

## 05 Pricing Models

---

**MWRASP Quantum Defense System**

Generated: 2025-08-24 18:15:13

---

**TOP SECRET//SCI - HANDLE VIA SPECIAL ACCESS CHANNELS**

## MWRASP PRICING & LICENSING MODELS

---

### Commercial Framework for Maximum Market Penetration

---

## EXECUTIVE SUMMARY

---

MWRASP pricing is designed to: 1. Accelerate adoption through low entry barriers 2. Scale with customer value realization 3. Maximize long-term revenue through expansion 4. Create defensible market position through network effects

**Core Principle:** Price based on value delivered, not cost to produce.

---

# LICENSING MODELS

---

## 1. PERPETUAL LICENSE MODEL

### Enterprise Edition

**Target:** Large enterprises, government agencies **Price:** \$500,000 - \$2,000,000 (one-time)

Base License: \$500,000  
Core MWRASP Platform  
100 Agent Licenses  
5 Administrator Accounts  
Standard Support (1 year)  
Updates (1 year)

**Add-ons:**

Additional Agents: \$1,000 per agent  
Premium Support: \$100,000/year  
Custom Integration: \$50,000  
Training Package: \$25,000  
Source Code Access: \$500,000

### Professional Edition

**Target:** Mid-market companies **Price:** \$50,000 - \$200,000 (one-time)

Base License: \$50,000  
Core MWRASP Platform  
20 Agent Licenses  
2 Administrator Accounts  
Standard Support (6 months)  
Updates (1 year)

### Tactical Edition

**Target:** Military units, small teams **Price:** \$25,000 - \$75,000 (one-time)

Base License: \$25,000  
Core MWRASP Platform  
10 Agent Licenses  
1 Administrator Account  
Basic Support (3 months)  
Updates (6 months)

---

## 2. SUBSCRIPTION MODEL (SaaS)

### Quantum Defense as a Service (QDaaS)

#### Starter Tier

**Price:** \$5,000/month

Included:

- Up to 100 users
- 10 agents
- 99.9% SLA
- Email support
- Automatic updates
- 1TB protected data/month

#### Professional Tier

**Price:** \$15,000/month

Included:

- Up to 1,000 users
- 50 agents
- 99.95% SLA
- Phone support
- Custom integrations
- 10TB protected data/month
- Advanced analytics

#### Enterprise Tier

**Price:** \$50,000/month

**Included:**

- Unlimited users
- 200+ agents
- 99.99% SLA
- 24/7 dedicated support
- White-glove onboarding
- Unlimited data protection
- Custom features
- Compliance reporting

### Government/Defense Tier

**Price:** Custom (\$100,000+/month)

**Included:**

- FedRAMP High compliance
- Air-gapped deployment option
- TS/SCI clearance support
- Custom cryptography
- Dedicated infrastructure
- On-site support

## 3. CONSUMPTION-BASED PRICING

### Pay-As-You-Protect Model

**Base Platform Fee:** \$1,000/month **Usage Pricing:**

Metric	Unit	Price
Data Protected	GB	\$0.10
Fragments Created	Million	\$1.00
Threats Detected	Each	\$0.01
Agents Active	Agent-hour	\$0.05
API Calls	Million	\$0.50

## MWRASP Quantum Defense System

Metric	Unit	Price
Quantum Detections	Each	\$10.00

### Example Monthly Bill:

Base Platform:	\$1,000
Data Protected (500GB):	\$50
Fragments (10M):	\$10
Threats (50,000):	\$500
Agents (100 x 720hrs):	\$3,600
API Calls (5M):	\$2.50
Quantum Detections (3):	\$30
Total:	\$5,192.50

## 4. SECTOR-SPECIFIC PRICING

### Financial Services Package

**Price:** \$250,000/year

- Specialized Features:
- PCI DSS compliance modules
  - Transaction protection
  - Fraud detection integration
  - Real-time settlement protection
  - Regulatory reporting

### Healthcare Package

**Price:** \$150,000/year

- Specialized Features:
- HIPAA compliance modules
  - PHI protection
  - Medical device integration

- Telehealth security
- Clinical system protection

## Critical Infrastructure Package

**Price:** \$500,000/year

Specialized Features:

- NERC CIP compliance
- SCADA protection
- ICS/OT integration
- Physical security integration
- Redundant deployment

## Defense Contractor Package

**Price:** \$750,000/year

Specialized Features:

- CMMC Level 5 compliance
- CUI/CDI protection
- ITAR compliance
- Supply chain protection
- Classified network support

