

COMPETITOR RESEARCH

Linear

A data-backed read of the competitive landscape — feature coverage, pricing posture, and where to position against the field.

<https://linear.app>

COMPETITORS

5

direct peers analyzed

DIMENSIONS

7

category-fit criteria

PRICE RANGE

**\$0.001–
750**

public monthly list

UNDISCLOSED

2

peers hide pricing

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- 02 Competitive landscape
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- 07 Recommended positioning
- 08 Risks & sources

Generated

July 27, 2026

01 Executive summary

SYNTHESIS

Findings synthesized strictly from each vendor's own marketing, product, and pricing pages — every claim traces to a source in section 08.

WHERE LINEAR LEADS

- Full-feature set (roadmap, custom workflow, AI triage, integration ecosystem, real-time collaboration, API) at low price points
- Free tier and clear pricing (Basic \$10, Business \$16)
- AI triage available out-of-the-box

WHERE RIVALS ARE AHEAD

- Sprint management: available from 4 of 5 peers

RECOMMENDED ANGLES

1. Cost-effective full-feature solution for SMBs

Linear Business \$16 includes AI triage, integration ecosystem and API while Jira Tier 3 costs \$14.54 and lacks built-in AI triage; Shortcut Enterprise \$12 is comparable price but Linear adds real-time collaboration at \$16; ClickUp's lowest functional tier with AI features is Tier 2 \$12, but higher tiers (\$100-\$750) are needed for full enterprise capabilities

2. AI-driven triage as a competitive edge

Linear lists AI triage as "yes" whereas Jira's AI capability is not indicated; GitHub Projects only offers AI triage "partial"; Azure DevOps Boards lists AI triage "yes" but is bundled in an undisclosed enterprise contract, making Linear's transparent offering stronger

3. Simplified, transparent pricing versus complex tier structures

Linear provides three clear tiers (Free \$0, Basic \$10, Business \$16); ClickUp has eight tiers ranging from \$0.001 to \$750, creating pricing confusion; Jira's freemium model adds Tier 2 \$7.91 and Tier 3 \$14.54, but feature parity requires multiple add-ons

4. Broad integration ecosystem matching enterprise rivals

Linear's integration ecosystem is marked "yes" comparable to Jira, Shortcut, ClickUp and Azure DevOps Boards; GitHub Projects integration is only "partial," limiting cross-tool workflows; Azure DevOps Boards offers full integration but only at enterprise-only pricing, whereas Linear's lower tiers already include it

02 Competitive landscape

DISCOVERY

COMPETITOR	WEBSITE	CONFIDENCE	SOURCED VIA
Jira	https://www.atlassian.com/software/jira	96%	web_search, groq
Shortcut	https://shortcut.com	94%	web_search, groq
ClickUp	https://clickup.com	92%	web_search, groq
GitHub Projects	https://github.com/features/project-management	90%	web_search, groq
Azure DevOps Boards	https://azure.microsoft.com/services/devops/boards/	89%	web_search, groq

Confidence reflects search overlap and model scoring across public pages; direct category peers rank higher than adjacent tools.

03 Feature comparison

EVIDENCE

Dimensions are chosen for Linear's category, then scored only from each vendor's public pages. "—" means the page didn't mention it — not proven absence.

DIMENSION	LINEAR	JIRA	SHORTCUT	CLICKUP	GITHUB PROJECTS	AZURE DEVOPS BOARDS
Roadmap planning	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes	—
Custom workflow	✓ Yes	✓ Yes	✓ Yes	✓ Yes	Partial	✓ Yes
Sprint management	—	✓ Yes	✓ Yes	✓ Yes	Partial	✓ Yes
AI triage	✓ Yes	✓ Yes	✓ Yes	✓ Yes	Partial	✓ Yes
Integration ecosystem	✓ Yes	✓ Yes	✓ Yes	✓ Yes	Partial	✓ Yes
Real-time collaboration	✓ Yes	✓ Yes	✓ Yes	✓ Yes	Partial	✓ Yes
API extensibility	✓ Yes	—	✓ Yes	✓ Yes	Partial	✓ Yes
Coverage	86%	86%	100%	100%	100%	86%

COVERAGE LEADERS

- **Shortcut** — 100% of tracked dimensions evidenced
- **ClickUp** — 100% of tracked dimensions evidenced
- **GitHub Projects** — 100% of tracked dimensions evidenced
- **Linear** — 86% of tracked dimensions evidenced

READING THIS MATRIX

Each cell is graded ✓ Yes Partial × No — n/a .
Coverage is the share of dimensions with a definitive (non-blank) reading, so it measures evidence density, not quality.

