is not a hands-off replacement for Heroku.
Ease of use	C	No store rating on record. You connect a cloud account or Ubuntu server and keep SSH access to run it.
Platforms and integrations	B	Web dashboard with DigitalOcean, Hetzner, AWS, Linode, Vultr, AppSignal, Honeybadger and Sidekiq. No desktop or phone apps.
Grade point average		Fair, out of 4.0 **2.0**

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 Hatchbox is for

- ✓ Fits if you run Rails and want servers in your own DigitalOcean or Hetzner account
- ✓ Works for people with several apps who want a flat fee per server

Who it is not for

- ✗ Skip it if you want a free plan, since there is none
- ✗ Tight if you dislike giving a card first: the 7-day trial needs a payment method
- ✗ Watch out: the cloud server is billed separately at the provider's list price on top of $15
- ✗ Not for you if you want hands-off hosting, as you still run your own servers
- ✗ Watch out: the pricing page has a Yearly toggle but lists no yearly plan

Good to know

Good for

- ✓ Rails developers moving off Heroku-style per-app pricing
- ✓ Teams running several apps on one or two servers
- ✓ Developers who want SSH access to their own infrastructure

Worth knowing

- ⓘ The server is paid separately to the cloud provider at its list price, on top of $15 a month per server Hatchbox manages.
- ⓘ There is no free plan, and the trial needs a payment method.
- ⓘ The vendor says it is not a hands-off replacement for Heroku: you still run your own servers.
- ⓘ The pricing page has a Yearly toggle but lists no yearly plan.

What it costs

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

$15
A month to start

Hatchbox is a paid product with a free trial, starting at $15 per server / month.

> **The server itself is billed by your cloud provider on top.**
>
> From our grade for value for money

STANDARD

$15

per server / month

Unlimited apps and team members, zero-downtime deployments, hosted Hatchbox domains, custom domains with SSL and human support.

Trying it first

7-day free trial; a payment method is required at checkout and billing starts after day 7.

Read from hatchbox.io on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Deploy Rails and Ruby apps to servers you own, billed per server. Here is what it does, as its own site describes it, and what it covers: public API, AI features, databases.

> **Server setup, Rails-aware zero-downtime deploys, workers, cron, databases, SSL and a beta MCP server.**
>
> From our grade for features

Your own servers

Servers are created in your DigitalOcean, Hetzner, AWS, Linode or Vultr account, or you can bring an Ubuntu server, and you keep full SSH access.

Rails-aware deploys

Rails is detected from the Gemfile; the Ruby version comes from the repo and Puma runs behind Caddy, with zero-downtime deployments.

Workers and cron

Sidekiq or Solid Queue workers, other processes, cron jobs, environment variables and streaming logs are managed in the dashboard.

Databases

PostgreSQL, MySQL, Redis and SQLite can run on the server, or managed databases can be connected with environment variables.

Automatic SSL

Caddy handles SSL redirects, and On-Demand TLS issues certificates for custom domains.

MCP server (beta)

A beta MCP server lets Claude Code, Codex, Cursor or another MCP client ask what is deployed and investigate failing jobs.

Where it runs

Web

What it works with

DigitalOcean · Hetzner · AWS · Linode · Vultr · AppSignal · Honeybadger · Sidekiq

Hatchbox is made by Hatchbox, and has been around since 2016.

PART 04 · STANDING

Where it stands

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

49/122

Other web hosts it is graded above

Hatchbox's GPA of 2.0 is higher than 49 of the 122 other web hosts we grade, and level with 24.

