

Pricing Document

Theseus: Stop Smoking

Theseus Pricing Overview	2
Theseus Service Model Pricing	3
Theseus Modules and Additions Pricing	5
Payment Milestones	6
Discounts Offered	6
Discount Notes	8

Theseus Pricing Overview

Theseus is provided on a Software as a Service (SaaS) basis.

All prices are subject to VAT at the prevailing rate.

Pricing for Theseus is based on the sum of the elements identified below.

1. The service model(s) deployed.

An initial deployment price and an annual price based on the number of Active System Users is payable. The annual price is applicable in the first and subsequent years.

'Active System Users' are those users who the Licensee has authorised to access the Theseus platform, and whose accounts have not been permanently deactivated.

The Standard Deployment Price is based on 6 days' enablement work as per **G-Cloud 15 Lot 3 'Theseus Support Services'** SFIA Rate Card. Additional configuration and customisation services over and above this can be facilitated via '**Theseus Support Services**' offered under **G-Cloud 15 Lot 3**.

Plus

2. Specific optional modules and additions deployed.

Theseus models may come with some modules and additions included as standard. Please refer to the **Service Definition** document for further details about Theseus modules and an overview of which modules and additions are included with this model and which are at additional cost.

For optional modules and additions, an initial deployment price and an annual price may be payable. The annual price is applicable in the first and subsequent years.

Theseus Service Model Pricing

The table below shows deployment and annual pricing based on the number of Active System User seats required.

Active System Users	Standard Deployment Price *	Annual Price
20 system users	£9,000	£16,990
30 system users	£9,000	£20,290
40 system users	£9,000	£23,340
50 system users	£9,000	£26,210
60 system users	£9,000	£28,860
70 system users	£9,000	£31,310
80 system users	£9,000	£33,560
90 system users	£9,000	£35,850
100 system users	£9,000	£38,250
150 system users	£9,000	£53,870
200 system users	£9,000	£69,510
250 system users	£9,000	£85,240

Active System Users	Standard Deployment Price *	Annual Price
300 system users	£9,000	£101,770
350 system users	£9,000	£118,740
400 system users	£9,000	£136,290
450 system users	£9,000	£154,550
500 system users	£9,000	£173,660
550 system users	£9,000	£193,770
600 system users	£9,000	£215,050
650 system users	£9,000	£237,680
700 system users	£9,000	£261,840
750 system users	£9,000	£287,750
800 system users	£9,000	£315,650

* The Standard Deployment Price is based on 6 days' enablement work as per **G-Cloud 15 Lot 3 'Theseus Support Services'** SFIA Rate Card. Additional configuration and customisation services over and above this can be facilitated via **'Theseus Support Services'** offered under **G-Cloud 15 Lot 3**.

Theseus Modules and Additions Pricing

The table below shows deployment and annual pricing for optional Theseus modules and additions.

Please refer to the **Service Definition** document for information on Group 1, Group 2 and Group 3 modules available.

Theseus Optional Additions	Standard Deployment	Annual
Additional Workflow (Pathway)	£0	£3,960
Additional Workflow (Service)	£0	£7,910
Additional System Support Seat	£0	£500
Additional Supported Dataset	£0	£5,000
Group 1 Module	£0	£2,450
Group 2 Module	£3,000 *	£3,700
Group 3 Module	£4,500 **	£6,250
PAYG - SMS (10,000 message credits)	£850	£0
PAYG - Address Lookups (10,000 lookups)	£850	£0
PAYG - Video Sessions (1,000 sessions)	£850	£0

* The Standard Deployment Price for Group 2 modules is based on 2 days' enablement work as per **G-Cloud 15 Lot 3 'Theseus Support Services'** SFIA Rate Card. Additional configuration and customisation services over and above this can be facilitated via '**Theseus Support Services**' offered under **G-Cloud 15 Lot 3**.

** The Standard Deployment Price for Group 3 modules is based on 3 days' enablement work as per **G-Cloud 15 Lot 3 'Theseus Support Services'** SFIA Rate Card. Additional configuration and customisation services over and above this can be facilitated via '**Theseus Support Services**' offered under **G-Cloud 15 Lot 3**.

Payment Milestones

The payments fall due as follows:

- Initial Deployment
 - 50% at time of order
 - 50% upon deployment to Theseus Test environment
- Annual Fees
 - Annually In Advance. First year commencement date is based on the deployment of the Theseus Test environment.

Discounts Offered

The following table details the discounts available for our G-Cloud 15 Lot 2b offers.

Proposed Discount	Commercial Qualification (The 'Criteria')	Time-Bound Expiry / Reversion Rule
Software Pricing Discount	Software Pricing outlined is discounted by 21.5%.	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Commitment Discount	A 3% reduction is applied to annual license fees for Call-Off Contracts with a committed initial term of over 36 months and where payment is made fully in advance.	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Rapid Deployment Scheme	A 10% discount on Year 1 Fees is available for orders confirmed between 1st Sept 2026 and 31st Dec 2026 with a service commencement no later than 31st Jan 2027.	This is a one-time credit for the first 12 months. Year 2 pricing reverts to list pricing.

Proposed Discount	Commercial Qualification (The 'Criteria')	Time-Bound Expiry / Reversion Rule
Legacy Modernisation	Organisations migrating from a non-Mayden legacy solution are eligible for a 20% discount on Year 1 Fees to offset dual-running costs.	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Solution Discount	Video sessions bulk buy discount. Must be used within 12 months of purchase: - 500 - 5% discount - 1,000 - 8% discount - 2,000 - 12% discount - 3,000 - 15% discount - 5,000 - 20% discount - 10,000 - 25% discount - 15,000 - 28% discount - 20,000 - 30% discount - 25,000 - 31% discount - 30,000 - 32% discount - 40,000 - 34% discount - 50,000 - 36% discount - 70,000 - 40% discount	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Solution Discount	SMS message credits bulk buy discount: - 50,000 - 10% discount - 100,000 - 20% discount	Discount valid to 31st March 2027, after which pricing reverts to list pricing.

Discount Notes

The Rapid Deployment Scheme and Legacy Modernisation discounts are one-time mobilisation incentives designed to offset transition costs. These apply exclusively to the first 12 months (Year 1) of the initial Call-Off Contract. On the first anniversary of the Service Commencement Date (Year 2), these specific discounts expire.

To ensure sustainable service delivery, multiple discount schemes (Pricing Discount, Commitment Discount, Legacy Modernisation Discount, and Rapid Deployment Discount) can be combined ('stacked') only up to a maximum aggregate discount of 30% of the standard List Price in any single contract year.

Volume-based discount for video sessions operate on a 'use-it-or-lose-it' basis. Credits must be used within 12 months of the purchase date. Unused integrated video credits do not roll over and expire at the end of the 12-month period.