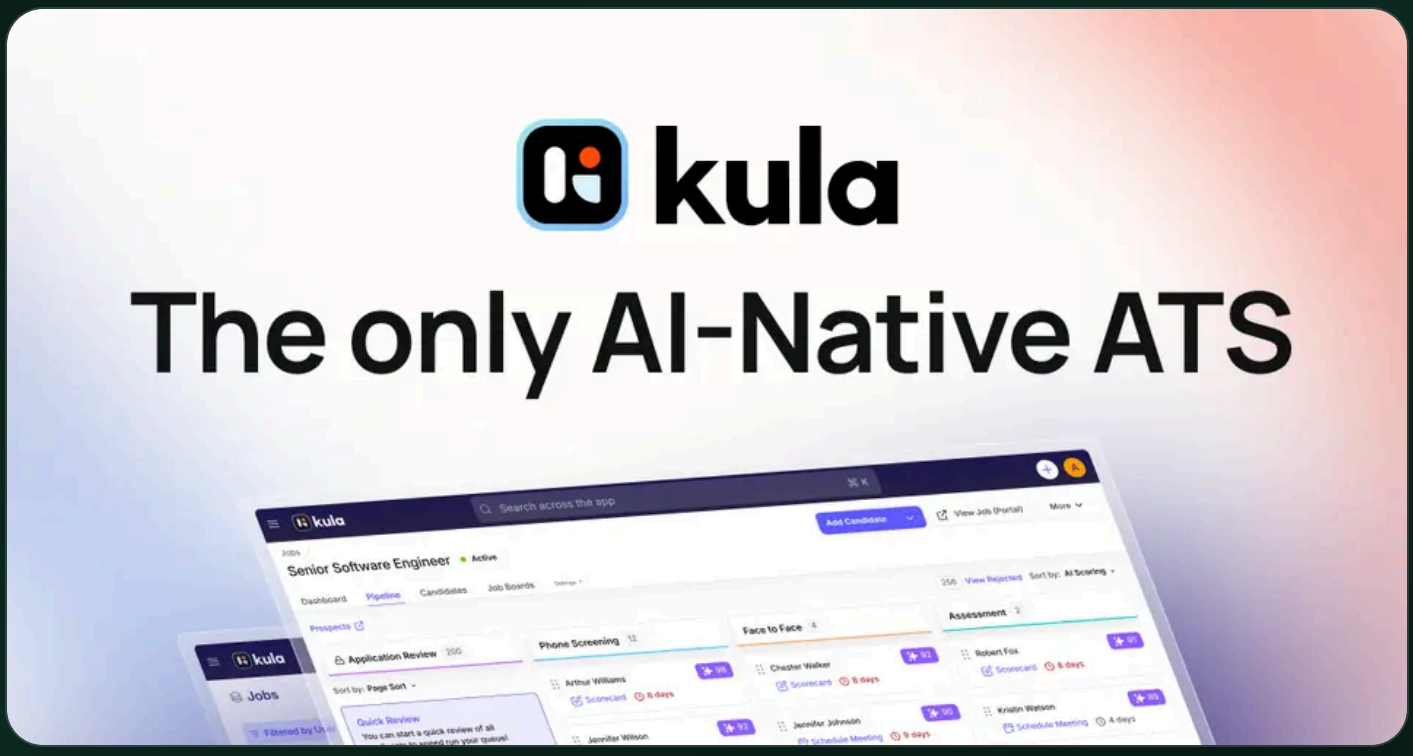
ToolGPA

NOVEMBER 2026

Kula

The Insider's Guide

Applicant tracking with sourcing, scheduling and AI built in



Every plan, grade, refund rule and rival among hiring and applicant tracking tools, read from Kula's own pages.

