

IDEcide Business Plan (Recasted)

IDEcide Business Plan (Recasted with Ultra-Low Pricing & Adoption Ladder)

1. Proposition

IDEcide is an AI orchestration and decision intelligence platform. With Decision Graphs, we transform from middleware into a strategic decision infrastructure, capturing institutional memory and improving decision traceability. This builds a defensible data moat over time.

2. Adoption Ladder (Bottom-Up → Top-Down)

- Consumers: entry point, viral adoption, education. (£4.99 Pro tier)
- Teams: collaboration, shared graphs, stickiness. (£9.99/user)
- SMEs: regulated fields (law, finance, consulting), retention & audit value. (£19.99/user)
- Enterprise Compliance: large firms, audit-ready, integrations. (£49.99+/user)

3. Market Opportunity

- SMEs in regulated/professional fields are the fastest early-paying adopters.
- Consumers & teams drive volume, case studies, and education.
- Enterprise adoption follows naturally as compliance needs intensify.

4. Pricing Model

Ultra-low, ethos-driven tiers to drive mass adoption:

- 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.

5. Financial Projections (ARR)

- Year 1: £0.7M (25k users, 20% paid)
- Year 2: £3.5M (75k users, 30% paid)
- Year 3: £8M (150k users, 35% paid, early enterprise pilots)
- Year 4: £20M (300k users, 40% paid, enterprise mix)
- Year 5: £40–50M (500k users, 45% paid, enterprise adoption)

6. Investor Appeal

- Clear bottom-up adoption strategy (like Slack, Zoom, Notion).
- Decision Graphs build a compounding data moat.
- Pricing ethos matches mass adoption + social mission.
- Conservative, credible numbers enhance trust.
- Path to enterprise compliance = sticky, high-margin ARR.

7. Risks & Mitigation

- Churn risk in consumer tier → addressed with sticky features & collaboration.
- Market education needed for Decision Graphs → solved via SME case studies.
- Enterprise sales cycles slow → offset by rapid SME + consumer penetration.

This recast aligns IDECIDE's social mission, ultra-low pricing, and disruptive adoption ladder with a credible

financial story and clear investor appeal.