

What Is ClickUp Brain? Features, Pricing, and Security Explained

The complete guide to ClickUp Brain, now Brain², covering what it does, current pricing, security, and how it compares to Asana and Notion AI.

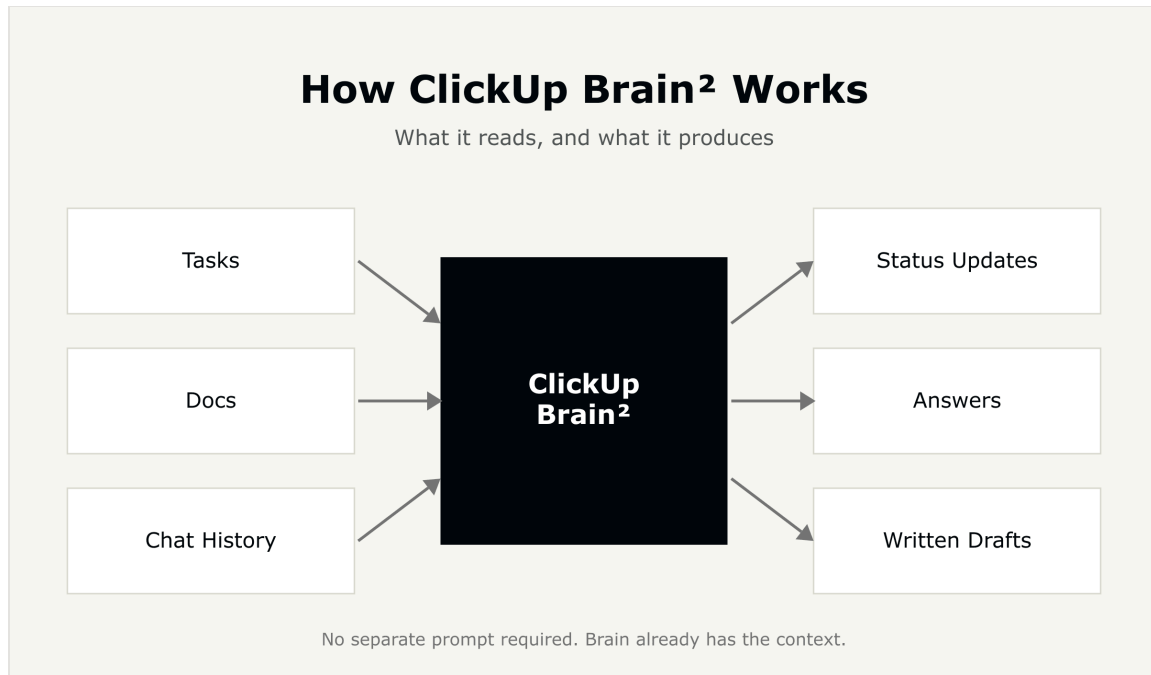


L5 Team

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ClickUp Brain is ClickUp's built-in AI layer, now called Brain² with expanded capabilities. It connects your tasks, docs, chat, and calendar, so you can ask questions and generate updates without briefing a separate AI tool first.

This guide covers what it does, what changed with the Brain² update, current pricing, security, and how it compares to Asana, monday.com, and Notion.



ClickUp Brain reads from what's already in your workspace, no separate briefing required.

What ClickUp Brain² Does

ClickUp Brain² is the AI layer built into ClickUp. It stays connected to your docs, tasks, people, and calendar, so it can answer questions and generate updates using context it already has.

ClickUp organizes it around three surfaces: AI Chats for persistent conversations, AI Channels for topic-scoped discussions, and AI Tasks for structured work Brain² can create and update directly.

It replaces several separate AI tools by handling project updates, document collaboration, and writing from inside the same platform you already use for tasks and goals.

What Changed From ClickUp Brain to Brain²

ClickUp rebranded its AI from ClickUp Brain to Brain², positioning it as more of a team extension than a single assistant. The one concrete change is model choice.

Brain² lets you switch between Claude, GPT, and Gemini with a single click, instead of one fixed default model. Every model gets the same workspace context and the same permissions, so switching models doesn't change what Brain² already knows. See [ClickUp's own Brain page](#) for

the current feature set.