Made by Kula.ai · checked Nov 13, 2026 · toolgpa.com

1.8
GPA

kula

The only AI-Native ATS



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

1.8

GPA, above 30 of the 101 other hiring and applicant tracking tools we grade

Kula is an applicant tracking system that bundles a recruiting CRM, AI resume scoring, interview scheduling, an AI notetaker and hiring analytics. The vendor prices it by company headcount rather than per recruiter and says every feature, including AI and data enrichment, is included at every size.

To get you started, here are **8 things to know about Kula**, taken from its own pages and our grades.

> **No store rating on record, and the listing shows pipelines, scorecards and integrations to set up.**
>
> From our grade for ease of use

1 **Best for an all-in-one ATS priced by company size**

Kula puts an ATS, recruiting CRM, AI resume scoring, scheduling, a notetaker and analytics in one product, priced by headcount instead of per recruiter.

2 **Paid plans start at $426.67 a month when paid by the year for each person**

As its pricing page puts it: $5,120 per year for companies of 1 to 50 employees.

3 **It runs on Web**

Web.

4 **ATS and pipeline management**

Pipelines, scorecards and offers sit in one application, alongside built-in assessments and referral management.

5 **Sourcing and CRM**

A built-in recruiting CRM with talent pools, email templates, automated outreach and data enrichment for finding candidate emails.

6 **AI resume scoring**

Candidates are scored against a role and summaries are generated automatically, so reviewers can sort applicants by fit.

7 **A 1.8 GPA, above 30 of 101**

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

8 **Keep it**

To replace Kula you would be making a bot that joins your calls and turns the talk into notes. That is not a weekend's work, with an AI app builder or without one.

Kula at a glance

PRICING
Paid, from $5,120 per year for companies of 1 to 50 employees

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Kula.ai

CATEGORY
Hiring & Applicant Tracking

OUR GRADE
1.8 GPA, weak

The report card

Best for an all-in-one ATS priced by company size

Kula puts an ATS, recruiting CRM, AI resume scoring, scheduling, a notetaker and analytics in one product, priced by headcount instead of per recruiter. The catch is the price: $5,120 a year for the smallest band, with nothing free to try first.

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

SUBJECT	GRADE	COMMENT
Value for money	D	$5,120 a year for 1 to 50 employees is about $427 a month, past the $335 where the category's dearest tenth starts. It's a company price, so a team of five pays it all; one person pays the same.
Free plan and trial	F	No free plan and no trial is listed; the site routes you to a demo. A demo request isn't a trial.
Features	B	ATS, CRM with data enrichment, AI scoring, scheduling, a notetaker and analytics. The listing names no gap in the core hiring work, though AI agents are only listed as coming soon.
Ease of use	C	No store rating on record, and the listing shows pipelines, scorecards and integrations to set up. That puts it at C.
Platforms and integrations	B	Web product with Slack, Zoom, LinkedIn, ADP, BambooHR, Rippling, Gusto and Paychex connections. No desktop or phone app, so B.

Grade point average — Weak, out of 4.0 **1.8**

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 Kula is for

- ✓ Fits if you're a company of up to 50 and want one hiring tool in place of several
- ✓ Works for teams that would rather pay by headcount than count recruiter seats

Who it is not for

- ✗ Pricey if you're tiny: $5,120 a year is the floor, and it's per company
- ✗ Watch out: script data on the pricing page holds figures different from the $5,120 shown, so the quote may differ
- ✗ Not for you if you want to try it first, since there's no free plan or trial, only a demo and tour
- ✗ Skip it if you're above 50 employees and want a price, as larger bands are quoted on a call
- ✗ Too light for AI agents today: the vendor lists them as coming soon

Good to know

Good for

- ✓ Small and mid-sized companies that want one hiring tool instead of several
- ✓ Teams that prefer pricing tied to headcount rather than recruiter seats

Worth knowing

- ⓘ The pricing page shows a dollar figure only for the 1-50 employee band; larger bands are priced on a call.
- ⓘ Script data on the pricing page holds figures different from the displayed $5,120, so the quote may differ.
- ⓘ No free plan or free trial is listed; the page points to a demo and a product tour.
- ⓘ The vendor lists AI agents as coming soon.

