

Go-to-Market Proof Pack: Personal RAG

Market Opportunity:

- 644-997M knowledge workers globally (19.6-30.4%) [1]
- >100M knowledge workers in US [2]
- Segments: analysts, lawyers, researchers

Pricing Insights:

- Tools priced \$20-50/mo: Perplexity \$20 [3], Elicit Pro \$49 [4], AskYourPDF \$11.99 [5]
- Average willingness to pay ~ \$20/mo with 3% conversion [6]
- Proposed tiers: Solo \$25, Pro \$80, Team \$150 [Unverified]

Cost Model:

- Pinecone: \$50/mo min; RVs \$8.25 per million, WUs \$2 per million [7]
- HF Spaces: up to 16GB RAM & 8 CPU cores [8]
- Small VM: 1 vCPU, 1 GB RAM about \$6/mo [9]

Competitive & Differentiation:

- Current tools provide sentence-level citations; proposition-level is rare
- Our edge: proposition-span citations and verified RAG

Risks & Deployment:

- Privacy & PII: follow NIST/ORI [10][11]
- Costs scale with usage; low adoption may limit revenue
- Deploy: start with Gradio + HF Spaces; migrate to Chainlit + VM

[1] 52042521153313 L47-L50 [2] 793267134343277 L82-L87 [3] 905474561631842 L98-L105
[4] 206951144877254 L86-L110 [5] 819687017704004 L45-L139 [6] 755868955791098 L86-L93
[7] 930425705106475 L66-L68 [8] 234592885147220 L163-L166 [9] 87871576525806 L188-L195
[10] 595140975095566 L709-L716 [11] 110605692903871 L125-L151