



FLIPSIDE

Pricing Document

Flipside Group
flipsidegroup.com

London Office	Surrey Office
135 Bishopsgate London EC2M 3AN 0203 600 7413	East Lodge House, 116 High Street Cranleigh, Surrey GU6 8AJ

Service Overview

Service: Digital Transformation and Cloud Product Delivery

This document provides the fixed-price structure for **Wellset Repro Limited (trading as Flipside Group)** under G-Cloud 15. Flipside operates on a **Fixed-Price-Only** commercial model to provide public sector partners with absolute budget certainty and outcome-focused delivery.

Fixed Price Service Packages

Flipside offers standardized fixed-price packages for **foundational project stages**. These packages cover all resources, tools, and management required to achieve the stated outcomes. All prices quoted are in GBP and exclude VAT.

Phase	Service Package	Key Deliverables	Fixed Price
Discovery	User-Centred Discovery	User research report, prioritized user needs, and GDS-aligned roadmap.	£35,000
Discovery	Technical & Legacy Audit	Analysis of existing systems, API constraints, and "buy vs. build" technical recommendations.	£15,000
Discovery	Policy & Constraints Mapping	Review of legislative, contractual, and operational blockers.	£8,000
Alpha	Prototype & MVP Development	Functional digital prototypes tested with real users to validate hypotheses.	£85,000

Alpha	Accessibility & Standards Audit	Full WCAG 2.2 AA audit and remediation plan for government standards.	£20,000
Alpha	GDS Assessment Readiness	A "mock" service assessment and evidence pack to ensure phase transition approval.	£15,000
Alpha	AI Ethics & Governance Framework	Documented ethical AI policies, risk management, and transparency protocols.	£30,000
Any	Knowledge Transfer Workshop	Structured upskilling sessions for the buyer's internal technical or product teams.	£2,500

Custom Outcome-Based Pricing

For engineering projects or end-to-end digital transformations that exceed the scope of our standardized packages (typically those with a budget exceeding **£100,000**), Flipside provides a bespoke Fixed Price.

To ensure transparency, these bespoke prices are calculated based on the following:

- **SFIA Rate Card:** All resources used in bespoke projects are billed according to our published G-Cloud 15 SFIA rate card.
- **Capped Fixed Price:** We define a clear Statement of Work (SOW) with the buyer. The total cost is capped based on the estimated "Level of Effort" required to reach the specific outcome.

Mobilisation(Sprint 0)

Flipside supports rapid mobilisation, typically within **10-14 working days**. Every engagement initiates with a "Sprint 0" to establish technical setup, governance, and cultural alignment.

- **Pricing:** The cost of Sprint 0 is included as a fixed component of the total project fee.

Support and Maintenance

- **Project Support:** Support for issues directly related to the agreed delivery scope is included in the fixed price during UK business hours (09:00-17:30, Monday to Friday).
- **Extended Support:** If the buyer requires ongoing maintenance or extended support hours post-delivery, this will be quoted as a separate Fixed-Price support package.

Volume & Duration Discounts

Flipside offers volume-based discounts for large-scale or multi-phase engagements to provide additional value for money. These discounts are applied to the total professional fees of the Statement of Work:

- **Project Value Discount:** 3% discount for fixed-price contracts exceeding **£300,000**.
- **Duration Discount:** 5% discount for continuous engagements exceeding **6 months** in duration.

Note: Discounts are not cumulative unless expressly agreed upon in the Statement of Work.

Asset Transfer & Exit Costs

In line with our commitment to prevent vendor lock-in, there is **no cost (£0)** for the transfer of project assets at the end of the contract. This includes:

- Transfer of all source code and design files (e.g., Figma).
- Handover of technical architecture and API documentation.
- Knowledge transfer workshops for the buyer's internal staff.

Expenses

Fixed prices include travel and subsistence within London. Any required travel to client sites outside of London is agreed upon in advance and billed at cost per the buyer's standard travel policy.