Missing

- Product design

- UI development

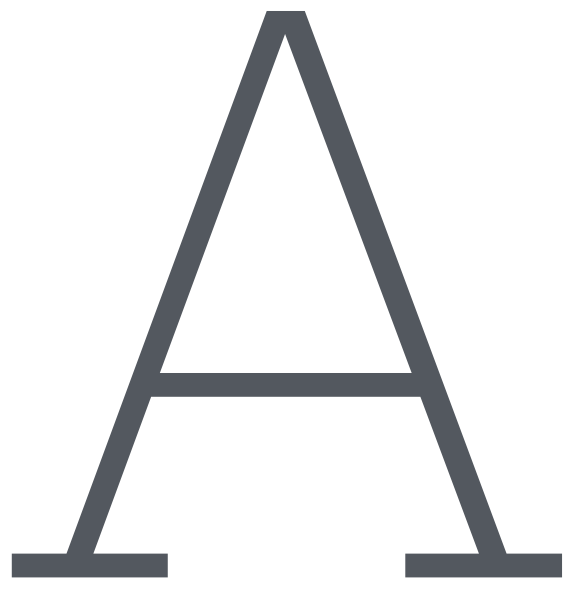
- Testing/QA

- Website

- Customer support

AI

D: 4,500 £1.3m

AI is a tool, not a feature

D: 4,500 £1.3m