idsideAI Business Plan

# 1. Executive Summary

idsideAI is a category-defining decision layer for AI.  
It translates human intent into structured commands, orchestrates multiple AI models,  
performance-monitors responses, and outputs Decision Models — reusable, explainable flows  
that act like mini-apps for future use.  
  
Our mission: democratise AI so everyone, from individuals to enterprises, can harness AI power without technical barriers.

# 2. The Problem

- Prompts are a lottery: outputs inconsistent, hard to audit or repeat.  
- Fragmented ecosystem: users must know which AI to choose and how to phrase requests.  
- Lack of transparency & trust: organisations can’t audit AI-assisted decisions.  
- Steep learning curve: non-technical users risk being left behind.

# 3. Our Solution

idsideAI solves these challenges by:  
1. Intent-to-Command Translation → Natural language mapped to structured AI commands.  
2. Model Orchestration → Automatically selects the best AI (OpenAI, Anthropic, Gemini, Groq, Manus, etc.) per task.  
3. Turbo Optimisation → Monitors accuracy, latency, and cost to deliver the best outcome.  
4. Decision Models → Visual flows showing how decisions are made, reusable for future tasks, and sharable.  
5. Enterprise Readiness → Compliance exports, multi-user collaboration, security, and auditability.

# 4. Market Opportunity

- Decision management & analytics market: $40B+ by 2027, 10–15% CAGR.  
- Enterprise AI adoption: >80% by 2027.  
- Consumer AI adoption: accelerating but underserved for non-technical users.  
- idsideAI sits uniquely between consumer adoption and enterprise control, with a defensible moat in structured data.

# 5. Business Model

- Ultra-low pricing core: viral consumer entry point.  
- Referral system: discounts for bringing paying users; virality built in.  
- Turbo upgrade: premium subscription for power-users.  
- Enterprise licensing: high-margin contracts (compliance, security, audit features).

# 6. Competitive Advantage

- Decision Models dataset: proprietary, structured dataset of human–AI decisions.  
- Multi-provider orchestration: not locked to a single AI vendor.  
- Democratising UX: frictionless onboarding, API key helpers, guidance for non-experts.  
- Data moat: performance/decision data unique to idsideAI, compounding defensibility.  
- Future extensions: Decision Model libraries, analytics dashboards, supplier performance benchmarking.

# 7. Go-to-Market Strategy

- Phase 1: Consumer wedge → ultra-low cost, team/family collaboration features.  
- Phase 2: SME adoption → compliance-light, affordable Turbo features.  
- Phase 3: Enterprise penetration → security, audit, i18n, RBAC, compliance exports.  
- Cross-channel traction: referrals, viral Decision Model sharing, partnerships with AI model vendors.

# 8. Financials (Illustrative, Year 1)

- Base case: 75k users ≈ £2.8m ARR.  
- Cautious case: 50k users ≈ £1.7m ARR.  
- Downside case: 30k users ≈ £0.9m ARR.  
- Growth to £6–7m ARR by Year 2 with SME + enterprise pilots.  
- KPI gates: churn <5%, D7 retention >20%, Turbo attach ≥6%, ≥2 enterprise pilots in Year 1.

# 9. Traction (to be seeded)

- MVP builds validated.  
- Early Board-level interest.  
- Partnerships under exploration.  
- Testing with consumers, SMEs, and enterprise stakeholders.

# 10. Vision & Roadmap

Vision: idsideAI becomes the world’s largest dataset of structured human–AI decisions,  
powering a new generation of apps.  
  
Roadmap:  
- Decision Model libraries.  
- Supplier benchmarking reports.  
- Integration into vertical apps (education, legal, research).  
- Open source contributions to widen adoption.

# 11. Investment Case

idsideAI is segment-defining:  
- Consumer + enterprise relevance.  
- Unassailable data moat.  
- Clear monetisation path.  
- Category-creating product that defines how AI is used, explained, and trusted.