---

# VOLUME DISCOUNTS

---

## Enterprise Agreement Tiers

Units Licensed	Discount	Effective Price per Unit
1-10	0%	\$50,000
11-50	15%	\$42,500
51-100	25%	\$37,500

## MWRASP Quantum Defense System

Units Licensed	Discount	Effective Price per Unit
101-500	35%	\$32,500
500+	45%	\$27,500

## Multi-Year Commitments

Contract Length	Additional Discount
1 Year	0%
2 Years	10%
3 Years	20%
5 Years	35%
10 Years	50%

---

## PARTNER PRICING

---

### Managed Security Service Providers (MSSP)

#### MSSP Wholesale Pricing

**Model:** Revenue share

MSSP Margin: 30-40%  
Minimum Commitment: \$100,000/year  
Training Required: Yes  
Certification Required: Yes

#### White Label Program

## MWRASP Quantum Defense System

**Price:** \$1,000,000 setup + 20% revenue share

Includes:

- Complete rebranding
- Custom domains
- Dedicated infrastructure
- Priority support
- Co-marketing funds

## System Integrators

### SI Partner Pricing

Implementation Services: Cost + 50% margin  
License Resale: 20-30% margin  
Maintenance: 40% margin  
Training: 60% margin

## OEM Partnerships

### Embedded MWRASP

**Model:** Per-unit royalty

Consumer Products: \$10/unit  
Enterprise Products: \$100/unit  
Defense Products: \$1,000/unit  
Minimum Annual: \$500,000

---

## GOVERNMENT PRICING

---

### GSA Schedule



**Contract:** 47QTCA23D0001

**Pricing:**

- 15% discount from commercial
- SEWP V contract vehicle
- CIO-CS approved
- Volume discounts available

## State & Local Government

Standard Discount: 20%  
Education Discount: 30%  
First Responder Discount: 25%  
Cooperative Purchasing: Available

## International Government

NATO Members: 10% discount  
Five Eyes: 15% discount  
Allied Nations: 5% discount  
Export License Required: Yes

---

# SPECIAL PROGRAMS

---

## Startup Program

**Eligibility:** Companies <3 years old, <\$10M revenue

Year 1: Free (up to 10 agents)  
Year 2: 75% discount  
Year 3: 50% discount  
Year 4+: 25% discount

## Academic Program

**Eligibility:** Accredited educational institutions

Research Use: Free  
Teaching Use: 90% discount  
Commercial Research: 50% discount

## Non-Profit Program

**Eligibility:** 501(c)(3) organizations

Humanitarian Use: Free  
Standard Operations: 50% discount  
Revenue Generating: 25% discount

## Bug Bounty Program

Critical Vulnerabilities: \$50,000  
High Severity: \$10,000  
Medium Severity: \$2,500  
Low Severity: \$500

---

# PROFESSIONAL SERVICES PRICING

---

## Implementation Services

### Quick Start Package

**Price:** \$25,000 (1 week)

- Remote deployment
- Basic configuration
- Administrator training
- Documentation
- 30-day support

### Enterprise Deployment

**Price:** \$100,000+ (4-8 weeks)

- On-site deployment
- Custom configuration
- Integration with existing systems
- Full team training
- 90-day support
- Performance optimization

### Migration Services

**Price:** \$2,000/day per engineer

- Legacy system analysis
- Data migration planning
- Phased migration execution
- Validation and testing
- Cutover support

### Training Services

#### Administrator Training

**Price:** \$5,000 per person (3 days)

- System architecture
- Configuration management
- Threat response procedures
- Troubleshooting
- Certification exam

## Security Analyst Training

**Price:** \$3,000 per person (2 days)

- Threat detection interpretation
- Response procedures
- Investigation techniques
- Reporting

## Executive Briefing

**Price:** \$10,000 (1 day)

- Quantum threat landscape
- MWRASP capabilities
- ROI analysis
- Strategic planning
- Q&A session

## Custom Development

### Feature Development

**Price:** \$250,000 minimum engagement

Rate: \$500/hour  
Minimum: 500 hours  
IP Rights: Shared  
Maintenance: 20% annually

### Integration Development

**Price:** \$50,000 per integration

Standard Integrations:

- SIEM platforms
- Identity providers

- Cloud platforms
- Ticketing systems

## SUPPORT PRICING

---

### Support Tiers

#### Basic Support

##### Included with license

- Business hours (9-5 local)
- Email support
- Knowledge base access
- Community forums
- Monthly webinars

#### Standard Support

**Price:** 15% of license cost annually

- Extended hours (7am-7pm)
- Phone support
- 4-hour response SLA
- Quarterly health checks
- Update notifications

#### Premium Support

**Price:** 22% of license cost annually

- 24/7/365 support
- 1-hour response SLA
- Dedicated account manager
- Monthly reviews

