Earlybird

G-Cloud 14 Pricing

Earlybird G-Cloud 14 Pricing (2026)

Queries: opportunities@getearlybird.ai
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1. About Earlybird

This document sets out Earlybird's standard pricing for services available via G-Cloud 15.

Earlybird provides an AI-powered operating system for frontline casework, enabling organisations to collect information from service users and generate structured outputs such as case notes, summaries, action plans, and documents such as CVs and assessments.

Earlybird powers the journeys of thousands of citizens and offers a highly flexible pricing model to deliver value to organisations delivering frontline support services to citizens.

All prices are exclusive of VAT.

2. What's Included (All Customers)

By purchasing a package of credits, you gain access to Earlybird's software which always includes:

- Unlimited frontline staff users
- Unlimited AI agent flows (campaigns) in Conversations
- WorkScribe (AI-generated transcription, case notes and summaries in tailored formats)
- Unlimited use of Super Chat, including: recalling information from appointments, generating documents and materials such as high quality CVs, tailored cover letters, SMART action plans, referral emails etc.
- Automated barrier identification
- Recommendations for interventions and referrals
- Unlimited custom templates for WorkScribe outputs
- Exports in CSV format for Conversations reports
- Multi-factor authentication (MFA)
- Live analytics dashboard
- Hosting, security, backups, updates, and human support

3. Credit Model Explained

Earlybird operates on a **credit-based pricing model**.

Credits are redeemed when AI-powered interactions take place (Interpreter), AI outputs are generated (Conversations Reports) or meetings and appointments are recorded (WorkScribe).

Credit Definitions

Activity	Credits Used
1 hour of meetings captured in WorkScribe	1 credit
1 AI agent report in Conversations (web or phone)	2 credits

Interpreter usage – 10 minutes	1 credit

Credits are pooled and can be used flexibly across supported use cases.

An AI agent report is created and delivered to a caseworker in our portal whenever a citizen has a conversation with our AI agent using our Conversations feature. That report will contain the insights extracted from that conversation, barriers identified if relevant and recommendations if relevant.

4. Credit Pricing

Pricing is based on the total number of credits purchased per annum. The price per credit is determined by the applicable volume and is applied at a flat rate.

Annual Credit Pricing

Annual Credits Purchased	Price per Credit
5,000	£5.00
Up to 50,000	£4.50
Up to 150,000	£3.50
Up to 300,000	£3.00
Up to 500,000	£2.50

For example, if you require 100,000 credits. 100,000 * £3.50 = £350,000

5. Implementation Fee

A standard one-off implementation fee of £3,000 applies.

This covers:

- Initial setup
- Configuration
- Onboarding support

6. Optional Add-Ons

AI Phone Agent in Conversations
  - Implementation: £3,750 (one-off)
  - Ongoing support: £500 per month
  - Credits can then be redeemed against Conversations reports generated

Integrations and Customisations

We will work with you to agree a specification and budget for any integration or customisations.

Discovery & Service Design Workshops

  - £1,000 per day
  - 50% of total workshop cost deducted from the first invoice
  - We will co-design the format of these workshops with you to ensure that you extract the value required

7. Proofs of Concept / Pilots

Earlybird offers fixed-price pilots to support evaluation and business case

development. **Scope (Typical 12–16 weeks)**

Includes:

  - Discovery and KPI setting
  - Implementation and onboarding
  - Training
  - Regular check-ins
  - Iteration where appropriate
  - Impact evaluation support

Pricing

Number of Users	Price
Up to 10 users	£10,000
Up to 20 users	£15,000
Up to 50 users	£30,000

Pilots include:

- Up to 2 bespoke templates for WorkScribe outputs
- Up to 5 AI interaction flows (Campaigns)
- Unlimited Interpreter usage (fair usage applies)
- A dedicated project manager and impact lead to support set up, onboarding, adoption, and evaluation of the PoC
- Tailored live training for users and managers
- User feedback sessions (1:1 and group)
- Bespoke evaluation report
- Unlimited usage for the pilot group
- Governance support (DPIA, infosec, etc.)
  - Hosting and live human support via video conference, email and in-product

8. Commercial Considerations

- Minimum contract term: 12 months (excluding pilots)
- Credits are valid for the contract term and do not roll over unless otherwise agreed ● There is no upper cap on the number of participants supported but fair usage limits apply
- Material increases in usage may require contract variation at renewal
- Implementation timelines vary but will be as fast as 3-5 working days

9. Support & Maintenance

There are no additional charges for:

- Technical support
- Hosting and infrastructure
- Security patches and updates
- Fixes and improvements

This does not include bespoke software development.

10. Notes

- All charges are subject to VAT
- Pricing is subject to formal quotation
- This document was last updated January 2026
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