

SmartyGrants UK Pricing

Provided to:

Users of the Crown Commercial Service (G-Cloud 15) digital marketplace

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Table of Contents

1	Important note	3
2	Our pricing model	3
3	Annual fee	4
4	Inclusions.....	4
5	Implementation	5
6	Additional Services	9
7	Managed Services rate card.....	11
8	Training fees	11
9	Help and support costs	11
10	Feature development & technical consultation	12
11	Contact us.....	12

1 Important note

This pricing information is provided in confidence to the person and organisation named on the front page of this document. Please do not share this information without seeking prior consent from SmartyGrants.

The prices listed in this document are valid for a minimum of 90 days from the date shown on the front page.

2 Our pricing model

The SmartyGrants pricing model is based on how much money is given away per Instance¹, rather than number of users, number of applicants or number of programs (these are unlimited in our model).

The SmartyGrants costing model was adopted in line with our ethical pricing policy:

- **Equitable access to our software.** We want to ensure that small funders aren't excluded from using SmartyGrants because costs of the software exceed their ability to pay.
- **Disincentivising undesirable grantmaking outcomes.** We believe that charging based on user numbers can provide a perverse incentive for people to share passwords (so they are charged for fewer users); or may lead funders to hide information about their grants (so they get fewer applications); or may cause funders to warp good practice assessment processes (in order to rein in the costs of adding administrators); or may lead to undesirable management processes.
- **Fair pricing.** Our pricing reflects the costs of providing the service, rather than being focused on maximising profits. Given our wish to help funders maximise the impact of their grants spend, we have no desire to trap organisations into paying higher costs (as can happen, using other products, when adding one more user shifts the customer into a higher-priced tier).
- **Transparency and predictability.** We understand our clients' desire to have pricing transparency, consistency and predictability. (We like that too!) We work to keep price increases to a minimum and avoid sudden price hikes.
- **Simplicity over complexity.** We don't price our product based on user numbers or the level of activity. Users can come and go; activity can wax and wane; applicants might start an application but never submit it, or they might apply multiple times to the same funder, or multiple times to different funders; there may be multiple "users" associated with one application; applicants can be considered "organisations" (comprising multiple individuals) or individual applicants; some grants programs have a clear opening and closing date, others are open all year round. Defining user numbers and levels of activity is complex and (in our view) best avoided.

Using a tiered pricing model, based on the annual spend of each Instance, has allowed us to offer SmartyGrants to funders of all sizes and types via a simple, transparent, predictable pricing model.

¹ In SmartyGrants an "Instance" describes one "tenant" on our multi-tenant SaaS platform. Each Instance contains an isolated collection of settings, programs, rounds, applications, data and user permissions. Instances can have settings applied to enable custom features and localisations.

3 Annual fee

Ordinarily, users pay annually, in advance, for a SmartyGrants subscription. The following pricing table can be used as a guide to assess your likely annual fee (excluding any discounts).

Your Estimated Annual Disbursement*	Indicative Annual Fee (£ per annum) (excluding VAT)	Analytics
Less than £100,000	3,000	1,250
£100,001 – £500,000	5,000	1,250
£500,0001 – £1 million	7,000	1,500
£1 million – £3 million	11,500	1,725
£3 million – £5 million	13,000	1,950
£5 million – £7 million	14,500	2,175
£7 million – £9 million	16,000	2,400
£9 million – £11 million	17,500	2,625
£11 million – £15 million	20,000	3,000
£15 million – £20 million	23,000	3,450
£20 million +	POA	POA

*Annual Disbursement: The total GBP equivalent of the grants, scholarship or other relevant budget that is expected to be, or has been, approved through the SmartyGrants platform over the specified 12-month period.