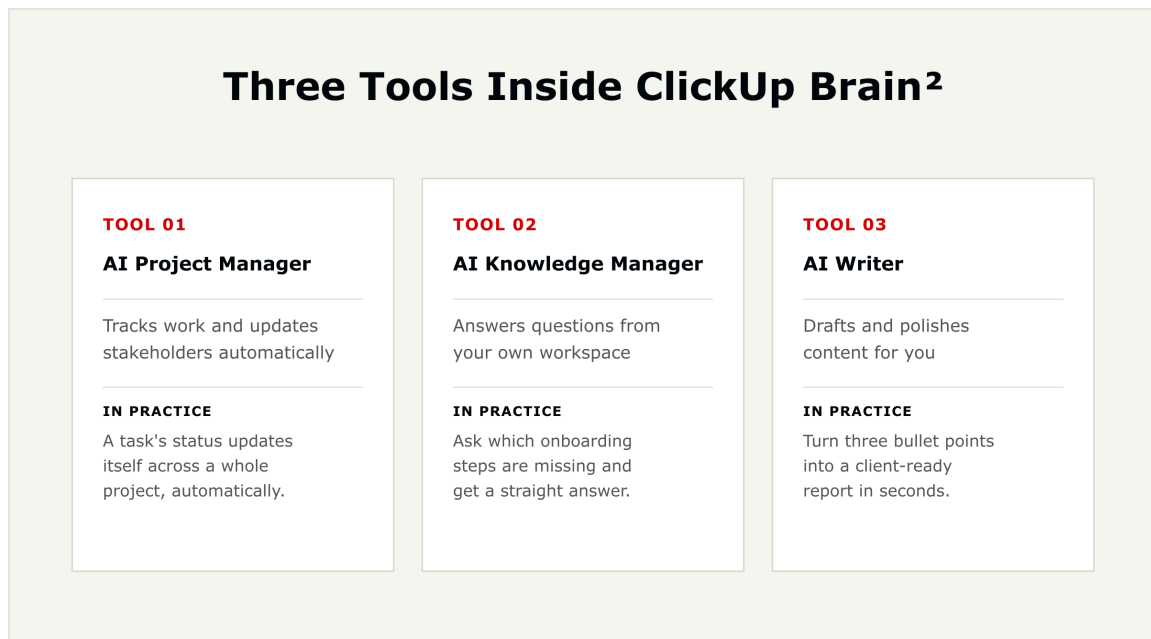
ClickUp Brain MAX

Brain MAX is a separate, free-to-download AI app for Mac, Windows, iOS, Android, and Chrome. It's not a pricing tier.

Its headline feature is Talk to Text, voice input across your apps instead of typing. ClickUp claims it's roughly 4 times faster than typing (220 words per minute by voice versus about 45 by keyboard), a vendor figure worth testing against your own team rather than taking at face value.

It also adds cross-app search, voice commands, and premium model access for coding and writing without switching windows. Usage limits vary by ClickUp plan.

ClickUp Brain's Core Features



The three tools inside ClickUp Brain², each covered in detail below.

ClickUp Brain's capabilities break down into three tools:

- **AI Project Manager** for managing your work
- **AI Knowledge Manager** to fetch your knowledge from your tasks
- **AI Writer** to create content such as project reports etc.

Beyond these three, Brain² also includes Autopilot Agents that track and report on a defined workflow, AI Fields that update themselves as work progresses, and no-code Custom Agents for building a task-specific assistant.

How ClickUp Brain's Tools Work

1. AI Project Manager

The AI Project Manager tracks work and keeps stakeholders updated without manual follow-up:

- Automates status updates, sends update emails, and files progress notes even when you're not actively working
- Breaks down tasks into subtasks and sets notifications automatically
- Surfaces the project data you need without manually searching for it

2. AI Knowledge Manager

The AI Knowledge Manager answers questions using what's already stored in your workspace, so you spend less time searching for answers you already have:

- Answers questions about company-specific information stored in your workspace
- Summarizes plans and progress for any project on request
- Answers detailed questions about products, processes, or past decisions your team has documented

3. AI Writer

The AI Writer drafts content directly inside ClickUp docs and tasks:

- Generates drafts, from status updates to full reports, based on a short prompt
- Includes built-in spell-check
- Expands shorthand notes into full sentences
- Builds data tables from unstructured input
- Generates templates for recurring content needs
- Transcribes voice and video into text

ClickUp Brain Pricing

ClickUp Brain Pricing

Per user / month, billed annually. Add-on cost on top of a paid workspace plan.

FREE FOREVER ● ○ ○ \$0 trial AI capabilities Limited AI access to try before you commit to a paid AI tier.	BRAIN AI ● ● ○ \$9 per user / mo (\$18 monthly) Premium models (Claude, GPT, Gemini), 1,500 AI Super Credits, standard Agents and AI Fields.	EVERYTHING AI ● ● ● \$28 per user / mo (\$68 monthly) Unlimited Talk to Text, AI Notetaker, image generation, and unlimited Super Agents.
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Verified against clickup.com/brain/pricing. Confirm current figures before budgeting.

ClickUp's three AI pricing tiers, verified directly against ClickUp's pricing page.

ClickUp Brain is priced as an add-on on top of a paid ClickUp workspace plan, not a replacement for one.

Standalone add-ons are also available regardless of tier: extra AI Super Credits, Talk to Text on its own, AI Notetaker by the hour, and a one-time live training session. ClickUp also commits to passing on model-cost savings and phasing in any provider price increases gradually rather than all at once.

