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.

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

financial story and clear investor appeal.