4 Inclusions

Inclusions – per Instance

Included as part of the annual fee:

- Access to the very latest version of the system at all times
- Unlimited applications
- Unlimited grant/awards/scholarships programmes
- Unlimited rounds
- Unlimited number of users (including external assessors)
- Unlimited contacts
- Unlimited storage space
- Self-paced, on-demand, online training via SmartySkills, the SmartyGrants LMS
- Free technical support
- Access to a comprehensive Help Hub (written documentation and videos)

5 Implementation

SmartyGrants provides a flexible range of implementation options to suit the capacity, expertise and requirements of each client. Whether your organisation prefers a supported self-build approach or seeks a full-service consultancy and implementation partner, we ensure you are supported by experienced grantmaking professionals every step of the way.

Our approach ensures:

- Swift and painless transition to SmartyGrants.
- Practical, targeted, human support.
- A balance between capacity building (so you can confidently self-manage in the future) and delivery of best-practice system set-up.
- Scalable approach – from light-touch guidance to comprehensive consultancy, configuration and systems integration.

All implementations follow the same overall structure:

1. Day 1 System Establishment
2. Onboarding
3. Discovery
4. Implementation
5. Transition to Business-as-Usual (BAU)

The level of support differs depending on the selected option:

Option 1	Option 2	Option 3
Starter Implementation	Enhanced Implementation	Premium Implementation
Supported Self-Build	Consultancy-Assisted Build	Full-service Consultancy and Build

All implementation options include the following services:

- Applicant Portal skinning to match your organisation's branding
- Onboarding consultation (up to 2 hours)
- 2 bespoke instructor-led training sessions (up to 2 hours per session).
- Free and unlimited SmartySkills LMS, Training and learning pathway advice
- System set-up guidance
- Review of forms and reports
- Review of system set up
- Help Hub Support documentation
- Technical support

Option 1: Starter Implementation – Supported Self-Build

Investment: £1,800 (ex. VAT)

Typical Duration: 4 weeks

This entry-level option is ideal for grantmakers with straightforward processes who want to “learn by doing”. It provides a guided pathway to building your own SmartyGrants environment with targeted professional support.

Implementation Plan – Starter (4 weeks)

Stage	Activities	Indicative Timing
Day 1 System Establishment	Subscription confirmation; account activation	Day 1
Onboarding	Applicant Portal skinning; onboarding consultation; access to SmartySkills training	Week 1–2
Discovery	Light-touch stakeholder consultation to confirm programme requirements; review of existing forms and reports; identification of integration needs (high-level only)	Week 2
Implementation	Supported self-build by client team; SmartyGrants specialists provide up to 4 hours one-on-one support; review of self-built forms/reports; feedback and refinement	Week 3
Training & Transition	Two bespoke training sessions; advice on training pathways; ongoing email support for staff, assessors, applicants	Week 4

Focus: Ownership remains with your team, with light-touch interventions from SmartyGrants professionals to reduce risk and provide assurance.

Option 2: Enhanced Implementation – Consultancy-Assisted Build

Investment: £9,950 (ex. VAT)

Typical Duration: 8 weeks

The Enhanced option is designed for time-poor grantmakers who need more hands-on support. It shifts the balance towards SmartyGrants specialists “doing the heavy lifting” while ensuring your team builds capability to manage existing or ongoing programmes.

Implementation Plan – Enhanced (8 weeks)

Stage	Activities	Indicative Timing
Day 1 System Establishment	Subscription confirmation; account activation	Day 1
Onboarding	Applicant Portal skinning; onboarding consultation; training access	Week 1–2
Discovery	Stakeholder consultation workshops; business process mapping; identification of data migration and integration requirements	Week 2–3
Implementation	Full build of one programme by Managed Services team: system configuration, 6–10 forms, 2–4 report templates, workflow set-up; revisions following user testing	Week 4–7
Training & Transition	Two bespoke training sessions; staff guided through using their live programme; documentation and user support; ongoing technical support	Week 8

Focus: This option shifts from supported self-build to consultancy-led build. A first programme is delivered by SmartyGrants experts, while your team develops capability for future self-management.