ClickUp's pricing page prices Brain² separately from the base workspace plan, so there's no single published total-cost figure. Budget for the workspace plan and the AI tier as two line items, and confirm current numbers before committing, since AI pricing has changed more than once already. The **ClickUp pricing guide** works both line items out together for teams of 10, 25, and 50.

Is ClickUp Brain Secure?

ClickUp says Brain² answers using in-context learning: it generates responses from the immediate prompt and workspace context, without permanently storing that information for model training.

Its stated policy is that AI partners are contractually barred from using workspace data to train their models, and that permissions and security controls stay the same no matter which model is handling a request.

ClickUp holds SOC 1, SOC 2, and SOC 3 certifications with independent annual audits, plus ISO 27001, 27017, 27018, and 27701. It also states it was among the first platforms to achieve **ISO 42001**, the current global standard for AI management systems, a more AI-specific credential than most competitors publish.

GDPR and HIPAA compliance are referenced on ClickUp's security page too. Confirm current scope and any required Business Associate Agreement directly with ClickUp before relying on either for a regulated workflow.

How ClickUp Brain Compares to Other AI Work Tools

Asana, monday.com, and Notion have each shipped their own AI approach. Asana ships pre-built AI Teammates plus a no-code automation builder and a daily-priority digest called Dash.

monday.com centers on Sidekick as its AI entry point and Vibe for generating views without code, both drawing from one shared credit pool. Notion centers on Notion Agent for multi-step tasks, plus meeting notes and cross-app search, mostly on its higher-tier plans.

ClickUp's differentiator is bundling direct switching between Claude, GPT, and Gemini in one subscription, rather than defaulting to a single model. All three competitors offer some form of multi-model or cross-tool AI connector too, so the real difference is packaging and depth, not a capability unique to ClickUp.

Key Strengths

Independent user feedback on ClickUp Brain is consistent with what a workspace-native AI should do well, and where it still needs a human check.

Answers and drafts are grounded in your workspace's real tasks and history, not generic output. Switching between AI models avoids locking a team into one vendor's quality or pricing. The stated data-privacy posture, no training on customer data, is a checkable commitment, not just marketing language.

A few things to plan around: answer quality tracks the quality of your underlying workspace data, so a messy workspace gets messier AI answers.

Brain² works natively with ClickUp Docs, so check current support before assuming it can analyze an arbitrary uploaded PDF the same way. And it's a paid add-on layered on top of a workspace plan, so budget for it as a separate line item.

Common ClickUp Brain² Questions

What Is ClickUp Brain² Used For?

ClickUp Brain² connects your tasks, docs, and team knowledge into three tools: an AI Project Manager, an AI Knowledge Manager, and an AI Writer. It's used to get status updates, answers, and drafts without leaving ClickUp.

How Is Brain² Different From the Original ClickUp Brain?

The main functional change is model choice. Brain² lets you switch between Claude, GPT, and Gemini with a single click, rather than using one fixed default model.

What Is ClickUp Brain MAX?

Brain MAX is a separate, free-to-download AI app for desktop, mobile, and Chrome, built around voice input (Talk to Text) and cross-app search. It's an app, not a ClickUp Brain pricing tier.

How Much Does ClickUp Brain Cost?

As of this writing, Brain AI runs \$9 per user per month billed annually (\$18 billed monthly), and the broader Everything AI tier runs \$28 per user per month billed annually (\$68 billed monthly).

Both are add-ons on top of a paid workspace plan. Confirm current figures on [ClickUp's Brain pricing page](#), since AI pricing changes more often than base plan pricing.

Does ClickUp Brain Support Multiple AI Models Like Claude and GPT?

Yes. Brain² lets you switch between Claude, GPT, and Gemini with a single click. Every model gets the same workspace context and the same permissions.

What Does ClickUp Brain's AI Project Manager Do?

It automates status updates, breaks tasks into subtasks, sets notifications, and surfaces project data automatically, reducing the manual follow-up a project manager would otherwise do by hand.

Is ClickUp Brain Secure, and Does It Train on My Data?

ClickUp's AI subprocessors are contractually restricted from using customer data to train models, and data isn't permanently retained by third-party AI providers. ClickUp also holds SOC 2 Type 2 and ISO 42001 certifications, among others.

How Does ClickUp Brain Compare to Asana AI, monday AI, or Notion AI?

All four platforms now ship agent-style AI. ClickUp bundles multiple frontier AI models in one subscription; Asana leans on pre-built AI Teammates; monday.com centers on Sidekick and Vibe with a shared credit pool; Notion centers on Notion Agent for multi-step tasks, mostly on higher-tier plans.

Do I Need ClickUp Brain on Every Plan?

No. ClickUp Brain is an add-on purchased on top of a paid workspace plan, Free, Unlimited, Business, or Enterprise, not something every plan includes automatically.