PART 02 · PRICING

What it costs

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

$426.67

A month to start, paid by the year, for each person

Kula is a paid product, starting at $5,120 per year for companies of 1 to 50 employees.

> **It's a company price, so a team of five pays it all; one person pays the same.**
>
> From our grade for value for money

1-50 EMPLOYEES

$5,120

per year, for companies of 1 to 50 employees

Full platform: ATS, CRM, scheduling, AI notetaker and analytics. Price shown reflects annual billing; other terms are flexible.

Read from kula.ai on Nov 13, 2026.

LARGER COMPANIES

Custom

The pricing page offers 51-75, 76-100 and 101-1k+ employee bands; the page text shows a price only for 1-50 and a call for the rest.

What it does

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

1

Place it runs: Web

Applicant tracking with sourcing, scheduling and AI built in. Here is what it does, as its own site describes it, and what it covers: public API, AI features, meeting notes, auto-scheduling, reports, applicant tracking.

> **ATS, CRM with data enrichment, AI scoring, scheduling, a notetaker and analytics.**

From our grade for features

ATS and pipeline management

Pipelines, scorecards and offers sit in one application, alongside built-in assessments and referral management.

Sourcing and CRM

A built-in recruiting CRM with talent pools, email templates, automated outreach and data enrichment for finding candidate emails.

AI resume scoring

Candidates are scored against a role and summaries are generated automatically, so reviewers can sort applicants by fit.

Scheduling and AI notetaker

Interviews can be scheduled manually or by self-scheduling link, and an AI notetaker produces interview notes and call summaries.

Analytics

Prebuilt and custom dashboards cover hiring progress, EEO and diversity reporting, and team performance, with a conversational AI analytics option.

Where it runs

Web

What it works with

Slack
Zoom
LinkedIn
ADP
BambooHR
Rippling
Gusto
Paychex

Kula is made by Kula.ai.

Where it stands

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

30/101

Other hiring and applicant tracking tools it is graded above

Kula's GPA of 1.8 is higher than 30 of the 101 other hiring and applicant tracking tools we grade, and level with 23.

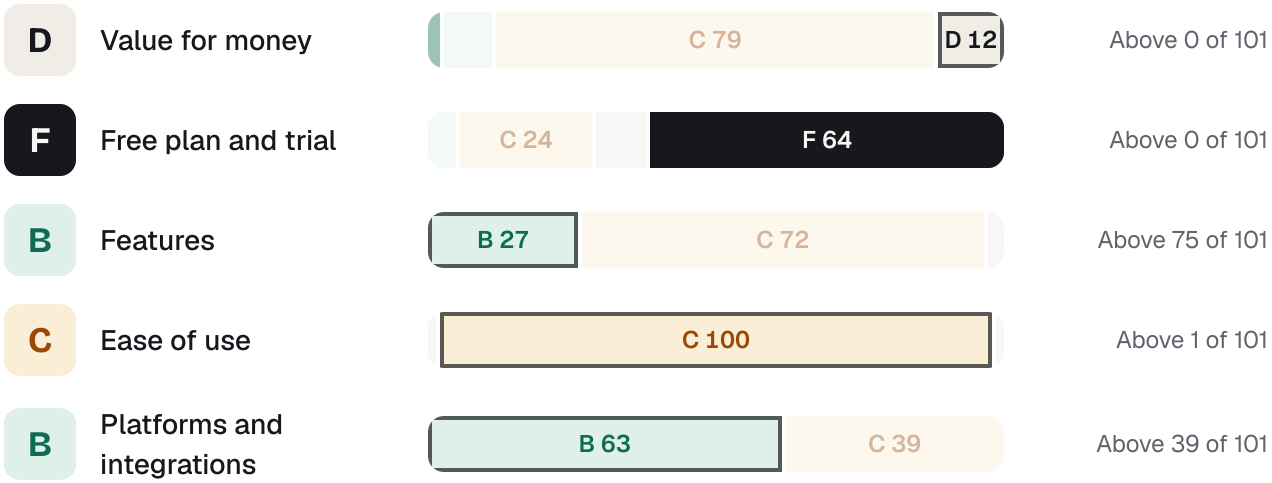
It stands best on features (B, above 75 of 101) and worst on free plan and trial (F, above 0).

