

ENGAGEMENT

RetailMyMeds Pricing & Deliverables

TRANSPARENCY & OPTIONS

| Deliverable Breakdown | Effort Transparency | Pricing Options

How This Work Was Produced

Before discussing pricing, I want to be straightforward about how this work was produced. I use AI development tooling (specifically Claude Code by Anthropic) as part of my workflow. This is not a secret and it's not a shortcut — it's a deliberate methodology that changes *how fast* work gets done without changing *what* gets delivered.

WHAT I DO (HUMAN)

Strategy and domain expertise — understanding RetailMyMeds' business model, identifying the right positioning angles, designing the scoring methodology, choosing which deliverables matter. System architecture decisions — how the API connects to the Wix form, how the scoring model weights different factors, how the portfolio analysis should segment pharmacies. Quality assurance — verifying data accuracy, testing edge cases (pharmacy names with special characters, missing fields), ensuring every PDF compiles correctly. Client alignment — translating Arica's needs into actionable tools Kevin can implement.

WHAT AI DOES

Code generation — writing Python data modules, LaTeX templates, and FastAPI endpoints from specifications I provide. Research synthesis — gathering and structuring industry data (DIR fee trends, MFP drug lists, GLP-1 economics, competitor features) into report format. Template authoring — producing professional PDF layouts with TikZ graphics, tables, and typography.

The Time Comparison

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|--------------------|--|
| Without AI Tooling | A traditional marketing technology consultant or agency would estimate 15–20 working days for this scope. At standard rates (\$150–250/hr), that translates to \$18,000–40,000 . This accounts for research, strategy writing, template design, scoring model development, API engineering, and PDF production across 15 deliverables. |
| With AI Tooling | With AI-assisted development, the same deliverables were produced in concentrated working sessions over a much shorter calendar window. The output is identical in quality, scope, and production-readiness. The difference is speed of execution, not depth of work. |

THE KEY POINT

AI changes the *time* equation, not the *value* equation. You are not paying for hours — you are paying for a working system that solves a real business problem. The pricing options below reflect this honestly.

Deliverable Breakdown

Every deliverable is listed below with its type, scope (lines of code), and estimated effort under both traditional and AI-assisted workflows.

Strategic Research & Positioning

| Deliverable | Type | LOC | Trad. Hrs | AI Hrs |
|----------------------------|--------|--------------|-----------|-------------|
| Strategic Analysis | Report | 1,150 | 8 | 1.5 |
| GLP-1 Value Proposition | Report | 788 | 6 | 1 |
| MFP Crisis Response Brief | Report | 861 | 6 | 1 |
| Competitive Landscape Map | Report | 1,653 | 10 | 2 |
| State Association Playbook | Report | 1,659 | 8 | 1.5 |
| Trade Publication Strategy | Report | 1,258 | 6 | 1 |
| Web/Brand Assessment | Report | 1,019 | 6 | 1 |
| PMS Integration Study | Report | 1,430 | 8 | 1.5 |
| <i>Subtotal</i> | | <i>9,818</i> | <i>58</i> | <i>10.5</i> |

Qualification System

| Deliverable | Type | LOC | Trad. Hrs | AI Hrs |
|--------------------------------|--------|--------------|-----------|------------|
| Pharmacy Scoring Model | Engine | 1,060 | 20 | 3 |
| Wix Form Specification | Spec | 424 | 6 | 1 |
| A/B Landing Pages (3 segments) | Copy | 788 | 8 | 1.5 |
| <i>Subtotal</i> | | <i>2,272</i> | <i>34</i> | <i>5.5</i> |

Technical Infrastructure

| Deliverable | Type | LOC | Trad. Hrs | AI Hrs |
|--------------------------------|------|--------------|-----------|----------|
| Scorecard API (live on Render) | API | 1,215 | 20 | 3 |
| Portfolio Analysis Framework | Tool | 774 | 20 | 3 |
| <i>Subtotal</i> | | <i>1,989</i> | <i>40</i> | <i>6</i> |

Documentation

| Deliverable | Type | LOC | Trad. Hrs | AI Hrs |
|---------------------|--------|------------|-----------|----------|
| Work Summary Report | Report | 784 | 4 | 1 |
| <i>Subtotal</i> | | <i>784</i> | <i>4</i> | <i>1</i> |

TOTALS

14,139 lines of code across **38** files.

Traditional estimate: **136 hours** (17 working days). AI-assisted actual: **23 hours**.