Option 3: Premium Implementation – Full-Service Consultancy and Build

Investment: Price on Application – Varies depending on programme complexity
Typical Duration: 12+ weeks

The Premium option is our most comprehensive service, suited to organisations with multiple or complex programmes, or those designing new grantmaking processes. This is a full-service consultancy engagement where SmartyGrants Managed Services take carriage of the implementation, embedding best practice and delivering a future-ready environment.

Implementation Plan – Premium (12+ weeks)

Stage	Activities	Indicative Timing
Day 1 System Establishment	Subscription confirmation; account activation	Day 1
Onboarding	Subscription confirmation; account activation; Applicant Portal skinning; onboarding consultation; access to SmartySkills training	Week 1–2
Discovery	In-depth stakeholder consultation workshops; business process re-engineering; integration requirements gathering (finance, CRM, data warehouse); guidelines review; data migration planning	Week 3–5
Implementation	End-to-end build by Managed Services team: business process mapping, data structure design, full system configuration, all forms, reports and workflows; integration support; testing and refinement	Week 6–11+
Training & Transition	Bespoke training programme; capability uplift for staff; documentation delivery; handover into BAU with extended technical support	Week 12 onwards

Focus: This option provides a strategic partnership, with SmartyGrants acting as both advisor and delivery partner. It ensures rapid implementation, reduced internal burden, and adoption of best practice from the outset.

6 Additional Services

All services described below are **optional and additional** and should be contemplated on an as-needs basis.

Analytics and dashboard set-up

- For customers who have selected our Analytics product, we can help design and set-up bespoke dashboards for your ongoing insights and reporting requirements

Data Migration

- Migration of legacy grants programmes and information into SmartyGrants

Grantmaking services

- Guidelines review
- Risk management assessment and advice
- Development of a grants data dictionary and advice on data management processes
- SmartyGrants diagnostics: annual health check; record-keeping audit; outcomes-readiness
- System process mapping (workshops, consultation, documentation review and development of a visual process map)
- Analytics and advanced reporting (advice and build services for advanced/automated reports)
- Assessment services (pre-vetting/eligibility services >> merit assessment and recommendations)

Cost: For most services we levy an hourly fee (£160 per hour, depending on the service required). A quotation can be provided on request.

Outcomes Engine package

The Outcomes Engine is a free SmartyGrants tool that helps funders answer the perennial question, *Did our grants make a difference?*

Self-service Outcomes Engine training options and technical support are provided for free as per our Support and Maintenance Policy. In addition, we offer an optional one-on-one Outcomes Engine support package, delivered by one of our experts. This package includes:

- Advice and support on what to include in your outcomes framework, including best practices from an outcomes measurement specialist.
- Guidance on training and supporting your organisation in adopting an outcomes-focused granting mindset.
- Advice on using/adapting Outcomes Engine Default Standard Sections for collecting applicant outcomes/metrics.
- Assistance with using SmartyGrants report templates to extract outcomes data.

Cost: Free (*no cost, reflecting our commitment to outcomes evaluation*)

Add-on Services

Below are some of the more common add-on services you may want to consider.

