

IDECIDE Executive Summary (Recasted)

IDECIDE Executive Summary (Recasted)

IDECIDE is an AI orchestration and decision intelligence platform with a unique adoption pathway:

Consumers → Teams → SMEs → Enterprise Compliance.

Our proprietary Decision Graphs technology transforms fragmented AI outputs into connected decision intelligence.

This bottom-up adoption strategy allows rapid market penetration through ultra-low pricing and viral referrals,

while building case studies and data assets that scale naturally into SMEs and regulated enterprises.

Pricing is structured for accessibility and scale:

- Free: 20 AI requests/day, simple Decision Graphs.
- Pro (Individuals): £4.99/month.
- Team: £9.99/user/month.
- SME Premium: £19.99/user/month.
- Enterprise Compliance: £49.99+/user/month.

Financial projections (conservative, ethos-aligned):

- Year 1: £0.7M ARR (25k users).
- Year 3: £8M ARR (150k users).
- Year 5: £40–50M ARR (500k users, 45% paid, enterprise adoption).

This recast positions IDECIDE as a bottom-up, socially disruptive platform with a data moat built through Decision Graphs,

and a natural expansion into enterprise compliance markets. The approach is credible, ethos-aligned, and investable.