



G-Cloud 15 Pricing



Earlybird G-Cloud 15 Pricing (2026)

Queries: opportunities@getearlybird.ai

Subject: G-CLOUD PRICING

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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
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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
Up to 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. $100,000 \times £3.50 = £350,000$

Minimum annual contract value: £25,000 (5,000 credits).

5. Implementation Fee

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

This covers:

- Initial setup
 - Configuration
 - Onboarding support
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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 for any integration or customisations and will charge for the work using the rate card in section 8 below.

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
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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
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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. Rate Card

Standard rate card

	Strategy and architecture	Change and transformation	Development and implementation	Delivery and operation	People and skills	Relationships and engagement
1. Follow	£600	£600	£600	£600	£600	£600
2. Assist	£750	£750	£750	£750	£750	£750
3. Apply	£800	£800	£800	£800	£800	£800
4. Enable	£950	£950	£950	£950	£950	£950
5. Ensure, advise	£1050	£1050	£1050	£1050	£1050	£1050
6. Initiate, influence	£1150	£1150	£1150	£1150	£1150	£1150
7. Set strategy, inspire, mobilise	£1500	£1500	£1500	£1500	£1500	£1500

Standards for consultancy day rate cards

- **Consultant's working day:** 8 hours exclusive of travel and lunch
- **Working week:** Monday to Friday excluding national holidays
- **Office hours:** 9:00am to 5:00pm Monday to Friday
- **Travel, mileage subsistence:** Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25
- **Mileage:** As for travel, mileage subsistence
- **Professional indemnity insurance:** included in day rate

Level definitions

	Autonomy	Influence	Complexity	Business skills	Knowledge
1. Follow	Works under close direction. Uses little discretion in attending to enquiries. Is expected to seek guidance in unexpected situations.	Minimal Influence. May work alone or interact with immediate colleagues.	Performs routine activities in a structured environment. Requires assistance in resolving unexpected problems. Participates in the generation of new ideas.	Has sufficient oral and written communication skills for effective engagement with immediate colleagues. Uses basic systems and tools, applications and processes. Demonstrates an organised approach to work. Has basic digital skills to learn and use applications and tools for their role. Learning and professional development — contributes to identifying own development opportunities. Security, privacy and ethics — understands and complies with organisational standards.	Has a basic generic knowledge appropriate to area of work. Applies newly acquired knowledge to develop new skills.
2. Assist	Works under routine direction. Uses limited discretion in resolving issues or enquiries. Determines when to seek guidance in unexpected situations. Plans own work within short time horizons.	Interacts with and may influence immediate colleagues. May have some external contact with customers, suppliers and partners. Aware of need to collaborate with team and represent users/customer needs..	Performs a range of work activities in varied environments. May contribute to routine issue resolution. May apply creative thinking or suggest new ways to approach a task.	Has sufficient oral and written communication skills for effective engagement with colleagues and internal users/ customers. Understands and uses appropriate methods, tools, applications and processes. Demonstrates a rational and organised approach to work. Has sufficient digital skills for their role. Learning and professional development — identifies and negotiates own development opportunities. Security, privacy and ethics — is fully aware of organisational standards. Uses appropriate working practices in own work.	Has gained a basic domain knowledge. Demonstrates application of essential generic knowledge typically found in industry bodies of knowledge. Absorbs new information when it is presented systematically and applies it effectively
3. Apply	Works under general direction. Receives specific direction, accepts guidance and has work reviewed at agreed milestones. Uses discretion in	Interacts with and influences colleagues. May oversee others or make decisions which impact routine work assigned to individuals or stages of projects. Has working level	Performs a range of work, sometimes complex and nonroutine, in a variety of environments. Applies a methodical approach to routine and moderately complex issue definition and	Demonstrates effective oral and written communication skills when engaging on issues with colleagues, users/ customers, suppliers and partners. Understands and effectively applies appropriate methods, tools, applications and processes. Demonstrates judgement and a systematic approach to work.	Has sound generic, domain and specialist knowledge necessary to perform effectively in the organisation typically gained from recognised bodies of knowledge and organisational information. Has

