



# Pricing Document

May 2024



## Contents

|    |                              |   |
|----|------------------------------|---|
| 1. | Pricing Model                | 1 |
| 2. | Annual licence fees          | 2 |
| 3. | Other services               | 3 |
| 4. | Information needed for quote | 3 |

## **1. Pricing Model**

Akara Cloud is delivered as a Software-as-a-Service (SaaS) solution based on an annual fixed price licence. With all of Akara's pricing models detailed below, this one price includes the service delivery and includes, amongst other provisions:

1. Training within the project plan and ongoing ad hoc training
2. Access to hardware devices
3. Core platform configuration
4. Technical Support
5. Communication support
6. Helpdesk
7. Maintenance and software updates
8. Cloud-based data hosting
9. Software licence
10. Integration support

Below details Akara Cloud's two standard pricing models:

- Departmental pricing model
- Enterprise pricing model

### **Departmental Pilot Pricing Model**

Akara Cloud departmental Pilot pricing model is an entry-level licence for specific services within an organisation that is interested in evaluating Akara technology. This is a fixed price of £14,995 + VAT for a 6 month Pilot period.

This Pilot pricing model allows departments to test the waters, gather insights, and make informed decisions about how the solution can add value to their department before committing to a full-scale implementation. Pilot pricing is limited to once per organisation in any 3-year period.

### **Enterprise Pricing Model**

Once the number of departments/services interested in using the platform grows, or a high degree of site customisation is required, it makes economic sense to switch to an 'enterprise' licence.

The enterprise licence is based on the overall size of hospital and is calculated by number of outpatient appointments per annum. The licence fee is an annual charge, including hosting, support and maintenance. There will also be a one-off implementation and set-up charge for the platform. Discount of up to 10% on licences is available for long-term commitments and payment in advance.

## 2. Annual licence fees

The price is determined on a room basis, based on the weighted combination of the following variables:

- Room type (RT): patient room / procedure room / operating room
- Functionality (F): basic / intermediate / advanced
- Custom features (CF)

The annual price (P) for one room is given by:

$$P = RT \cdot F + CF$$

| <b>Room Type</b>    | <b>Patient room</b> | <b>Procedure room</b> | <b>Operating room</b> |
|---------------------|---------------------|-----------------------|-----------------------|
| Price per room/year | £365 +VAT           | £1,500 +VAT           | £3,000 +VAT           |

| <b>Functionality</b> | <b>Basic</b> | <b>Intermediate</b> | <b>Advanced</b> |
|----------------------|--------------|---------------------|-----------------|
| Scaling factor       | 1            | 2                   | 3               |

**Example 1: Suppose a hospital wanted an Akara Cloud licence for 30 single occupancy patient rooms, with basic functionality.**

The annual cost would be  $£365 \cdot 1 \cdot 30 = £10,950 + \text{VAT}$

**Example 2: Suppose a hospital wanted an Akara Cloud licence for a radiology department with 12 procedure rooms, with advanced functionality.**

The annual cost would be  $£1,500 \cdot 3 \cdot 12 = £54,000 + \text{VAT}$

### **3. Other services**

- Integration with Electronic Health Record (EHR) or Building Management System (BMS) is not included in the price. This feature would constitute a Custom Feature (CF) and need to be priced separately.
- The availability of electrical outlets to power Akara devices is assumed. If additional electrical works are required, this would constitute a Custom Feature (CF) and need to be priced separately.
- The cost of smartphones, tablets, wearables, laptops etc. is not included in pricing.
- Applications requiring custom development of AI models, standard operating procedures, creation of media including instructional videos, digital twins, etc., would constitute a Custom Feature (CF) and need to be priced separately.
- The integration of additional hardware beyond the Akara IoT sensor and Akara Hub, (including but not limited to mobile robots, smart appliances, and smart utilities), would constitute a Custom Feature (CF) and need to be priced separately.
- If the client requires notifications via SMS, rather than through an Android or iOS app notification, the cost of the SMS would be incurred directly by the client and billed in a separate consumables invoice. The cost of the SMS would be charged at market rate on the day the SMS was sent.

### **4. Information needed for quote**

To speak with a member of the Akara team and to arrange a quote, please contact:

[info@akara.ai](mailto:info@akara.ai)

We will respond to set up a call to learn more about your specific needs and to arrange a formal quotation.