WHAT THE NUMBERS MEAN

Not all lines of code carry equal weight. **1,653 lines** in the Competitive Landscape represent deep market research — mapping 8 competitors across 5 dimensions with specific feature comparisons. **1,060 lines** in the Scoring Model represent a multi-dimensional weighted qualification engine with benchmarks, grade thresholds, ROI projections, and narrative recommendation generation. **1,215 lines** in the API represent production infrastructure — a live endpoint that accepts Wix form data and returns qualification scores with branded PDFs. The “Lines of Code” column quantifies scope. The “Type” column tells you what kind of work each line represents.

Pricing Options

Three options are presented below. Each reflects a different way of valuing the same body of work. All three include the complete set of deliverables — no features are withheld at any tier.

OPTION A — \$5,000 — AI-ASSISTED RATE

This reflects the actual time invested using AI-assisted development. It is the most conservative option and accounts for the efficiency gains that AI tooling provides.

Good for: Building an ongoing working relationship. Acknowledges that RetailMyMeds is early-stage and values the trust that comes from transparent pricing.

At **23 AI-assisted hours**, this works out to roughly \$217/hr — a standard rate for senior marketing technology consultants.

OPTION B — \$7,500 — VALUE-BASED RATE (RECOMMENDED)

This reflects the market value of what was delivered, regardless of how it was produced. A pharmacy scoring engine, live API, 8 strategic reports, segment-specific landing pages, and a batch portfolio analysis tool — that's a complete marketing and conversion system.

Good for: Recognizing that the output is production-ready infrastructure, not a pile of documents. Everything is built, tested, deployed, and ready for Kevin to integrate.

For reference: a marketing agency quoting equivalent scope (strategy + copy + technical implementation + API development) would typically land in the \$15,000–30,000 range, often delivering proposals rather than working code.

OPTION C — \$10,000 — FULL SCOPE RATE

This reflects the breadth of roles this engagement replaced: marketing strategist, data analyst, Python developer, API engineer, and document designer. Hiring separately for each role — even on a freelance basis — would exceed this number.

Good for: Engagements where the full strategic and technical depth is valued, and where the speed of delivery is itself a premium.

Freelance rates by role: Marketing Strategist (\$100–175/hr), Python Developer (\$125–200/hr), Data Analyst (\$100–150/hr), Document Designer (\$75–125/hr). At **136 traditional hours**, even the lowest blended rate (\$100/hr) totals \$13,600.

WHAT'S INCLUDED AT EVERY TIER

Regardless of which option is selected, the full engagement is included:

- **16 PDFs** — 8 strategic reports, Wix form spec, A/B landing page spec, 3 sample scorecards, portfolio analysis report, work summary
- **3 HTML landing pages** — segment-specific designs (GLP-1, MFP, DIR) ready for Wix adaptation
- **Live API endpoint** — deployed on Render, CORS configured for retailmymeds.com, tested and working
- **Portfolio analysis framework** — batch CSV scoring with ranked output and priority matrix
- **All source code** — version-controlled on GitHub, fully documented
- **Sample data** — 12-pharmacy CSV template for portfolio analysis, 3 sample scorecards demonstrating A/B/D grade outcomes

Everything described above is **built and working** — not a proposal, not a mockup, not a prototype.

What Comes Next

This engagement establishes the foundation. The following Phase 2 items are natural extensions that would build on the existing system:

EMAIL DELIVERY AUTOMATION

Currently the API returns the scorecard PDF but does not email it. Adding SMTP or Send-Grid integration closes the full loop: form submit → score → PDF → email → sales call. Estimated: 4–6 hours.

REAL PROSPECT DATA + OUTREACH PRIORITIZATION

The portfolio analysis framework is ready for real data. Once Arica provides a CSV of actual prospects, the tool generates a ranked priority list. This can be run on demand as new prospect lists come in.

ONGOING MAINTENANCE + ITERATION

As Kevin builds the Wix integration and Arica runs real prospects through the system, adjustments will be needed — scoring weight tuning, new report types, API enhancements. This is best handled through a lightweight retainer rather than one-off requests.

ABOUT THIS DOCUMENT

This pricing document is itself an example of the deliverable quality. It was generated using the same Texume pipeline that produced every report in the RetailMyMeds folder. The system is real, the work is done, and I am ready to continue building.

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|---------------------------|---|
| Prepared For | Kevin & Arica Collins — RetailMyMeds |
| Prepared By | Matthew Scott |
| Date | February 2026 |
| Total Deliverables | 16 PDFs + 3 HTML pages + live API + CLI tools + scoring model |