	Autonomy	Influence	Complexity	Business skills	Knowledge
	identifying and responding to complex issues related to own assignments. Determines when issues should be escalated to a higher level. Plans and monitors own work (and that of others where applicable) competently within limited deadlines.	contact with customers, suppliers and partners. Understands and collaborates on the analysis of user/customer needs and represents this in their work. Contributes fully to the work of teams by appreciating how own role relates to other roles.	resolution. Applies and contributes to creative thinking or finds new ways to complete tasks.	Effectively applies digital skills and explores these capabilities for their role. Learning and professional development — takes the initiative to develop own knowledge and skills by identifying and negotiating appropriate development opportunities. Security, privacy and ethics — demonstrates appropriate working practices and knowledge in non-routine work. Appreciates how own role and others support appropriate working practices.	an appreciation of the wider business context. Demonstrates effective application and the ability to impart knowledge found in industry bodies of knowledge. Absorbs new information and applies it effectively
4. Enable	Works under general direction within a clear framework of accountability. Exercises substantial personal responsibility and autonomy. Uses substantial discretion in identifying and responding to complex issues and assignments as they relate to the deliverable/scope of work. Escalates when issues fall outside their framework of accountability. Plans, schedules and monitors work to meet given objectives and processes to time and quality targets.	Influences customers, suppliers and partners at account level. Makes decisions which influence the success of projects and team objectives. May have some responsibility for the work of others and for the allocation of resources. Engages with and contributes to the work of cross-functional teams to ensure that customers and user needs are being met throughout the deliverable/scope of work. Facilitates collaboration between	Work includes a broad range of complex technical or professional activities, in a variety of contexts. Investigates, defines and resolves complex issues. Applies, facilitates and develops creative thinking concepts or finds innovative ways to approach a deliverable	Communicates fluently, orally and in writing, and can present complex information to both technical and non-technical audiences when engaging with colleagues, users/customers, suppliers and partners. Selects appropriately from, and assesses the impact of change to applicable standards, methods, tools, applications and processes relevant to own specialism. Demonstrates an awareness of risk and takes an analytical approach to work. Maximises the capabilities of applications for their role and evaluates and supports the use of new technologies and digital tools. Contributes specialist expertise to requirements definition in support of proposals. Shares knowledge and experience in own specialism to help others. Learning and professional development — maintains an awareness of	Has a thorough understanding of recognised generic industry bodies of knowledge and specialist bodies of knowledge as necessary. Has gained a thorough knowledge of the domain of the organisation. Is able to apply the knowledge effectively in unfamiliar situations and actively maintains own knowledge and shares with others. Rapidly absorbs and critically assesses new information and applies it effectively

	Autonomy	Influence	Complexity	Business skills	Knowledge
		stakeholders who share common objectives. Participates in external activities related to own specialism.		developing practices and their application and takes responsibility for driving own development. Takes the initiative in identifying and negotiating their own and supporting team members' appropriate development opportunities. Contributes to the development of others. Security, privacy and ethics — fully understands the importance and application to own work and the operation of the organisation. Engages or works with specialists as necessary	
5. Ensure, advise	Works under broad direction. Work is often self-initiated. Is fully responsible for meeting allocated technical and/or group objectives. Analyses, designs, plans, executes and evaluates work to time, cost and quality targets. Establishes milestones and has a significant role in the assignment of tasks and/or responsibilities .	Influences organisation, customers, suppliers, partners and peers on the contribution of own specialism. Makes decisions which impact the success of assigned work, i.e. results, deadlines and budget. Has significant influence over the allocation and management of resources appropriate to given assignments. Leads on user/customer and group collaboration throughout all stages of work. Ensures users' needs are met consistently through each work stage.	Implements and executes policies aligned to strategic plans. Performs an extensive range and variety of complex technical and/or professional work activities. Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts. Engages and coordinates with subject matter experts to resolve complex issues as they relate to customer/organisational requirements. Understands the relationships between own specialism and customer/organisational requirements.	Demonstrates leadership in operational management. Analyses requirements and advises on scope and options for continual operational improvement. Assesses and evaluates risk. Takes all requirements into account when making proposals. Shares own knowledge and experience and encourages learning and growth. Advises on available standards, methods, tools, applications and processes relevant to group specialism(s) and can make appropriate choices from alternatives. Understands and evaluates the organisational impact of new technologies and digital services. Creatively applies innovative thinking and design practices in identifying solutions that will deliver value for the benefit of the customer/stakeholder. Clearly demonstrates impactful communication skills (oral, written and presentation) in both formal and informal settings, articulating complex ideas to broad audiences.	Is fully familiar with recognised industry bodies of knowledge both generic and specific, and knowledge of the business, suppliers, partners, competitors and clients. Develops a wider breadth of knowledge across the industry or business. Applies knowledge to help to define the standards which others will apply

