

Instaura Signal Architecture – Final Pricing & Tier System

Tier Comparison: White Book vs. Black Book vs. Red Book

Feature / Dimension	White Book (\$2,490)	Black Book (\$4,990)	Red Book (\$8,990)
Core Purpose	Clarity	Strategy	Warfare
Founder Stage	Pre-raise / foggy / pivot	Traction-stage / preparing raise or GTM	Execution-ready teams / capital raise
Signal Scorecard	✓	✓	✓
Market & Narrative Audit	✓ Basic	✓ Enhanced	✓ Strategic
ICP + GTM Signal Plan	✓ Directional	✓ Strategic	✓ Deployable
Deck / Funnel / Proof Assessment	✗	✓	✓ + Fix
Investor Signal Kit	✗	✓	✓
Funnel Signal Map	✗	✓	✓ + Hooks
Competitive Signal Heatmap	✗	✓ Light	✓ Full
Signal Scripts / Messaging Kits	✗	✗	✓
Deck Optimization	✗	✗	✓
Tactical Deployment Instructions	✗	✗	✓
Live Signal Calls	✗	✗	✓ (2 Calls)
Install Support	✗	✗	✓ (Included)
Strategic Introductions	✗	✗	✓ (Case-by-case)



✚ Add-Ons and Annual Sprint

🔧 iSOS Install Support – \$1,990

- 90-day post-delivery support
- 2 Signal Calls
- Light async feedback on live implementation
- Strategic checkpoint mapping

⌚ 1-Year Signal Sprint – \$18,990

Includes everything in the Red Book (\$8,990), plus:

- 10 Paid + 2 Free Signal Calls (12 total)
- Monthly Signal Update Reports
- 2 Strategic Revisions of Your Signal Code (funding round, pivot, GTM reset, etc.)
- Founder Signal Layer Intelligence Monitoring
- Priority access to funnel reviews, GTM shifts, deck revamps, and signal emergencies

Finalized. Valid until 31 December 2025

For **Instaura Consulting**



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