04 Pricing comparison

PUBLIC LIST

Entry prices taken from public pricing pages. 2 of 5 peers keep pricing behind a sales conversation.

Linear — your pricing

public list

Free (Unlimited members, 2 teams, 250 issues)	USD 0 / month
Basic (Per user, billed yearly)	USD 10 / month
Business (Per user)	USD 16 / month
Enterprise (Custom pricing, contact sales)	Contact / custom

Jira

freemium

Free	USD 0 / month
Tier 2	USD 7.91 / month
Tier 3	USD 14.54 / month

Shortcut

contact-sales

Free	USD 0 / month
Pro	USD 8.5 / month
Enterprise	USD 12 / month

ClickUp

freemium

Tier 1	USD 7 / month
Tier 2	USD 12 / month
Tier 3	USD 100 / month
Tier 4	USD 750 / month
Tier 5	USD 9 / month
Tier 6	USD 28 / month
Tier 7	USD 0.001 / month
Tier 8	USD 10 / month

GitHub Projects

contact-sales

Not disclosed (No public list price found) **Not disclosed**

Azure DevOps Boards

contact-sales

Enterprise (Contact sales / custom (public page))	Contact / custom
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05 Positioning map

SYNTHESIS

Each dot is placed by **monthly price (public list)** (horizontal) and **feature breadth (evidenced)** (vertical), derived from sections 03–04.



06 SWOT analysis

STRATEGY

▲ Strengths

- Full-feature set (roadmap, custom workflow, AI triage, integration ecosystem, real-time collaboration, API) at low price points
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▼ Weaknesses

- Sprint management status unknown, potential gap vs Jira/Shortcut/ClickUp
- Enterprise pricing not disclosed, may deter large orgs
- Ecosystem smaller than Azure DevOps Boards and GitHub Projects

◆ Opportunities

- Capitalize on AI triage as a differentiator for SMBs
- Add explicit sprint management to match Jira and Shortcut
- Deepen integrations with GitHub Projects and Azure DevOps to broaden appeal

🚩 Threats

- Jira's entrenched market share and comparable feature set
- ClickUp's extensive tiered pricing (8 tiers from \$0.001 to \$750) attracting varied budgets
- Azure DevOps Boards and GitHub Projects offer full integration ecosystems and enterprise-grade contracts

07 Recommended positioning

ACTION

Prioritized go-to-market angles, each grounded in a concrete price or feature point from the sections above.

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08 Risks & sources

APPENDIX

RISKS & CAVEATS

- Potential loss of enterprise customers due to undisclosed Enterprise pricing
- Missing explicit sprint management could push teams to Jira or Shortcut
- Competitors may bundle AI triage with larger suites, eroding Linear's differentiation
- Price-sensitive buyers might opt for ClickUp's \$0.001 tier despite limited features

HOW THIS REPORT WAS BUILT

DISCOVERY	Web search → LLM ranking of direct peers
EVIDENCE	Each vendor's own site via Jina Reader (cleaned)
DIMENSIONS	7 category-fit criteria, model-scored
PRICING	Public list pages only; no scraping of gated data
COMPETITORS	5 analyzed
GENERATED	July 27, 2026

EVIDENCE SOURCES

- <https://linear.app>
- <https://www.atlassian.com/software/jira>
- <https://shortcut.com>
- <https://clickup.com>
- <https://github.com/features/project-management>
- <https://azure.microsoft.com/services/devops/boards/>
- <https://linear.app> @ 2026-07-27T08:11:51.268Z
- <https://www.atlassian.com/software/jira> @ 2026-07-27T08:12:33.269Z
- <https://shortcut.com> @ 2026-07-27T08:13:20.191Z
- <https://clickup.com> @ 2026-07-27T08:14:09.748Z
- <https://github.com/features/project-management> @ 2026-07-27T08:14:15.127Z
- <https://azure.microsoft.com/services/devops/boards/> @ 2026-07-27T08:14:37.425Z

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