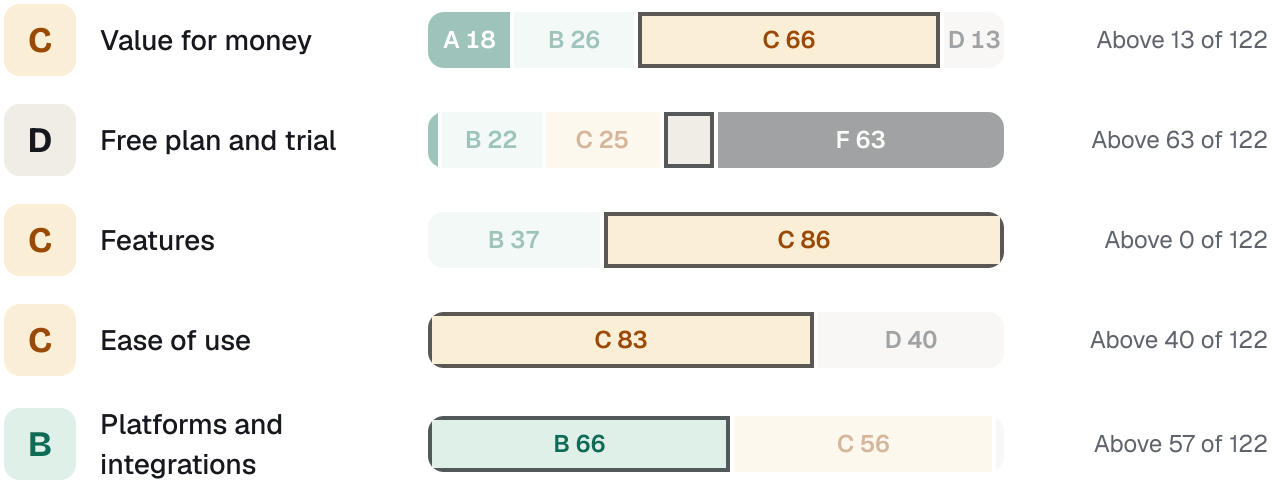
It stands best on platforms and integrations (B, above 57 of 122) and worst on free plan and trial (D, above 63).

Its paid plans start at $15 a month, against a middle price of $9.69 for the category: 73 of the 107 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

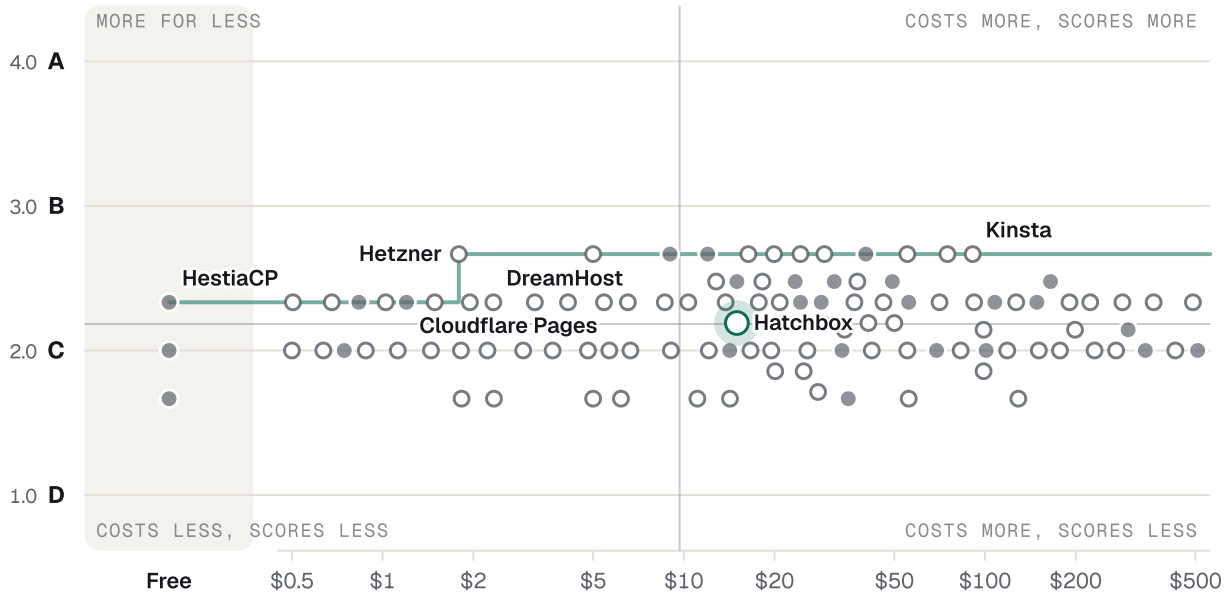
Each grade against the category

Every bar is all 123 web hosts we grade, cut by the letter each got. Hatchbox's own letter is outlined.



