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How Prospectr Stacks Up

Sovereign + Steward vs. Hyperagent and the AI agent platform market — and how to choose

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The short answer

Prospectr Sovereign deploys AI agent infrastructure into your own cloud account — you hold the keys, the data, and the deployment itself, even if you leave. Steward gives you managed, done-for-you agent skills run by a 20-year B2B agency at a flat monthly price. Most agent platforms rent you access to agents running on their infrastructure, metered by credits. We think both models are legitimate — they're built for different buyers. This page explains the difference honestly so you can pick the right one.

The four ways to buy AI agents in 2026

Every option on the market falls into one of four buckets:

Model	Examples	How it works	Built for
Hosted agent platforms	Hyperagent (by the Airtable team), and similar self-serve platforms	Agents run in the vendor's cloud. You buy subscription tiers plus usage credits; each task consumes credits. Self-serve: you write the agent's instructions, supervise runs, and refine over time.	Hands-on operators who enjoy building and supervising their own automations
Enterprise builder platforms	Microsoft Copilot Studio, Google Vertex AI Agent Builder, OpenAI's agent tooling	Toolkits for IT departments and developers to build agents inside an enterprise ecosystem	Companies with internal dev/IT teams and enterprise platform commitments
DIY open source	LangChain, CrewAI, and other frameworks	Free code, total flexibility — you build, host, secure, and maintain everything	Engineering teams who want full control and have the staff to support it
Deployed + managed (us)	Prospectr Sovereign + Steward	We deploy agent infrastructure into <i>your</i> cloud account (Sovereign) or run curated skills for you on ours (Steward) — built, operated, and accountable to a named human team	SMB owners and operators who want outcomes, ownership, and a person to call

Prospectr vs. Hyperagent, specifically

Hyperagent is a serious product from the Airtable team — well-funded, well-designed, with cloud sessions that give each agent its own browser, shell, and filesystem, agents that learn skills over time, and published pricing reported in the \$20–\$200/month range plus bundled usage credits (as of mid-2026). If you are a self-serve operator who wants to build and supervise your own agent fleet, it's a credible choice and we'll tell you so.

Here is where the two approaches genuinely differ:

Dimension	Prospectr Sovereign	Prospectr Steward	Hosted platforms (e.g., Hyperagent)
Where agents run	Your AWS / GCP / Azure account	Prospectr-managed infrastructure	Vendor's cloud
Who holds keys & credentials	You — Prospectr access only via audited, time-boxed break-glass sessions	Prospectr, as your data processor under a signed DPA	Vendor
What happens if you leave	You keep the deployment, keys, and data — contractually, in writing (MSA §3.4)	60-day data export window, then certified deletion	Typically export what the platform allows; agents and skills stay behind
Model-training on your data	Contractual no-training pledge on raw inputs/outputs, passed through to model providers (AUP §4)		Varies by vendor and plan — read the terms
Pricing model	One-time deployment fee + optional flat retainer; you pay your cloud and model providers directly, at their prices	Flat tiers: \$500 / \$1,500 / \$2,500 per month (1 / 3 / 5 skills); AI and infrastructure costs passed through at actual cost — zero markup	Subscription + metered credits; compute is resold inside the credit price
Who does the work	Done for you — skills built, guardrails and responsible-AI oversight operated by a 20-year B2B lead-gen agency (225+ clients, 40+ verticals), with human approval gates on credentials, payments, and customer-facing sends		Done by you — you write instructions, supervise runs, refine skills
Domain depth	Purpose-built skills for B2B lead generation, outreach compliance (SPF/DKIM/DMARC, CAN-SPAM, suppression discipline), and SMB operations		General-purpose; you bring the domain expertise
Compliance paper	Signed MSA, DPA with SCCs/UK Addendum, published AUP and sub-processor list — from day one		Varies; enterprise paper often gated to higher tiers

Accountability	A named team in Minneapolis you can call	Product support channels
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Why we built it this way

1. Ownership is the only durable answer to platform risk

Every hosted platform — however good — can change pricing, change terms, deprecate features, or shut a product down. The agent that runs your business should not be a tenant in someone else's building. Sovereign puts the runtime, the data plane, and the keys in your cloud account. If our relationship ends, **your deployment keeps running and your data never moves**. No hosted platform can make that promise, structurally.

2. Credits are marked-up compute; we separate the meter from the work

Credit systems bundle the vendor's margin into every task your agents run — the better your automation performs, the more you pay, and you can't see where the compute cost ends and the markup begins. We split the bill honestly: our flat fee pays for the work (skill development, guardrails, responsible-AI oversight, operations), and the AI model and infrastructure costs are yours, **passed through at actual cost with zero markup** — on Sovereign you pay your providers directly through your own accounts and see every line item. We never promise "unlimited," because nobody honestly can; we promise you'll never pay us a margin on a token.

3. Most business owners don't want to be agent operators

Self-serve platforms assume you'll write system prompts, watch runs, review learned skills, and debug failures. That's genuinely fun for some people. But if you run a cleaning company, a contracting firm, or a regional services business, you want the *output* — booked meetings, processed leads, clean books — not a new part-time job supervising software. We've run B2B growth operations since 2006. We operate the agents; you get the outcomes.

4. Outbound work has compliance teeth

Agents that touch email, prospect data, and customer records operate under CAN-SPAM, GDPR, TCPA, and state AI laws. Our AUP isn't boilerplate — it encodes the sending-hygiene rules (authentication baselines, bounce and complaint ceilings, suppression discipline) we've enforced across thousands of sending inboxes for two decades. General-purpose platforms leave that compliance burden entirely on you.

5. Trust is written down, not implied

Our no-training pledge, breach-notification SLA, sub-processor list, audit rights, and exit terms are published and contractual — the same legal stack enterprise vendors offer, available to a 10-person company on day one. Read them: [MSA](#) · [Terms](#) · [AUP](#) · [Privacy](#) · [DPA](#).

When we're *not* the right choice

We'd rather lose a deal than mis-sell one:

- **You want to experiment cheaply, hands-on.** A self-serve platform like Hyperagent with starter credits is a better first step than a Sovereign deployment. Come back when an agent has earned a permanent place in your operations.
 - **You have an in-house engineering team and platform opinions.** Building on open-source frameworks or your cloud vendor's agent tooling may serve you better than our managed layer.
 - **Your use case is general personal productivity** — inbox triage, research briefs, one-off tasks. Hosted consumer/prosumer platforms are built exactly for that.
 - **You need a use case our AUP prohibits** (high-risk autonomous decisioning, regulated clinical work without a BAA, and the rest of AUP §1.5). We'll decline it regardless of budget.
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Who's behind this

Prospectr Marketing Inc. (d/b/a Prospectr Digital) is a Minneapolis B2B lead generation and digital marketing agency founded in 2006 — 225+ active clients across 40+ verticals, 11 service lines, and an outbound operation spanning thousands of managed sending inboxes. Sovereign and Steward are the productized version of the agent infrastructure we built to run our own agency. We sell what we operate.

Next step: book a discovery call at prospectrdigital.com/book, or email info@prospectrdigital.com. We'll tell you in one call whether Sovereign, Steward, or a competitor is the right fit — and we mean that literally.

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