

GRC Platform

Pricing Strategy & Market Segmentation

Executive Summary

Strategic three-tier pricing model designed to maximize market penetration
across enterprise, SME, and starter segments

Total Addressable Market: 29,000+ entities
Revenue Potential: \$58M+ annually

Three-Tier Pricing Model

Segmentation based on industry compliance complexity, entity size, and ability to pay

ENTERPRISE

\$15,000

per year

Heavily regulated industries with complex compliance requirements and substantial budgets

~467 entities

SME

\$6,500

per year

Professional B2B operations with moderate regulatory obligations and growing compliance needs

~4,000 entities

STARTER

\$1,000

per year

High-volume smaller entities with basic compliance requirements and limited budgets

~25,000 entities

Enterprise Tier - \$15,000/year

Selection Criteria

- ✓ Heavily regulated industries
- ✓ High revenue potential & ability to pay
- ✓ Complex multi-jurisdictional compliance
- ✓ Recognized as "large corporates"

Key Industries

Financial Services

Banks (44) • Insurance Companies (56) • Investment Banks (17) • Fund Managers (45) • Insurance Brokers (48) • PSPs (30)

Telecommunications

Mobile Network Operators (4) • ISPs (15)

Gambling & Gaming

Casinos (30) • Lottery Operators (99) • Online Gambling • Sports Betting

Healthcare (Critical)

Hospitals • HMOs • Telemedicine Platforms

Other

Universities (79) • REITs • Genomics Firms • DNA Labs

SME Tier - \$6,500/year

Selection Criteria

- ✓ Moderate regulatory requirements
- ✓ Professional B2B operations
- ✓ Growing compliance needs
- ✓ Mid-sized entities (100-3,000 range)

Key Industries

Security & Surveillance

Private Security Firms (2,172) • Surveillance Companies •
Investigative Services

Transport & Logistics

Logistics & Freight (1,200) • Ride-Hailing Apps • Courier
Services

Marketing & Data

Marketing Agencies (228) • Data Brokers • Telemarketing •
Email Marketing

Real Estate & Financial

Real Estate Agencies (100) • Property Management •
Microfinance (14) • DCPs (178)

Other

Political Parties (90) • PACs • Clinics • Pharmacies

Starter Tier - \$1,000/year

Selection Criteria

- ✓ High volume of small entities
- ✓ Basic compliance requirements
- ✓ Limited compliance budgets
- ✓ Consumer-facing B2C businesses

Volume Strategy

Affordable entry point enables mass market adoption while generating substantial revenue through volume

Key Industries

Education

Private Schools (13,000) • TVETs • EdTech Platforms

Non-Profit Sector

NGOs & Advocacy Groups (12,000)

Hospitality

Hotels • Restaurants • Resorts • Cafés • Bars/Nightclubs

Transport

Taxi Companies

Other

VoIP Providers • Gaming Machine Operators • SMS
Campaign Providers

Revenue Projection

Conservative market penetration estimates

Tier	Annual Price	Target Entities	Projected Revenue	% of Total
Enterprise	\$15,000	467	\$7,005,000	12%
SME	\$6,500	4,000	\$26,000,000	45%
Starter	\$1,000	25,000	\$25,000,000	43%
TOTAL	—	29,467	\$58,005,000	100%

AVERAGE REVENUE PER ENTITY

\$1,968

MARKET COVERAGE

29,467+

Total addressable entities

Strategic Recommendations

1. Prioritize Enterprise Segment First

Focus initial sales efforts on high-value regulated sectors (Financial Services, Telecom, Gambling). These entities have immediate compliance pressures and established GRC budgets.

2. Build SME Channel Partnerships

Leverage industry associations and compliance consultants to reach the 4,000+ SME entities. This segment offers the highest absolute revenue potential at \$26M.

3. Deploy Self-Service for Starter Tier

Create automated onboarding and digital marketing campaigns for the 25,000+ starter entities. Low touch sales model required for profitability at this price point.

4. Annual Review & Upsell Strategy

Build migration pathways from Starter → SME → Enterprise as organizations grow. Track entity size/complexity changes for proactive account management