



ARuVR Pricing Schedule – G-Cloud 15

This Pricing Schedule sets out the fees for the ARuVR Platform and associated Professional Services. All prices are in GBP (£) and exclude VAT and reasonable travel and subsistence (T&S) expenses.

1. Platform Subscription Tiers (Annual)

Feature	Creator Pro	Creator Enterprise (OS)
Annual Fee	£15,000	£45,000+
Creator Seats	Up to 2	Unlimited
Learner Seats	Up to 500	Unlimited
Storage	100 GB	Unlimited*
SLA Support	Included	Priority (Technical Account Manager)
Integrations	Basic	Full (SSO, LMS, xAPI)

**Subject to fair use policy for active training content.*

Play-Only License (High Volume):

For organizations requiring deployment only (post-authoring), licenses are available in blocks of **£5,000 per 100 Learners** per annum.

2. The "Impact Pilot" Bundle

Designed to prove the concept and establish the first **Operational Training Program** for the organization.

- **Package Fee: £25,000**
- **Inclusions:**
 - 1x Strategy & Use Case Mapping Workshop.
 - 1x **Operational Training Program** (5-7 min interactive 360° VR Module) including:
 - **Manager Briefing Toolkit** (implementation guide for supervisors).
 - **Learner Handouts** (supporting materials for knowledge reinforcement).
 - **Measurement Setup** (evaluation framework for tracking behavioral change).
 - 3 Months of Creator Pro Platform Access (Full authoring/management).
 - Unlimited Headset Connectivity during the pilot period.
 - 1x Remote "Train the Trainer" (TTT) session.

3. Content Development (Operational Training Programs)

Fixed-price packages for the creation of high-consequence immersive training modules. Each program is delivered as a 3-part behavior-change asset (Train > Reinforce > Evaluate).

Module Type	Production Fee	Scoping & Storyboarding	Total Deliverable Fee
360° Immersive	£15,000	£3,000	£18,000
3D Interactive	£40,000	£10,000	£50,000

Each Operational Training Program Includes:

- **The VR Scenario:** The core interactive immersive experience.
- **Manager Briefing Toolkit:** Resources to enable local managers to lead and debrief sessions.
- **Learner Handouts:** Digital or printable assets for reinforcement.
- **Evaluation Framework:** Pre-configured measurement points to capture Kirkpatrick Level 3/4 data.
- **Source Files:** Provision of structural templates to facilitate internal replication.

4. Professional Services & Support

For custom consultancy, advanced technical integration, and on-site production management.

- **Standard Day Rate: £1,500** (Applies to Project Management, Technical Consultancy, and On-site Filming).
- **Train the Trainer (TTT):**
 - 1x Remote Refresher (up to 2 hours): **Included** annually with subscription.
 - Additional On-site Training: **£1,500 per day** (+ T&S).
- **Hardware Provisioning Service:**
 - Headset Configuration & Provisioning: **£150 per unit**.
 - 360° Camera Kit Configuration: **£250 per kit**.
 - *(Note: ARuVR is hardware-agnostic; Customers are encouraged to purchase hardware directly to avoid markup).*

5. Commercial Conditions

- **Annual Renewal:** Subscription fees shall increase annually by a rate equal to the **Consumer Price Index (CPI) plus 2%**.
- **Payment Terms:** 30 days from date of invoice.
- **Contract Minimum:** 12 months for standard subscription tiers.
- **Volume Discounts:** Multi-year commitments (2+ years) are eligible for a 5-10% discount on subscription fees.