

# **Business Value Model for SHAY and Trinity**

**Enabling AI Trust  
and Efficiency in  
Manufacturing,  
Healthcare, and  
Fintech**



# Executive Summary

## Trinity:

- **An enterprise solution for managing AI adoption, increasing ROI, and fostering trust through governance, observability, and transparency.**
- Giggso offers Data and AI Engineering Ops ( Model / LLM Ops) support teams along with the Trinity platform.

## Focus Segments:

- Supply Chains - Support Operations in Manufacturing, Healthcare, Insurance, Fintech

## Use Cases include

- Sales Bot / Agent support





# Customer Segments and Value Proposition



# SHAY SaaS

Target: SMBs (20+ employees, \$5M–50M revenue).

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Value: Cost-effective AI orchestration and support, starting at \$50/month.



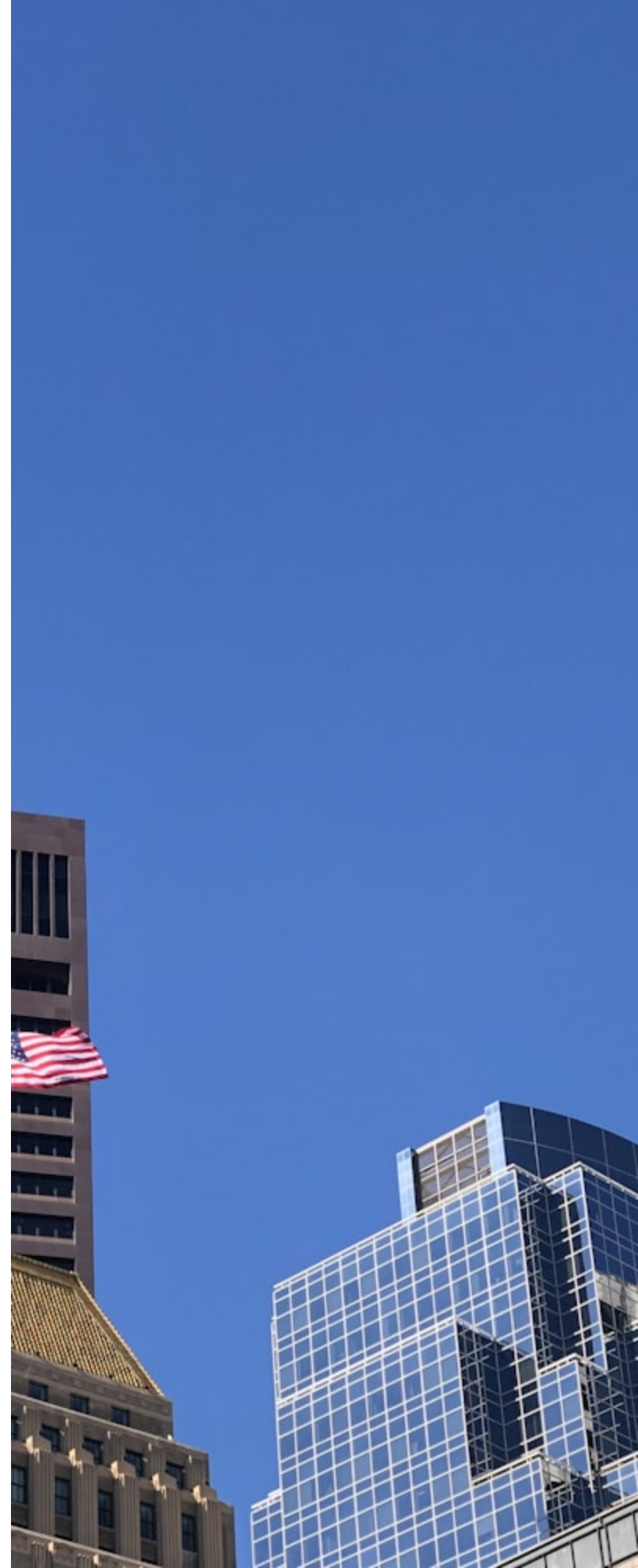
# SHAY Enterprise SaaS

- Target: Enterprises (51M+ revenue, 100+ employees).
- Value: Scalable AI solutions with integrated monitoring and optional engineering services.



