**Custom AI Automation Business Model: Low Upfront, High Ongoing Value**

**Business Philosophy**  
“AI automation doesn’t have to be expensive. We build only what your business needs, then keep it running with expert care.”

**📈 New Business Model Overview**

We no longer offer standard SaaS packages. Instead, our model is centered around: - Custom AI build-outs starting at a low one-time fee - Mandatory monthly maintenance plans to ensure uptime, updates, and optimization

This model allows us to serve SMBs and professionals who want real results without the bloated features or price tag of traditional software platforms.

**🔧 One-Time AI Build & Setup**

Each AI automation solution is scoped, designed, and deployed based on the client’s business model, workflows, and customer interaction needs.

**Pricing Range**: - **$500**: Basic systems (e.g., call answering + single booking flow) - **$1,000 - $2,000**: Mid-tier complexity (e.g., multi-agent logic, calendar sync, SMS flows) - **$3,000+**: Full-stack automation (multi-location, layered integrations, CRM logic, campaign workflows)

**Includes:** - Strategy session & needs analysis - AI agent scripting + GPT-4o/Whisper tuning - Twilio, Notion, Systeme.io, or custom stack integration - End-to-end workflow automation (using n8n/Zapier/Make) - 24–48 hour deployment (post-approval)

**💸 Monthly Maintenance Plans**

Every build includes a required maintenance subscription. This ensures your AI agents stay accurate, workflows remain current, and your system adapts as your business grows.

| Tier | Price/Month | Inclusions |
| --- | --- | --- |
| **Essential** | $149 | Basic support: 1 AI agent review/month, uptime monitoring, bug resolution |
| **Proactive** | $249 | Up to 3 hours/month for edits, flow changes, AI retraining |
| **Elite** | $399 | Up to 6 hours/month, new campaigns, multi-agent logic updates, VIP support |

**Benefits:** - Ongoing optimization of AI performance - Seasonal or promotional flow customization - Proactive support for updates and new features - Monthly reporting and insights

**📆 Positioning for Clients**

**Tagline for Website**:  
“Custom AI that works *your* way — low-cost build, high-impact automation, and expert care every month.”

**Sales Messaging**:  
“Why pay for features you don’t use? We automate what matters, nothing more. Simple, scalable, smart.”

**📊 Strategic Advantages** - Lower entry cost encourages adoption from lean SMBs - Recurring maintenance creates predictable monthly revenue - Fully tailored approach increases perceived value and customer retention - Brand positioning as an automation partner, not a product vendor

**📚 Implementation Next Steps** 1. Update all public messaging: no pricing tiers, only “Custom Build + Maintenance” 2. Integrate a quote request form or calculator on landing page 3. Create a short PDF or video explaining this model for leads 4. Launch a funnel that emphasizes high ROI and personal setup care

**Summary Statement**  
“We don’t offer software packages. We offer intelligent, voice-powered automation tailored to your business — deployed fast, maintained monthly, and scaled to grow with you.”