

Slide 1: Title

IDEcide: AI Orchestration + Decision Graphs

Ultra-Low Pricing • Viral Adoption • Enterprise-Grade Intelligence

Slide 2: Problem

AI adoption is fragmented, inconsistent, and untraceable.

SMEs and Enterprises struggle with cost management, decision traceability, and knowledge retention.

Slide 3: Solution

IDEcide orchestrates multiple AI providers through one interface.

Decision Graphs transform outputs into connected, reusable decision intelligence.

Slide 4: Adoption Ladder

Consumers → Teams → SMEs → Enterprise Compliance

Bottom-up adoption drives viral growth, case studies, and enterprise demand.

Slide 5: Pricing

Free: 20 AI requests/day

Pro: £4.99/month

Team: £9.99/user/month

SME Premium: £19.99/user/month

Enterprise Compliance: £49.99+/user/month

Slide 6: Financial Projections

Year 1: £0.7M ARR

Year 3: £8M ARR

Year 5: £40–50M ARR

85% Gross Margin, credible conservative path.

Slide 7: Competitive Edge

- Data Moat: Compounding decision graph data
- Ultra-low pricing ethos fuels adoption
- Bottom-up → enterprise wedge (like Slack/Notion)
- Compliance-ready for sticky ARR

Slide 8: Risks & Mitigation

Churn risk → sticky collaboration features

Education gap → SME case studies

Enterprise cycles slow → fast SME/consumer penetration offsets.

Slide 9: Ask

Raising £1.5–2M to accelerate SME adoption, build enterprise features, and expand globally.