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PERSONAL FINANCE · AUTOMATED · PRIVATE

COMPETITIVE ANALYSIS · REPORT N° 02

# SiftDo vs. Monarch Money

## A Feature Parity Report

*An honest, source-grounded comparison between a privacy-first, one-person, seven-week build and the category leader, with every gap, win, and caveat disclosed on the record.*

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DATE	AUDIENCE	LENGTH	SUBSTRATE
May 2, 2026	Internal & Partners	7 pages · Letter	monarch-gap-analysis_2026-05-02.md

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**Disclosure.** This report was generated by **Claude Opus 4.7** on May 2, 2026, operating as a research agent over the SiftDo source tree with direct filesystem access. Monarch Money product positioning was verified live the same date via WebFetch against monarch.com. The agent was instructed, on the record, to report the truth and nothing but the truth about the state of the project — including gaps and limitations that reflect unfavorably on SiftDo. Each SiftDo claim is grounded in factor specs, service specs, the architecture spec, and direct file reads.

## Executive Summary

SiftDo is built to the same core surface area as Monarch Money — accounts, net worth, transactions, categorization, investments, bills — and now extending past it with family chat, an in-development on-device AI assistant, a unified Documents view, and a cross-platform shared-contracts package.

### HEADLINE FINDING

SiftDo achieves **72.1% blended parity-or-better** against Monarch Money as of May 2, 2026, with five categories at or above 90% (Transactions, Architecture, Pricing, Privacy, Imports) and three categories at 0–50% representing the focused planning-surface gap (Budgets, Goals, Cash Flow).

### WHERE SIFTDO IS AT PARITY

Net worth, transaction table (10 filter dims, 50K @ 60fps target), 6-stage on-device classification (757 merchants, 99.33% accuracy on synthetic data), bulk edit with undo, recurring detection, holdings, Plaid, full CSV/OFX/Mint/Monarch import.

### WHERE SIFTDO LEADS

Free-forever-with-credits (Bank Connect \$1.99/mo or earnable). Privacy by architecture: 14 enumerated never-collected items, runtime-enforced. MSOT primitives shipped. Family chat in-app. Native Mac UI tokens. AI chat in development.

### WHERE SIFTDO TRAILS

No first-class Budgets · Goals · Cash Flow / Sankey view. No cross-iCloud-account remote partnership for chat. No split transactions. iPhone surface narrower than Monarch's mature iOS app. No Android.

### SCOPE

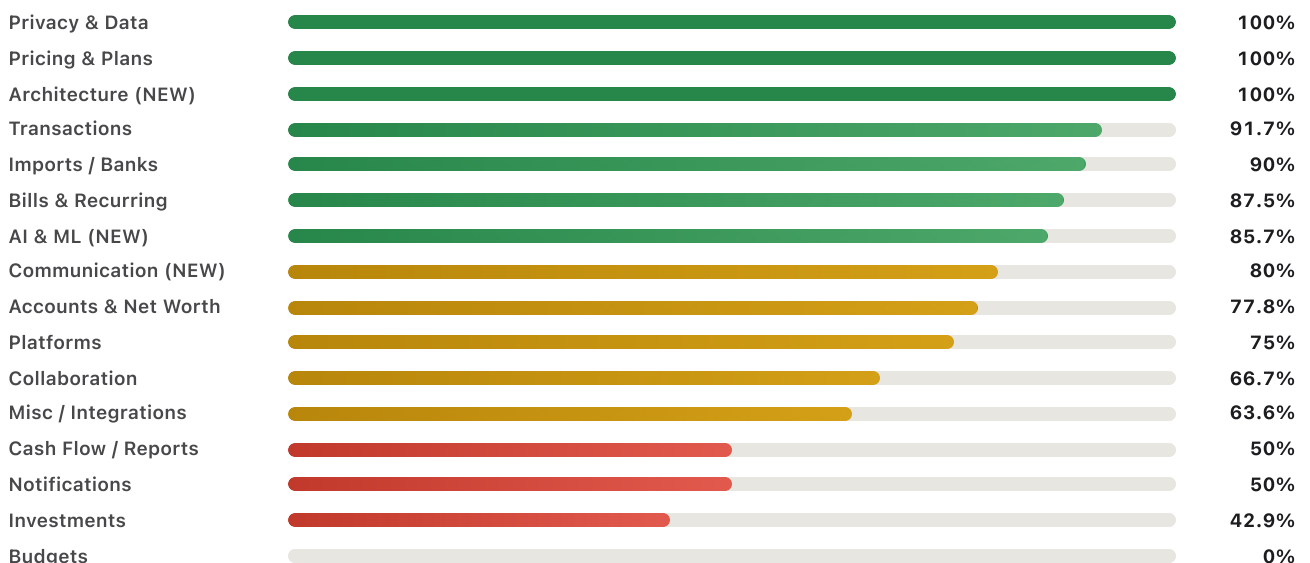
15 feature categories, 13 with direct Monarch counterparts, 3 net-new (Communication, AI/ML, Architecture). Each row counted; per-category score is row count, not assertion.