Price against what you get

Each dot is one of 111 web hosts. Further left costs less; higher up scores better on features, ease of use and platforms. Hatchbox 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.

Your call

Hatchbox sits between: not beyond making, and not a weekend's work either.

What you would give up is listed below. Whether that is worth the price is your call. It costs $180 a year.

What you could make

- It runs in a browser, which is where something home-made would run too.

What you could not

- Databases with views, filters and links between them.

- It plugs into other products, DigitalOcean, Hetzner and AWS among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Hatchbox'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



Cleavr, Coolify, Dokploy, CapRover and Heroku

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

2.2 GPA

Cleavr

Free trial · from $5.5/mo

Server and deployment manager for PHP and Node.js apps on your own VPS.

- Cleavr also covers workflow automation.

Hatchbox and Cleavr compared in full

2.4 GPA

Coolify

Free plan · from $5/mo

Open-source platform to deploy apps and databases to your own servers.

- Coolify has a free plan. Hatchbox does not, though it has a free trial.
- Coolify is open source and self-hostable, according to its own site.

Hatchbox and Coolify compared in full



2.2
GPA

Dokploy

Free trial · from $4.50/mo

Open-source platform to deploy apps and databases on your own servers.

- Dokploy is open source and self-hostable, according to its own site.

Hatchbox and Dokploy compared in full



2.0
GPA

CapRover

Free

Free, self-hosted platform for deploying apps with Docker.

- CapRover has a free plan. Hatchbox does not, though it has a free trial.
- CapRover is self-hostable, according to its own site.

Hatchbox and CapRover compared in full



1.8
GPA

Heroku

From $5/mo

Platform for deploying apps in containers called dynos.

Hatchbox and Heroku compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Hatchbox free?

No, Hatchbox is a paid product, but you can try it first. 7-day free trial; a payment method is required at checkout and billing starts after day 7.

How much does Hatchbox cost?

Hatchbox lists one plan. Standard: $15 per server / month.

What platforms does Hatchbox work on?

Hatchbox is available on Web.

Does Hatchbox have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Hatchbox is listed for Web.

Does Hatchbox have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Hatchbox is listed for Web.

Is Hatchbox open source?

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

Does Hatchbox have an API?

Yes. Hatchbox offers a public API, according to its own site.

What does Hatchbox integrate with?

Hatchbox's listing names DigitalOcean, Hetzner, AWS, Linode, Vultr, AppSignal, Honeybadger and Sidekiq.

Who makes Hatchbox?

Hatchbox is made by a company of the same name. It dates from 2016.

What are the alternatives to Hatchbox?

The closest alternatives to Hatchbox in our directory are Cleavr, Coolify, Dokploy, CapRover and Heroku.

How does Hatchbox compare with other web hosts?

Hatchbox's GPA of 2.0 is higher than 49 of the 122 other web hosts we grade, and level with 24.

Is Hatchbox good value for money?

ToolGPA grades Hatchbox C for value for money. Its paid plans start at $15 a month, against a middle price of $9.69 for the category: 73 of the 107 others that charge start lower.

Could I make my own version of Hatchbox?

Hatchbox sits between: not beyond making, and not a weekend's work either.

Where this guide comes from

The prices, plans, platforms and features were read from Hatchbox'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 Hatchbox'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 Hatchbox. Prices change, so check hatchbox.io before you buy.

hatchbox.io/pricing
hatchbox.io/about

hatchbox.io

PART 07 · ABOUT

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

Hatchbox, kept up to date

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

toolgpa.com/tools/hatchbox

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:

```
ToolGPA, "Hatchbox: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/hatchbox
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Know someone choosing between web hosts?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded web hosts after Hatchbox, each with an Insider's Guide of its own.

Web Hosting Insider's Guide

Every one of the 123 web hosts we grade, compared

Cloudflare Pages Insider's Guide

Git-based hosting for static sites and full-stack apps

2.8 GPA

GitHub Pages Insider's Guide

Static site hosting built into GitHub repositories

2.8 GPA

Netlify Insider's Guide

Git-based hosting for sites and web apps, priced by monthly credits

2.8 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 Hatchbox'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. Hatchbox is a trademark of its owner, and this guide is not made, paid for or approved by Hatchbox. Prices and plans change: check hatchbox.io before you buy.