Via SaaS Pricing Proposal for UK G-Cloud

Installation Fee

One-time fee payable at signing of contract

Localization for new zone	Optimize dynamic vehicle routing and real-time passenger aggregation algorithm; configure backend (billing, payment, and database); build detailed map; input traffic model; define service zone, including pickup and dropoff points; update monitoring tools	
Service design consulting	System design and simulation services	
Co-brand rider app	Co-branded app, "Powered by Via"	
Testing and quality assurance	Remote and on-the-ground testing of all Via systems before launch	
Develop service model	Build a launch plan and user acquisition strategy	
Train personnel and oversee launch	Instruction for drivers, dispatchers, and managers in Via's best practices; onsite and remote launch support	
Total Installation Fee (List Price)		**£41,000**
Special Discount for UK G-Cloud		*-27%*
Total Installation Fee (Discounted)		**£30,000**

Note: Installation fee excludes integrations, which would be scoped and priced separately.

Monthly Per Vehicle Fees

Per vehicle per month, minimum payable upfront at signing of contract

Access to tech modules	Access to Via's tech stack, including rider, driver, and backend modules
Fleet optimization	Dynamic and predictive routing and supply rebalancing
Virtual bus stop architecture	Maintenance and update of optimal pick-up points
Automatic product upgrades	Receive regular software updates
Cloud hosting and third-party tools	Amazon Web Services, Twilio, and analytics and communications software tools
Expert operations and growth support	Includes offsite service optimization and data-driven marketing consulting
Analytics and reporting	Robust real-time, periodic, and custom reporting

	Year 1
Monthly Fixed Fee	**£1,505**
Monthly Fee per Vehicle - Vehicles 1-25	**£325**
Monthly Fee per Vehicle - Vehicles 26-50	**£285**
Monthly Fee per Vehicle - Vehicles 51+	**£245**

Note: Pricing excludes applicable taxes.

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Remix Transit Pricing	
Annual Recurring Fee	
Annual License for County or City Council	£27,500
Annual License for Combined Authority	£70,000

Remix On-Demand Planning Pricing	
Base Fee	
Setup Fee	£1,250
Annual Recurring Fees	
On-Demand Planning annual recurring fees are priced as ~25% of the Remix Transit annual recurring fees for the same client, whether that client has an existing / upcoming Remix Transit contract or not.	

Remix Blocking Pricing	
Base Fee	
Setup Fee	£1,250
Annual Recurring Fees	
Blocking annual recurring fees are priced as ~25% of the Remix Transit annual recurring fees for the same client, whether that client has an existing / upcoming Remix Transit contract or not.	

Remix Scheduling Pricing	
Base Fee	
Setup Fee	£5,000
Annual Recurring Fees	
Minimum Recurring Fee	£16,220
Fee per Vehicle (Vehicles 0 - 50)	£570
Fee per Vehicle (Vehicles 51 - 100)	£490
Fee per Vehicle (Vehicles 101 - 500)	£445
Fee per Vehicle (Vehicles 501+)	£365
Note: "Vehicle" count indicates Vehicles Operated at Maximum Service (VOMS)	

Remix Streets Pricing	
Base Fee	
Setup Fee	£1,250
Annual Recurring Fees	
Minimum Recurring Fee: Population 0 - 50,000	£8,945
Minimum Recurring Fee: Population 50,001 - 100,000	£13,415
Minimum Recurring Fee: Population 100,001 - 250,000	£17,885
Minimum Recurring Fee: Population 250,001 - 500,000	£31,300
Minimum Recurring Fee: Population 500,001 - 1,000,000	£53,660
Minimum Recurring Fee: Population 1,000,001+	£89,430
Fee per Person: Population 50,001 - 500,000	£0.09
Fee per Person: Population 500,001 - 1,000,000	£0.07
Fee per Person: Population 1,000,001+	£0.02
Note: Population refers to Service Area Population. Annual Recurring Fees are calculated as the maximum of the Minimum Recurring Fee for the client's population tier and the total Fees per Person.	

Citymapper Pricing	
Annual Recurring Fee	
Annual License	£50,000

Note: Pricing excluded applicable taxes