### WHO BUILT IT

Solo operator across ~7 weeks (live git log), AI-paired throughout, every commit human-reviewed. 1,093 commits in trailing 30 days · 225 unique TRK issues touched.

### PER-CATEGORY PARITY SCORE · COUNTED ROWS

**72.1% BLENDED**



## Feature Matrix I · Ledger Surface

### ACCOUNTS & NET WORTH

7 of 9 = 77.8%

FEATURE	SIFTDO	MONARCH	STATUS
Net worth dashboard	Balance sheet · NetWorthHistory · per-group deltas	Yes	● PARITY
Account groups	Cash · Investments · Real estate · Business	Yes	● PARITY
Institution logos	Cached, initial fallback	Yes	● PARITY
Crypto accounts	First-class AccountType.cryptocurrency	Yes	● PARITY
Account balance history	Daily snapshots per account	Yes	● PARITY
Business account types	First-class business / business_equity	Partial (Zillow-only)	● SIFTDO LEADS
Manual asset entry	Not supported (strict no-manual)	Yes	● MINOR
Zillow / KBB valuation	—	Auto-updated	● MINOR

### TRANSACTIONS & CATEGORIZATION

11 of 12 = 91.7%

FEATURE	SIFTDO	MONARCH	STATUS
Transaction table	10 filter dims · 50K txn @ 60fps target · virtual scroll	Standard web table	● PARITY
Auto-categorization	6-stage sieve · 757 merchants · 22 categories · on-device	Proprietary cloud ML	● PARITY
Manual learning	classificationSource tracked · D1 worker training	Yes	● PARITY
Bulk edit + undo	Recategorize · tag · delete · single undo per batch	Yes	● PARITY
Tag provenance	tags · autoTags · ruleTags as separate arrays	Flat	● SIFTDO LEADS
Rules engine	Stage 2 of sieve · ruleTags · dedicated store	Yes	● PARITY
Review queue	Similarity-clustered · keyboard-first · resumable	One-at-a-time	● SIFTDO LEADS
Merchant rename	Canonical resolver · displayName + shortName	Yes	● PARITY
Inline detail inspector	Edit description / category / tags / notes inline	Partial	● SIFTDO LEADS
Filter expression history	Persisted per-table-context	—	● SIFTDO LEADS
Diagnostics column / Copy as JSON	Power-user debug surface (TRK-488)	—	● SIFTDO LEADS
Split transactions	Unverified — grep returns no implementation	Yes	● MAJOR GAP

### INVESTMENTS

3 of 7 = 42.9%

FEATURE	SIFTDO	MONARCH	STATUS
Holdings list	Per-account InvestmentHolding	Yes	● PARITY
Cost basis tracking	Nullable field on holding	Yes	● PARITY
Multiple account types (401k, IRA, brokerage, crypto)	First-class enum	Yes	● PARITY
Live price updates	priceAsOf exists; live source path unclear	Live automatic	● MINOR
Portfolio performance chart	Not a named view	Yes	● MINOR