# Trinity Enterprise SaaS

- Target: Enterprises needing robust AI observability.
- Value: Builds AI trust through governance and compliance services (LLMOps).



# SHAY

# Offerings

# SaaS Model

- SMBs focus.
- Pricing:  
\$50-\$1000/month.
- AI monitoring optional.



# Enterprise SaaS Model

- Pricing: \$80K/year + \$12K infra.
- Included: 2 engineering resources.
- Additional resources: +\$20K each.

# Trinity Offerings

**Enterprise SaaS Only**

Pricing: \$80K/year + \$12K infra.

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Included services: LLMOps for AI governance and observability.

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Supports AI trust, adoption, and ROI.

# Revenue Streams

# SHAY SaaS

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- Optional AI monitoring fees. (25\$ / Month)
- User Signup via shay-ai.com or giggso.com (routed to SHAY-AI.com)



# **SHAY**

## **Enterprise SaaS & Trinity**

- Base price: \$80K/year.
- Infra cost: \$12K/year.
- Resource scaling (+\$20K/resource).
- Free version via cloud marketplace with limitations
- Enterprise via Sales teams

# **Target Industries and Benefits**

## **Manufacturing:**

- Enhanced supply chain operations.
- Sales and support automation.
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# Healthcare & Insurance:

- Streamlined patient/customer support.
- Virtual health assistants.



# Fintech:

- Optimized support for financial services.
- Scalable operations with transparency.

# Customer Acquisition Strategies

# **SHAY**

## **SaaS:**

- Clickbait campaigns using targeted email and ad campaigns.
- PR campaigns to highlight success stories and case studies.

## **Inbound Marketing:**

- Landing pages optimized for conversions.
- Simplified onboarding processes.



# SHAY Enterprise SaaS & Trinity:

Educational content through blogs, whitepapers, and webinars.

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Leveraging LinkedIn and Twitter for professional engagement.

## **Outbound Marketing:**

Account-based marketing (ABM) targeting large enterprises.

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Partnering with industry events and forums.

# **Go-to-Market (GTM) Plan**

# SHAY SaaS:

## Timeline:

- Rapid launch with immediate outreach to SMBs.

## KPIs:

- Customer sign-ups, churn rate, and monthly recurring revenue (MRR).

# SHAY Enterprise SaaS & Trinity:

## Timeline:

- Gradual adoption focuses on building long-term relationships.

## KPIs:

- Contract value, customer lifetime value (CLTV), and user satisfaction scores.



# Enhanced Strategies for ESaaS

Use case videos and blogs demonstrating ROI.

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Interactive webinars targeting decision-makers in Manufacturing, Healthcare, and Fintech.

## **Social Media:**

LinkedIn: Polls, surveys, and industry updates.

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Twitter: Sharing quick insights and updates.

# Enhanced Strategies for SaaS

Free trials and limited-time offers.

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Eye-catching ads targeting specific pain points.

## **PR Campaigns:**

Publishing success stories in niche publications.

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Collaboration with influencers and SMB forums.

# Conclusion

- Vision: Empower SMBs and enterprises with secure, scalable AI solutions.
- Focus: Deliver measurable ROI and operational trust through SHAY and Trinity.
- Action Plan: Scale adoption in Manufacturing, Healthcare, and Fintech.

# Next Steps

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**01 Finalize the marketing budget allocation for SaaS and Enterprise SaaS.**

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**02 Develop content assets for inbound marketing.**

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**03 Set up monitoring tools for tracking KPIs.**

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**04 Initiate first-phase outbound campaigns for SHAY SaaS.**

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