Its paid plans start at $426.67 a month when paid by the year for each person, against a middle price of $99 for the category: 38 of the 42 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

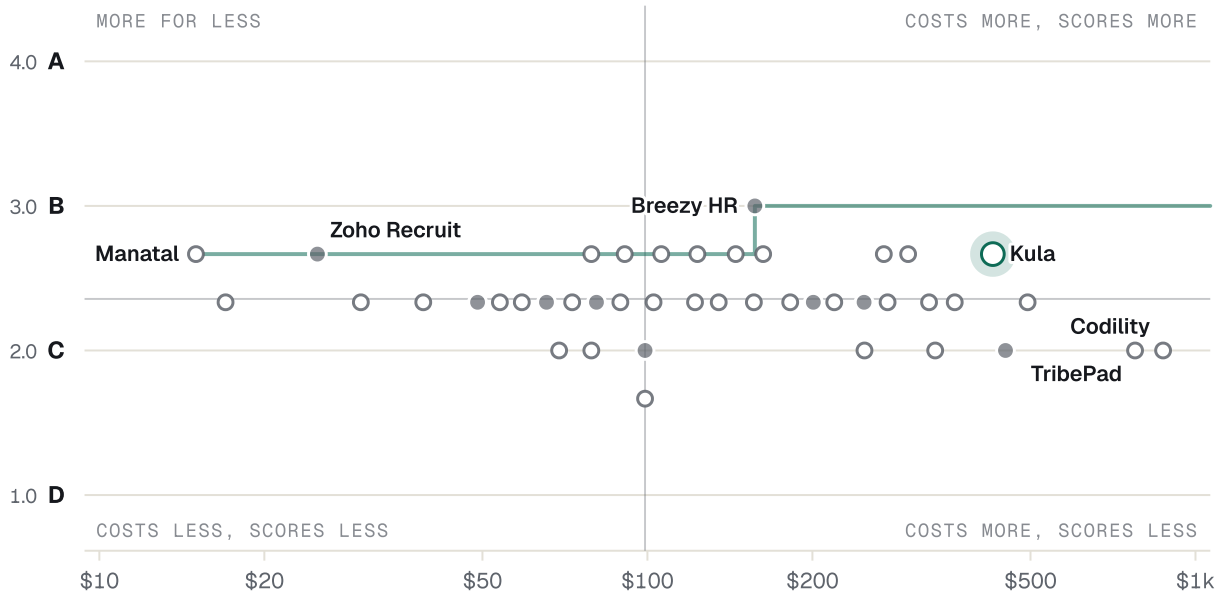
Each grade against the category

Every bar is all 102 hiring and applicant tracking tools we grade, cut by the letter each got. Kula's own letter is outlined.



Price against what you get

Each dot is one of 43 hiring and applicant tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Kula 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 Kula you would be making a bot that joins your calls and turns the talk into notes. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 48 of the 101 other hiring and applicant tracking tools grade higher. It costs $5,120 a year.

What you could make

- Applicant tracking and reports: an app builder makes these well.

What you could not

- A bot that joins your calls and turns the talk into notes.

- A scheduler that rearranges your day as things move.
- It is priced for each person, which means accounts and billing for a team.
- It plugs into other products, Slack, Zoom and LinkedIn among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Kula'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



Ashby, Greenhouse, Workable, Breezy HR and Tellent Recruitee

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

Ashby

2.0 GPA

From $270/mo

All-in-one ATS, sourcing, scheduling and analytics priced by headcount.