## Feature Matrix II · Planning Surface

### BUDGETS & GOALS

0 of 7 = 0%

FEATURE	SIFTDO	MONARCH	STATUS
Monthly budget per category	—	Headline feature	● MAJOR GAP
Flex budgets / envelope	—	Yes	● MAJOR GAP
Rollover unused budget	—	Yes	● MAJOR GAP
Budget vs actual report	—	Yes	● MAJOR GAP
Savings goals	—	Yes	● MAJOR GAP
Debt-paydown goals	—	Yes	● MAJOR GAP
Goal linked to account	—	Yes	● MAJOR GAP

The single largest remaining gap. Tracked for the May 18 launch. A minimum-viable Budgets view + Cash Flow framing protects against App-Store reviews comparing SiftDo to Mint (transactions only) rather than Monarch (planning).

### CASH FLOW & REPORTS

3 of 6 = 50%

FEATURE	SIFTDO	MONARCH	STATUS
Pivot / spending chart	6 dimensions · bar · donut · treemap	Fixed reports	● SIFTDO LEADS
Income vs expense (Sankey)	Approximable via pivot · not a named view	Iconic Sankey	● MAJOR GAP
Year-over-year comparison	Pivot supports it	Yes	● MINOR
Custom reports	Pivot doubles as custom	Yes	● MINOR
Export reports	CSV	CSV + PDF	● MINOR
Monthly summary email	—	Yes	● MINOR

### BILLS & RECURRING

7 of 8 = 87.5%

FEATURE	SIFTDO	MONARCH	STATUS
Recurring detection	6 periodicities (weekly → annual)	Yes	● PARITY
Upcoming & overdue	UpcomingBillsTotal · NextDueDate	Yes	● PARITY
Bill payment matching	Linked by transactionId	Yes	● PARITY
Subscriptions view	Separate screen · canonical icon resolver	Yes	● PARITY
Status icons	paid / upcoming / overdue / skipped	Yes	● PARITY
Merchant logo on bill	Resolved from merchant DB	Yes	● PARITY
Multiple periodicities	weekly · biweekly · monthly · quarterly · semi · annual	Yes	● PARITY
Bill calendar view	Not in F07 layout	Yes	● MINOR

### NOTIFICATIONS & ALERTS

3 of 6 = 50%

FEATURE	SIFTDO	MONARCH	STATUS
In-app toasts	6 types · auto-dismiss 5s · max 3 visible	Yes	● PARITY
Update available	electron-updater toast	N/A (web)	● SIFTDO LEADS
Bulk-edit-complete toast	Yes	—	● SIFTDO LEADS
Push to iPhone	Partial — TRK-483 push hooks for chat	Yes (txn alerts)	● MAJOR GAP
Large transaction / low balance	—	Yes	● MINOR

## Feature Matrix III · New Surfaces

### COMMUNICATION & COLLABORATION

NEW

4 of 5 = 80%

FEATURE	SIFTDO	MONARCH	STATUS
Family chat (in-app)	Member-to-member · reply · reactions · typing · receipts	—	● SIFTDO LEADS
Attach a transaction or account row to a message	Recipient lands directly on the row	—	● SIFTDO LEADS
iCloud Drive sync transport	NDJSON folder watcher (TRK-485, commit 6a2f56b)	—	● SIFTDO LEADS
iPhone family-chat models	SwiftData @Model · ModelContainer wiring (TRK-496)	—	● SIFTDO LEADS
Cross-account remote partnership	Pending — current transport requires shared iCloud	Yes (household invite)	● MINOR

### AI & ML

NEW

6 of 7 = 85.7%

FEATURE	SIFTDO	MONARCH	STATUS
In-app AI chat assistant	<b>In development.</b> Code shipped (TRK-475); surface hidden behind sidebar flag in v1.0.49 (TRK-484); not user-visible in current release. Token-metered; works on free S tier.	No public equivalent	● SIFTDO LEADS
ML transaction description parsing	TF-IDF + LogReg on-device · 99.33% / 98.54% / 100% (cat / sub / type) on 100K synthetic	Cloud ML	● PARITY
6-stage classification pipeline	user-corrections → rules → model-inference → field-extraction → post-reclass → confidence-review	Internal	● PARITY
User-correction training loop	POST /api/training/submit · Cloudflare D1 worker · 50/user/day · dedup	Proprietary	● PARITY
On-device inference	Privacy + offline differentiator · 52MB bundled models	Cloud-bound	● SIFTDO LEADS
Bills detection hook	Sieve emits bill_detection_hook post-classification	Yes	● PARITY
Logo system	Canonical SVG library · single-source-of-truth resolver	Yes	● PARITY

