



PRICING STRUCTURE

Futr AI operates on a transparent pricing model consisting of:

1. **Base Platform Licence** - Core platform access (unlimited seats) and capabilities
plus
2. **Usage** - Tiered interaction volumes with volume discounts with fixed-price tiers for predictable annual costs based on expected usage

PRICING TIERS

Tier	Base Platform Licence	Interaction Volume	Cost per Interaction	Total Usage Cost	Total Annual Cost
1	£28,125	Up to 250K p.a.	£0.0101	£2,531	£30,656
2	£28,125	Up to 1M p.a.	£0.009	£9,000	£37,125
3	£28,125	Up to 2.5M p.a.	£0.0081	£15,000	£43,125
4	£28,125	Up to 5M p.a.	£0.0071	£35,438	£63,563
5	£28,125	Up to 10M p.a.	£0.0061	£60,750	£88,875

"Interaction" means each individual message or response exchanged between a user and the Futr AI platform, whether automated or human assisted. This includes:

- Each user message sent to the chatbot or live agent
- Each response generated by the AI system or delivered by a live agent
- Each automated prompt or system message sent to the user

Both directions of communication are counted as separate interactions.

Example: User asks "What are council tax payment options?" (1 interaction) → System responds "You can pay online, by phone, or in person at..." (1 interaction) = 2 total interactions.

Typical Range: 5-20 interactions per conversation, varying by complexity and sector requirements.

Supporting the nation through conversation

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