	Autonomy	Influence	Complexity	Business skills	Knowledge
		Builds appropriate and effective business relationships across the organisation and with customers, suppliers and partners. Creates and supports collaborative ways of working across group/area of responsibility. Facilitates collaboration between stakeholders who have diverse objectives.		Learning and professional development — takes initiative to advance own skills and identify and manage development opportunities in area of responsibility. Security, privacy and ethics — proactively contributes to the implementation of appropriate working practices and culture.	
6. Initiate, influence	Has defined authority and accountability for actions and decisions within a significant area of work, including technical, financial and quality aspects. Establishes organisational objectives and assigns responsibilities .	Influences policy and strategy formation. Initiates influential relationships with internal and external customers, suppliers and partners at senior management level, including industry leaders. Leads on collaboration with a diverse range of stakeholders across competing objectives within the organisation. Makes decisions which impact the achievement	Contributes to the development and implementation of policy and strategy. Performs highly complex work activities covering technical, financial and quality aspects. Has deep expertise in own specialism(s) and an understanding of its impact on the broader business and wider customer/ organisation.	Demonstrates leadership in organisational management. Understands and communicates industry developments, and the role and impact of technology. Manages and mitigates organisational risk. Balances the requirements of proposals with the broader needs of the organisation. Promotes a learning and growth culture in their area of accountability. Leads on compliance with relevant legislation and the need for services, products and working practices to provide equal access and equal opportunity to people with diverse abilities. Identifies and endorses opportunities to adopt new technologies and digital services. Creatively applies a wide range of innovative and/or management principles to realise business benefits aligned to the organisational strategy.	Has developed business knowledge of the activities and practices of own organisation and those of suppliers, partners, competitors and clients. Promotes the application of generic and specific bodies of knowledge in own organisation. Develops executive leadership skills and broadens and deepens their industry or business knowledge.

	Autonomy	Influence	Complexity	Business skills	Knowledge
		of organisational objectives and financial performance.		Communicates authoritatively at all levels across the organisation to both technical and non-technical audiences articulating business objectives. Learning and professional development — takes the initiative to advance own skills and leads the development of skills required in their area of accountability. Security, privacy and ethics — takes a leading role in promoting and ensuring appropriate working practices and culture throughout own area of accountability and collectively in the organisation.	
7. Set Strategy, inspire, mobilise	At the highest organisational level, has authority over all aspects of a significant area of work, including policy formation and application. Is fully accountable for actions taken and decisions made, both by self and others to whom responsibilities have been assigned.	Inspires the organisation, and influences developments within the industry at the highest levels. Makes decisions critical to organisational success. Develops long-term strategic relationships with customers, partners, industry leaders and government. Collaborates with leadership stakeholders ensuring alignment to corporate vision and strategy.	Applies the highest level of leadership to the formulation and implementation of strategy. Performs extensive strategic leadership in delivering business value through vision, governance and executive management. Has a deep understanding of the industry and the implications of emerging technologies for the wider business environment.	Has a full range of strategic management and leadership skills. Communicates the potential impact of emerging practices and technologies on organisations and individuals and assesses the risks of using or not using such practices and technologies. Establishes governance to address business risk. Ensures proposals align with the strategic direction of the organisation. Fosters a learning and growth culture across the organisation. Assess the impact of legislation and actively promotes compliance and inclusivity. Advances the knowledge and/or exploitation of technology within one or more organisations. Champions creativity and innovation in driving strategy development to enable business opportunities. Communicates persuasively and convincingly across own organisation, industry and government to audiences at all levels. Learning and professional development — ensures that the organisation develops and mobilises the full range	Has established a broad and deep business knowledge including the activities and practices of own organisation and a broad knowledge of those of suppliers, partners, competitors and clients. Fosters a culture to encourage the strategic application of generic and specific bodies of knowledge within their own area of influence.

	Autonomy	Influence	Complexity	Business skills	Knowledge
				of required skills and capabilities. Security, privacy and ethics — provides clear direction and strategic leadership for the implementation of working practices and culture throughout the organisation.	

11. Notes

- All charges are subject to VAT
- Pricing is subject to formal quotation
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