### ARCHITECTURE & DATA INTEGRITY

NEW

13 of 13 = 100%

FEATURE	SIFTDO	MONARCH	STATUS
Cross-platform shared contracts	packages/contracts/ · single TS source of truth · no any	No public artifact	● SIFTDO LEADS
Hybrid Logical Clock (HLC)	TRK-478 · 172 lines · <wallTime>. <counter>. <deviceId> lexically sortable	Cloud-coordinated	● SIFTDO LEADS
Per-entity edit history	TRK-472, TRK-479 · per-record edit ledger for offline-first reconciliation	—	● SIFTDO LEADS
Code-registry (content-derived IDs)	TRK-473, TRK-480 · human-readable IDs over UUID PKs	—	● SIFTDO LEADS
Mint-policy + transaction-mints	TRK-474, TRK-481 · multi-mint match hierarchy	—	● SIFTDO LEADS
Cross-entity navigation graph	TRK-477 · view-inspector + backlinks	—	● SIFTDO LEADS
Factor-spec discipline	10 specs · 1,667 lines · F01-F10	No public artifact	● SIFTDO LEADS

## Feature Matrix IV · Distribution & Trust

### IMPORTS & BANK CONNECTIVITY

9 of 10 = 90%

FEATURE	SIFTDO	MONARCH	STATUS
Plaid integration	bank-connect Cloudflare Worker · access_token stays on-device	Yes	● PARITY
13,000+ institutions	Via Plaid	Yes (verified live)	● PARITY
CSV import	Generic + 8 bank parsers	Removed in 2024	● SIFTDO LEADS
OFX / QFX import	Standard parser	—	● SIFTDO LEADS
Mint export migration	Dedicated parser	Yes	● PARITY
Monarch export migration	Dedicated parser — ingests Monarch's own export file	N/A	● SIFTDO LEADS
Folder watch (auto-import)	chokidar-based · multi-root (TRK-495)	—	● SIFTDO LEADS
Document folder ingestion	iCloud · Drive · OneDrive · ~/Documents	—	● SIFTDO LEADS
Native bank parsers	BofA · Chase · Citi · Amex · Cap One · Discover · Wells · Apple Card	Plaid only	● SIFTDO LEADS
Deduplication	Composite key [date, amount, raw]	Yes	● PARITY

### PRICING & PLANS

9 of 9 = 100%

FEATURE	SIFTDO	MONARCH	STATUS
Free tier	\$0/mo · 1 user · 500 tokens/mo · soft meter only	7-day trial only	● SIFTDO LEADS
Monthly price (single)	\$4.99 Essential · \$7.99 eXtended	\$14.99	● SIFTDO LEADS
Yearly price	\$39.99 · \$59.99 · \$89.99	\$99.99	● SIFTDO LEADS
5-year option	\$99.99 / \$149.99 / \$224.99 · non-consumable	—	● SIFTDO LEADS
Free trial length	1 month	7 days	● SIFTDO LEADS
Bank Connect add-on	\$1.99/mo · ~80–90% margin · earnable via Credits	Bundled	● SIFTDO LEADS
Soft monthly meter	Never blocks any action (S=500, E=1500, X=3000, Y=6000)	—	● SIFTDO LEADS
Earn-credits-via-engagement	Refer · review · feedback unlocks paid features	—	● SIFTDO LEADS
Family Sharing on iOS	sift_x_*, sift_y_* products carry family_sharing	Different (invite link)	● PARITY

