## Merchant: Luminai

Demo date: Aug 25, 2025

Scoping start date: Sep 4, 2025

MSA Signature Date: Sep 9, 2025

Onboarding Kick Off Date: TBD (target Sep 2025)

[If Exists] Opt Out Date: None

Go Live Date: TBD

**Tabs Team**

GTM POC: Jarrett Martin  
Implementation POC: Marshall Budin (Solutions Consultant)

**Tech Stack**

ERP: QuickBooks (managed via Pilot; plan to transition to internal ownership)

Tax Integration: None (no third-party tax software currently)  
Other systems: Brex (banking), Ramp (expenses), Bill.com (AR record), Monday.com (deployment tracking), Salesforce + DocuSign (contracts)

### 

### **Key people at Merchant**

### Accountant: Outsourced provider Pilot (being phased out)

### Finance POC: Grace Buckingham, Business Operations & Finance (sole owner of contracts, billing, collections, and rev rec today)

### Grace is the de facto Head of Finance, responsible for all billing, collections, and revenue recognition. She has emphasized the need for a **flexible, high-touch partner** and represents both decision maker and power user.

### Company summary

LuminAI builds custom AI-enabled automation solutions for healthcare providers. Their product requires customer deployments, workflow launches, and ongoing usage tracking. They are a Series B company with ~$5–10M ARR and are actively growing.

**Goals (North star)**

What is the merchant's goal? What pain are we solving? Why are they buying Tabs?

* Eliminate manual work and risk associated with Grace’s single-threaded ownership.
* Achieve a clean monthly close with accurate revenue recognition.
* Enable flexibility to handle hybrid contracts (milestones, usage, flat SaaS).
* Provide accurate cash forecasting and collection visibility.
* Reduce dependence on Pilot and stabilize QuickBooks until an eventual ERP transition.
* De-risk key-person reliance (Grace preparing for maternity leave).

No opt-out clause. Success defined as:

* High-touch implementation support
* Flexible ingestion and override of contracts/usage.
* Smooth QuickBooks sync and clean handoff for downstream accounting.

### Billing model

Billing Model

* Legacy: Deployment/milestone validation fees → mix of usage-based billing (monthly/quarterly), flat-fee workflows, and annual SaaS platform fees.
* Current: Hybrid; ~10–15 customers in active deployment at a time, with varied structures.
* Future: Standardize on flat annual SaaS contracts, with limited usage/overage carve-outs. Usage is being phased out entirely.

Merchant expectation for aeah billing model

**Per-automation fixed fees (staggered 12-month terms, prorated at renewal) 2-3 customer being deprecated**

* Tabs: creates line items per automation with editable names/dates; generates invoices.
* Rev-rec/service terms follow the per-automation launch dates; can be overridden if needed.
* Grace’s team: Sets dats manually. Reviews/approves all invoices; decides billing when contract language is vague.

**One-time implementation fee with 60-day opt-out.**

* Tabs: books fee at first workflow launch.
* Grace’s team: handles refunds/opt-outs manually if triggered.

**Usage with workflow + aggregate minimums (true-ups). 2-3 customer being deprecated**

* Tabs computes both per-workflow and aggregate-minimum true-ups; your team applies business rules (e.g., avoid double-charging when aggregate minimum is met).
* Usage data flow starts with monthly CSV uploads (consolidated or line-item); note the source per customer; API can come later.

**Prepaid usage drawdown 2-3 customer being deprecated**

* Backend supports setting the prepaid bucket; monthly burn-down and overage are calculated and visible; exposing “remaining balance” on the front end is in progress.
* You can send $0 statements for visibility or keep them internal.

Unique Customer Creation Process

* Customers created manually in QuickBooks and Bill.com.
* Deployment milestones tracked in Monday.com and Slack, manually verified before invoicing.
* No standardized customer creation process; high risk of missed or late invoices.

How Contracts Are Broken Up

* Contracts may include multiple workflows, each with independent launch dates and 12-month service terms.
* Renewals prorate workflows to align terms in year two.  
  Older contracts included opt-out/validation periods; new ones do not.

One-off Things to Know

* Grace is single-threaded owner of all finance work.
* QuickBooks data is messy due to Pilot’s long tenure; Grace would prefer to start fresh rather than import historic QBO mess.
* Prior billing platforms (Metronome, Stripe) failed due to inflexibility and data mismatches.
* Expect Tabs to provide high-touch implementation and flexibility with overrides, contract ingestion, and integrations.
* Large enterprise customers may require invoicing through their own AP portals (Tabs must support off-platform invoices).