- Only Ashby lists a browser extension.
- Kula also covers meeting notes and auto-scheduling.
- Ashby also covers workflow automation and job board posting.

Kula and Ashby compared in full

Greenhouse

2.0 GPA

Paid

Structured-hiring ATS for growing and large companies, by quote.

- Only Greenhouse lists iOS and Android apps.
- Only Greenhouse lists a browser extension.
- Kula also covers meeting notes and auto-scheduling.

Kula and Greenhouse compared in full



2.2
GPA

Workable

Free trial · from $299/mo

Applicant tracking and HR software priced by company size.

- Only Workable lists iOS and Android apps.
- Only Workable lists a browser extension.
- Kula also covers meeting notes, auto-scheduling and reports.

Kula and Workable compared in full



2.6
GPA

Breezy HR

Free plan · from $157/mo

Flat-priced applicant tracking with a free one-job plan.

- Breezy HR has a free plan. Kula does not.
- Only Breezy HR lists iOS and Android apps.
- Kula also covers meeting notes and auto-scheduling.

Kula and Breezy HR compared in full



2.4
GPA

Tellent Recruitee

Free trial

Applicant tracking system with a careers site builder, by quote.

- Only Tellent Recruitee lists iOS and Android apps.
- Kula also covers meeting notes and auto-scheduling.
- Tellent Recruitee also covers workflow automation and job board posting.

Kula and Tellent Recruitee 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 Kula free?

No. Kula is a paid product, starting at $5,120 per year for companies of 1 to 50 employees.

How much does Kula cost?

Kula lists 2 plans. 1-50 employees: $5,120 per year, for companies of 1 to 50 employees.

What platforms does Kula work on?

Kula is available on Web.

Does Kula have an Android app?

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

Does Kula have an iPhone app?

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

Is Kula open source?

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

Does Kula have an API?

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

What does Kula integrate with?

Kula's listing names Slack, Zoom, LinkedIn, ADP, BambooHR, Rippling, Gusto and Paychex.

Who makes Kula?

Kula is made by Kula.ai.

What are the alternatives to Kula?

The closest alternatives to Kula in our directory are Ashby, Greenhouse, Workable, Breezy HR and Tellent Recruitee.

How does Kula compare with other hiring and applicant tracking tools?

Kula's GPA of 1.8 is higher than 30 of the 101 other hiring and applicant tracking tools we grade, and level with 23.

Is Kula good value for money?

ToolGPA grades Kula D for value for money. Its paid plans start at $426.67 a month when paid by the year for each person, against a middle price of $99 for the category: 38 of the 42 others that charge start lower.

Could I make my own version of Kula?

To replace Kula you would be making a bot that joins your calls and turns the talk into notes.

Where this guide comes from

The prices, plans, platforms and features were read from Kula'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 Kula'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 Kula.ai. Prices change, so check kula.ai before you buy.

kula.ai/pricing
kula.ai/integrations

kula.ai

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

Kula, kept up to date

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

toolgpa.com/tools/kula

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, "Kula: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/kula
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Know someone choosing between hiring and applicant tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded hiring and applicant tracking tools after Kula, each with an Insider's Guide of its own.

Hiring & Applicant Tracking Insider's Guide

Every one of the 102 hiring and applicant tracking tools we grade, compared

Manatal Insider's Guide

Low-cost per-user ATS and recruitment CRM with AI candidate matching

2.8 GPA

Breezy HR Insider's Guide

Flat-priced applicant tracking with a free one-job plan

2.6 GPA

JOIN Insider's Guide

Multiposting and applicant management priced per open job

2.6 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 Kula'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. Kula is a trademark of its owner, and this guide is not made, paid for or approved by Kula.ai. Prices and plans change: check kula.ai before you buy.