### PRIVACY & DATA OWNERSHIP

10 of 10 = 100%

FEATURE	SIFTDO	MONARCH	STATUS
Local-first storage	Architectural · IndexedDB on device	Cloud-only	● SIFTDO LEADS
No required email or account	Architectural	Required	● SIFTDO LEADS
Privacy gate · network allowlist	Two-layer (app + OS bytes) · 4 violation kinds · 30-day rolling log	—	● SIFTDO LEADS
Action-log no-financial guarantee	33 ActionType events · flat scalars · <8 keys per event	—	● SIFTDO LEADS
14 explicit "never collected" items	Enumerated in F05	—	● SIFTDO LEADS
Bank credentials never leave	access_token stored on-device	Cloud holds tokens	● SIFTDO LEADS

## Where SiftDo Leads & Trails

### Where SiftDo Leads · 10 advantages

- 1 **Free forever, every feature, no quota wall.** Token meter is soft; Bank Connect \$1.99/mo is the only paid surface, earnable via Credits. `specs/sift-tokens-economy.yaml`
- 2 **Privacy by architecture.** 14 enumerated never-collected items; runtime-enforced two-layer privacy gate. `F05-privacy.yaml:38-130`
- 3 **MSOT primitives shipped.** HLC · history[] · code-registry · mint-policy in `packages/contracts/src/sync/`. TRK-470 → TRK-481.
- 4 **Family chat in-app with row attachment.** iCloud Drive NDJSON transport · iPhone SwiftData models. TRK-483 / 485 / 496.
- 5 **Native Mac platform UI tokens.** 2,652-line single source of truth; smoke-test enforced. `specs/ui-platform.yaml`
- 6 **6-stage on-device classification.** 757 merchants · 99.33% category accuracy · ~52MB bundled models. `F03-classification.yaml:32-128`
- 7 **AI chat (in development).** Token-metered on free S tier · Anthropic claude-sonnet-4-6 default. `specs/services/chat/spec.yaml`
- 8 **Documents view + Workbench.** Multi-root folder ingestion · external-editor edits propagate inbound. TRK-487 / 495.
- 9 **Universal import.** CSV · OFX · folder watch · Plaid · Mint · Monarch export · 8 native US-bank parsers.
- 10 **Demo auto-preload.** Smith family dataset loads on first visit to `sift.do/demo`. TRK-494.

### Where SiftDo Trails · 7 honest gaps

- 1 **No Budgets module.** Not in F02 or F07. Monarch's flexible monthly budgeting with rollover is their #1 retention feature. The single largest gap.
- 2 **No Goals module.** No Goal entity. Savings goals and debt-paydown goals absent. Small scope, high emotional pull.
- 3 **No named Cash Flow / Sankey view.** Pivot chart approximates it; not advertised.
- 4 **iPhone surface narrower than Monarch's.** TestFlight build 49 ships; full feature reach in flight. Mobile is phone-first in personal finance.
- 5 **Family chat sync is iCloud-Drive-bounded.** Current TRK-485 transport requires shared iCloud, not arbitrary partner devices on different accounts.
- 6 **No split transactions.** Verified May 2 by grep; no implementation. Common one-star App Store complaint.
- 7 **No Android.** Out of v1 roadmap. Closes off the non-Apple half of household-collaboration.

**On the inclusion of this section.** A feature-parity report that lists only wins is marketing. This section exists because the goal of the report is decision-quality information, not persuasion. Each gap above is one a competitor, journalist, or careful user would find within an hour of using the product; disclosing them first is intellectually honest and strategically correct.

## PROOF OF WORK · TOP LINE

BUILD WINDOW	~7 weeks (live git log) · solo · AI-paired · every commit human-reviewed
TESTS PASSING	3,034 / 3,034 smoke + 474 / 474 electron · 163 test files across 5 suites
SPEC CORPUS	10 factor specs (1,667 lines) · UI platform (2,652) · service specs · architecture spec
ACTIVITY (30D)	1,093 commits (~36/day) · 225 unique TRK issues touched · 54 scripts
SIEVE CORRECTNESS	99.33% category · 98.54% subcategory · 100% type accuracy on 100K synthetic
PRIVACY ENFORCEMENT	F05 privacy gate live · 30-day rolling log · 4 violation kinds · 1024-byte threshold