

ExpectAI — Pricing

Summary

Una is offered as a simple, easy-to-buy SaaS product for SMEs with a clear enterprise path. SMEs with fewer than 10 employees use Una for free; larger SMEs pay **£99 per SME user per month**. Enterprise deals (banks, FIs, large corporates with reporting obligations) are priced on a custom basis. **30-day free trial** (no card required).

1. Objectives & guiding principles

- **Simplicity.** Clear, easy to understand pricing for SMEs: no per-API, per-query or “AI usage” complexity.
 - **Low friction for adoption.** Free entry for the smallest businesses and a single, predictable paid SKU for broader SME use. 30-day free trial with no card required.
 - **Enterprise flexibility.** Pilots, integration and custom annual licences for banks, finance partners and large organisations; optional success-linked upside for aligned partners.
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2. Product lines

A. Una — SME offering (self-serve)

- **Free plan:** Free for SMEs with **<10 employees**.
- **Paid SME plan: £99 per SME user per month** (per registered SME profile / organisation). Billed monthly or annually (annual = 15% discount — see Billing section). Includes the core Una product (energy & emissions diagnostics, prioritized recommendations, project pipeline, financing matches and basic analytics).

B. Una Enterprise — Banks, FIs & Large Corporates (custom)

- Custom pricing and scopes for customers needing enterprise SLAs, advanced integrations, regulatory reporting and dedicated support.
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3. Trial & entry

- **Trial: 30 days FREE**, no card required, full-feature access limited to 1 SME profile.
 - After trial, organisations with **<10 employees** remain on the Free plan; organisations with ≥ 10 employees may choose the paid SME plan or contact Sales for Enterprise options.
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4. SME pricing (straightforward)

SME Paid Plan (GBP)

- **£99 / SME user / month** — per registered SME profile (organisation).
- **Annual billing:** 15% discount vs monthly.
 - Example: Monthly £99 $\times$ 12 = £1,188 $\rightarrow$ Annual (15% discount) = **£1,010 / year (per SME profile)**.

Notes:

- A “SME user / profile” is one legal entity / site / meter set for which Una maintains a master view and delivers recommendations.
 - Volume and partner pricing can be considered for large marketplaces or aggregator partners (contact Sales).
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5. Enterprise & large customers

A. Paid Pilot (recommended path for large organisations & FIs)

- **90-day Pilot:** example fixed price **£10,500 (+ VAT)** — validates data, business case and integration prior to enterprise contracting.

B. One-time Integration & Onboarding

- **Standard integration & onboarding:** example **£10,000** one-time (engineering, testing, go-live support). Final scope and price quoted per engagement.

C. Annual Enterprise Licence

- **Custom pricing;** typical starting examples: **from £50,000 / year** depending on scope, portfolios, data profiles and SLAs. Multi-year and volume discounts available.

D. Optional Success-linked Upside

- For finance partners or value-sharing arrangements: optional capped success fees (typical range **5–10% of verified first-year savings financed**), used selectively.
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6. Add-ons & professional services

- **White-glove onboarding & training: £5,000** (fixed) — on-site/virtual training + change management.
 - **Custom integrations / API work:** Quoted per project (day rate or fixed price).
 - **Data engineering / master-view setup:** Quoted; required for complex data migrations.
 - **Premium SLAs / dedicated CSM:** Included with Enterprise or available as add-on.
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7. Billing, discounts & payment terms

- **Billing cadence:** Monthly or annual. Annual billing = **15% discount** vs monthly.
 - **Payment terms:** Net 30 days for commercial customers; self-serve customers pay by card/bank.
 - **Currency:** GBP (other currencies on request).
 - **Refunds & cancellations:** Pro-rated refunds for unused full months only; annual licences refundable only by special agreement.
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8. SLA & support

- **Availability:** 99.9% uptime target for Enterprise; 99% for SME self-serve.
 - **Support:** Email & in-app support for self-serve plans; priority support and 24×5 phone/Slack for Enterprise customers.
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9. Contracting & commercial process

SME self-serve: sign up on the website → 30-day free trial (no card) → choose Free or Paid plan after trial.

Enterprise: Sales engages → scoped 90-day pilot (recommended) → pilot success metrics → annual Enterprise licence + Integration SOW.