### Contract Processing Steps

**General**

**Locate BTs**

* On an MSA can be found under “Fees and Payment Terms”

**Item Name**

* Use the Workflow Usage Fees name ex. “QA Interaction Audit”, “Fraud UAR”

**Events**

* If it’s a Workflow Usage Fee create an event with the corresponding item name

**Usage**

* Turn Usage AI on for all Workflow Usage Fees
  + Set minimum if there is one, can be found under the “Fees and Payment Terms”
  + Ignore maximum if a minimum is required

**Frequency**

* Annual Platform Fee - annually, 1 period if service term is 12 months
* Workflow Usage Fees - billed monthly

**Quantity**

* If BT is a Workflow Usage Fee than billing type is Unit Price

**Price**

* If BT is a Workflow Usage Fee than unit price is cost per use

**Net Terms**

* Can be found under “Payment of Fees and Billing”
* Default net 30 days

**Months of Service**

* On an MSA can be found next to “Term”
* Default 12 months

**Billing Start Date**

* Effective date
* Default date last signed

**Special Handling**

### Events Processing (if necessary)

* Any important information on events billing

Integration Items Processing (if necessary)

* What are the instructions for assigning integration items?
* Example: All Statsig integrations items should be labeled as “Sales”
* Example: All “Pinata” integration items should be labeled as “Software Subscription Bundle” unless otherwise noted by Merchant

Post Processing Communications (if necessary)

* Does the Ops Team need to notify anyone on the team re: completion of processing batches in Implementation or Active phase?
* Who needs to be notified and when?
  + Example:
    - Who: Customer Success [Azmat Aziz] needs to be notified
    - Where: Messari internal merchant channel
    - When: contracts are processed [Merchant Phase: Active]

### Customer Information

* Any important information on specifics customers of this merchant
  + Special memo’s certain invoices require
  + Invoice changes due to merchant/customer relationship

### Feature Requests

* FR 1
  + What is it
  + Why it's important
  + Urgency

### Rewatch Calls

* Rewatch by dates

### Additional Solutions Commentary:

**Customer**: LuminAI

**Closed Date**: Tuesday, September 9, 2025

**Deal Value**: $36,000

**Primary Contact**: Grace Buckingham

**Sales Owner**: [Jarrett Martin / Marshall Budin]

## **🔑 Key Deal Scope**

### **Workflow Model 1 – Automation-Based Pricing**

* LuminAI model: $500,000 for 10 workflow automations.
* Billing: $50,000 per automation upon completion.
* Tabs Positioning:  
  + [Gong Call](https://us-56595.app.gong.io/call?id=8849424216616650261&highlights=%5B%7B%22type%22%3A%22SHARE%22%2C%22from%22%3A362%2C%22to%22%3A390%7D%5D)
  + Customer must manually update dates and revenue schedules in Tabs or can send emails to contract-ingest@tabs.com
  + Tabs **will not automate** this process.
  + If automation is desired, LuminAI must own all APIs for pushing data into Tabs.
  + Team advised that APIs are unlikely to save meaningful time.
* Extra commentary:
  + [Gong Call](https://us-56595.app.gong.io/call?id=8849424216616650261&highlights=%5B%7B%22type%22%3A%22SHARE%22%2C%22from%22%3A479%2C%22to%22%3A529%7D%5D)
  + On the follow-on contract, Luminai will include a credit for the amount of the initial contract that customer was not live for
  + Example:
    - Contract started 1/1/2025
    - Workflow went live 7/1/2025
    - Charged $50k on 7/1/2025
    - New Contract 1/1/2026
    - This workflow will be only charged $25k for 1/1/2026 - 12/31/2026

### **Workflow Model 2 – Usage-Based Products**

* [Gong Call Link](https://us-56595.app.gong.io/call?id=8849424216616650261&highlights=%5B%7B%22type%22%3A%22SHARE%22%2C%22from%22%3A994%2C%22to%22%3A1085%7D%5D)
* Limited to ~3–4 legacy deals.
* 5 usage-based products: each with **individual minimums** + a **combined usage minimum**.
* Tabs Limitation:
  + Cannot calculate “hybrid” true-ups across both.
  + Can only calculate both separately or one individually.
* Customer Decision:
  + Both true-ups will be displayed on the products page.
  + LuminAI will manually select which to use and delete the other before invoice send.
  + Grace confirmed comfort with this arrangement.

## **🚫 API / Data Flow Positioning**

* Customer had poor prior experience building APIs for usage ingestion into Metronome.
* **No APIs will be built upfront**.
* Tabs clarified: if APIs are pursued later, LuminAI must take ownership of building them.
* Requested: **Custom field in Tabs per customer** to record “Usage Data Source” (e.g., API, CSV, internal system).
  + Purely informational/labeling field — no functional automation.
  + Rationale: internal continuity (“if someone is unavailable, others know where data is sourced”).

## **✅ Final Notes / Callouts**

* Deal closed with **explicit scoping clarity**:  
  + No automation for workflow-based billing.
  + No hybrid true-up calculations.
  + No Tabs-owned API buildout.
* Customer expectations are well set; Grace aligned on constraints and comfortable moving forward.
* Call out for implementation team: add custom field for “Usage Data Source” to customer records.