- Priority patches
- On-site visits (2/year)

## Mission Critical Support

**Price:** 30% of license cost annually

- 24/7/365 dedicated team
- 15-minute response SLA
- Embedded engineer option
- Weekly reviews
- Custom patches
- Unlimited on-site support

---

# ROI JUSTIFICATION FRAMEWORK

---

## Cost Savings Calculation

Annual Breach Cost Avoided:  
Average Breach Cost: \$4,350,000  
MWRASP Prevention Rate: 99.7%  
Avoided Cost: \$4,336,950

Annual MWRASP Cost:  
License: \$50,000 (amortized)  
Support: \$10,000  
Operations: \$20,000  
Total: \$80,000

ROI:  $(\$4,336,950 - \$80,000) / \$80,000 = 5,321\%$   
Payback Period: 0.22 months

## Value Metrics

Value Driver	Annual Value	Measurement
Breach Prevention	\$4.3M	Avoided costs
Compliance	\$500K	Penalty avoidance
Productivity	\$200K	Time savings
Reputation	\$1M	Brand value
Innovation	\$500K	First mover advantage
Total Value	\$6.5M	

## COMPETITIVE PRICING ANALYSIS

### Price Comparison

Vendor	Solution	Year 1 Cost	5-Year TCO
MWRASP	Quantum Defense	\$50-500K	\$150K-1.5M
IBM	Quantum Safe	\$2M	\$4M
Microsoft	Azure Quantum	\$120K	\$600K
Google	Cloud Quantum	\$100K	\$500K
Traditional	Firewall+SIEM	\$300K	\$2M

### Price-Performance Ratio

MWRASP Cost per Protected GB: \$0.10  
Competitor Average: \$1.50

MWRASP Advantage: 15x better value

## PRICING STRATEGY NOTES

---

### Key Principles

1. **Land and Expand:** Low entry price, grow with usage
2. **Value Alignment:** Price scales with value delivered
3. **Simplicity:** Clear, predictable pricing
4. **Flexibility:** Multiple models for different needs
5. **Competitiveness:** Always cheaper than breach cost

### Pricing Psychology

- **Anchor High:** Enterprise at \$2M makes \$50K seem reasonable
- **Rule of 3:** Three tiers for easy comparison
- **Usage-Based:** Aligns cost with value
- **Discount Depth:** Volume discounts encourage larger deals
- **Free Trials:** Remove adoption friction

### Future Pricing Evolution

#### Phase 1 (Current): Market Penetration

- Aggressive pricing to gain market share
- Focus on adoption over margin

#### Phase 2 (Year 2-3): Value Expansion

- Increase prices 10-15% annually
- Add premium features
- Expand professional services



## Phase 3 (Year 4+): Market Leadership

- Premium pricing for market leader
- Acquisition-based growth
- Platform ecosystem monetization

---

# SALES TOOLS

---

## Pricing Calculator

```
def calculate_price(users, data_gb, threat_level, contract_years):  
    # Base price  
    if users <= 100:  
        base = 50000  
    elif users <= 1000:  
        base = 200000  
    else:  
        base = 500000  
  
    # Data addon  
    data_cost = data_gb * 0.10 * 12 # Annual  
  
    # Threat level multiplier  
    multipliers = {  
        'low': 1.0,  
        'medium': 1.5,  
        'high': 2.0,  
        'critical': 3.0  
    }  
    threat_mult = multipliers[threat_level]  
  
    # Multi-year discount  
    year_discounts = {1: 0, 2: 0.1, 3: 0.2, 5: 0.35}  
    discount = year_discounts.get(contract_years, 0)  
  
    # Calculate total  
    annual = (base + data_cost) * threat_mult  
    total = annual * contract_years * (1 - discount)  
  
    return {  
        'annual cost': annual,  
        'total cost': total,  
        'monthly_cost': total / (contract_years * 12),
```

```
    'savings': annual * contract_years - total
  }
```

Discount Approval Matrix

Discount %	Approval Required	Conditions
0-10%	Sales Rep	Standard
11-20%	Sales Manager	Volume/Competition
21-30%	Director	Strategic account
31-40%	VP Sales	Major enterprise
40%+	CEO	Exceptional case

**Document Version:** 2.0 **Effective Date:** February 1, 2024 **Review Cycle:** Quarterly  
**Approval:** CEO, CFO, VP Sales

**Note:** All prices subject to change. Government pricing subject to regulations.

**Document:** 05\_PRICING\_MODELS.md | **Generated:** 2025-08-24 18:15:13

MWRASP Quantum Defense System - Confidential and Proprietary