

idsideAI Core Explainer — Investor Depth Edition

Executive Summary

idsideAI is building the Decision Layer for AI — a platform that transforms fragmented AI interactions into structured, reusable Decision Models. We're positioned to capture the massive opportunity in AI orchestration while building defensible competitive moats through proprietary decision intelligence.

The Market Opportunity

Problem Scale: - 500M+ knowledge workers using fragmented AI tools - £10B+ AI productivity market growing 40% annually - No integrated solution for decision traceability and reuse - Increasing regulatory pressure for AI auditability

Our Solution: - Unified AI orchestration across all major providers - Decision Models that capture and reuse decision logic - Built-in compliance and audit capabilities - Ultra-accessible pricing starting at £2.50/month

Business Model & Unit Economics

Pricing Tiers: - **Free:** 20 AI requests/day, basic Decision Models - **Pro:** £2.50/month (individuals) - **Team:** £4.99/user/month - **SME:** £9.99/user/month - **Enterprise:** £19.99+/user/month

Key Innovation: Users pay their own API costs directly, enabling 90%+ gross margins while maintaining ultra-low pricing that removes adoption barriers.

Financial Projections (Conservative): - Year 1: £0.19M ARR (25k users, 85% margin) - Year 3: £2.72M ARR (150k users, 88% margin) - Year 5: £13.83M ARR (500k users, 90% margin)

Note: These represent initial market penetration. Global expansion across all knowledge worker segments presents substantially larger opportunity.

Competitive Advantages

1. Economic Moat

- Ultra-low pricing enabled by user-funded API costs
- Competitors cannot match pricing without our scale and model
- Network effects improve economics as user base grows

2. Data Moat

- Proprietary Decision Models create unique intelligence
- User-generated decision patterns become competitive barriers
- AI recommendations improve with usage data

3. Adoption Moat

- Bottom-up progression: Consumer → Team → SME → Enterprise
- Each tier builds sales story for next tier
- Internal advocates drive enterprise adoption

Technology & Product

Core Platform: - Multi-provider AI orchestration (GPT, Claude, Gemini, etc.) - Proprietary Decision Graphs visualization engine - Decision Models for reusable logic capture - Built-in compliance and audit trail capabilities

Current Status: - MVP fully developed and ready for market launch - World-class UI/UX with professional design system - Complete technical architecture including Neo4j backend - Production-ready deployment infrastructure

Go-to-Market Strategy

Phase 1: Consumer Foundation (Months 1-12) - Launch with ultra-low £2.50 pricing - Focus on viral adoption and user education - Build decision pattern data and case studies - Target: 25k users, 20% conversion

Phase 2: Team Expansion (Months 6-24) - Introduce collaboration features - Target small teams and family plans - Develop SME pilot programs - Target: 75k users, 30% conversion

Phase 3: Enterprise Scale (Months 24-60) - Full enterprise compliance suite - Direct sales and partnership channels - Global market expansion - Target: 500k users, 45% conversion

Investment Requirements

Funding Target: £1.5-2M Seed Round

Use of Funds: - 40% Product development and engineering team - 30% Customer acquisition and marketing - 20% Operations and infrastructure scaling - 10% Legal, compliance, and regulatory preparation

Key Milestones: - Month 6: Product-market fit validation (10k active users) - Month 12: £0.19M ARR run rate - Month 18: Team features launch and SME customers - Month 24: £2M ARR and Series A readiness

Why Now

Perfect Timing Convergence: - AI adoption accelerating across all market segments - Fragmentation creating orchestration demand - Compliance requirements driving audit needs - Consumer AI fatigue creating platform opportunity

The Vision

idsideAI will become the foundational Decision Layer for all AI interactions — like how Slack became the communication layer and Salesforce became the CRM layer. Every

knowledge worker globally will eventually need structured, reusable decision intelligence.

This represents a generational platform opportunity to define how humanity interacts with AI at scale.

Ready to invest in the future of AI decision intelligence? Let's discuss how idsideAI can transform your portfolio.