RE-SKINNING/RE-BRANDING: Change of branding? We can reskin your client-facing SmartyGrants webpage to match your new look and feel.	£115 per hour
DATA MIGRATION / GEOCODING: Shifting historical data into your SmartyGrants account or geocoding historical records.	£575 + £115 per hour
BACKUP AND SECURE FTP: Weekly backup of all data and files related to your account, comprising of three files and access to backup files via SFTP (Secure File Transfer Protocol).	£275 per annum
XERO INTEGRATION: Connect to your online accounting software.	£275 per annum
APIs: Integrate SmartyGrants with other business applications (e.g. CRM/FINANCE/EDRMS)	£1,150 per annum
METADATA FILE EXPORT: Ability to export data from SmartyGrants and import into your chosen Electronic Document and Records Management System.	£300 for default configuration+ £115 per hour for configuration customisation
SINGLE SIGN ON (SSO): Allows a session and user authentication service that permits a user to use one set of login credentials (e.g. name and password) to access multiple applications.	£1,150 one off set-up fee + £275 per annum
TRANSLATIONS: Ability for applicants to apply in a foreign language (13 additional languages supported).	£850 per annum
ADD NEW LANGUAGE: SmartyGrants' Translations feature currently supports 13 languages other than English (see Help Hub for details). Additional languages can be added for a one-off fee.	£1,320 per language (one off fee) (Additional fee may apply if new characters are required)
COPY PROGRAM: Copy one or multiple SmartyGrants programs from one SmartyGrants instance to another.	£850 per program
LOCK INSTANCE: Put an entire instance "on ice" - deactivate all system-wide settings but preserve data for reference/audit purposes.	£1,150 per annum
ODATA: (Open Data Protocol) Load data from your SmartyGrants account directly into data visualisation software (e.g. Power BI/Tableau).	£2,500 per annum (Discount may apply if Analytics is also taken up)
ANALYTICS: Visualise, interactively explore and present your data effectively.	POA (Sliding scale based on annual disbursement)
CUSTOM DOMAIN: Personalised Applicant Site web address	£1,000 per annum
SANDBOX INSTANCE: A sandbox environment can be provided for customers who require a test environment (usually associated with testing of bespoke development).	£1,500 per annum

Per annum fees are per-Instance unless otherwise indicated.

7 Managed Services rate card

Below are some of the more common Managed Services you may want to consider. Visit our website to find out more: <https://smartygrants.co.uk/smartygrants-grantmaking-services/services>

BEST-PRACTICE GRANTMAKING ADVISORY: Expert consultancy and advisory services for grant programme strategy, design, execution and operations	£160 per hour
FORM BUILDING: Our form builders are expert system users and experts in grantmaking. You define the fields, we build the form, you test, happy days.	£160 per hour
REPORT BUILDING: Our report builders are expert data wranglers. If report building is giving you indigestion, hand it over to us.	£160 per hour
SPECIALIST SUPPORT: We can provide a range of grantmaking support services, from review of guidelines or forms to process mapping to full-suite grants management.	£115-£160 per hour

8 Training fees

SmartyGrants is an intuitive self-service platform. You can administer your own programmes, build your own forms, set up your workflows and manage your own user permissions. Most grants administrators become very capable SmartyGrants users after undertaking basic training via our online SmartySkills training program, which is delivered via a Learning Management System that's available 24 hours a day, seven days a week.

SmartySkills is free to SmartyGrants subscribers.

In addition to SmartySkills, you can engage our Training Team to arrange a bespoke training session, delivered via Teams, where you can set the training agenda. Costs for bespoke training are £160 per hour. There is no cap on the number of training participants per session.

9 Help and support costs

SmartyGrants operates a constantly updated, password-protected [Help Hub](#) for grantmakers, and an open-access [Applicant Help Guide](#) for grantseekers/grantees. You may tailor the Applicant Help Guide for your applicants, and link this to your Applicant Site, if you wish.

The Help Hub and all associated guides are free to SmartyGrants subscribers.

Technical support is provided by primarily our specialist Australian-based team, though you will also have access to a UK emergency contact.

Technical support is free to SmartyGrants subscribers.

10 Feature development & technical consultation

We occasionally accept requests to undertake feature development or build product enhancements. Our decision to accept requests generally depends on the applicability of the new functionality to our wider customer base, its compatibility with our own roadmap, and its impact to the customer.

Our rates for feature development are shown below.

CUSTOM DEVELOPMENT: Full-stack development, unit and integration testing, and deployment into test and production environments.	£125 per hour
PROJECT MANAGEMENT: Scoping, requirements gathering, customer communication, scheduling, and delivery management, including support for user acceptance testing.	£165 per hour
ARCHITECTURE: Technical architecture and design, integration design, and technical oversight to ensure scalability, security, and long-term maintainability of solutions.	£165 per hour

Architecture as a standalone service

Our architecture services can be engaged independently of feature development. This may include technical advice on systems integration, data warehouse design, or end-to-end solution planning – all focused on ensuring SmartyGrants is seamlessly integrated into your IT ecosystem. We levy a charge of £1,300 per day for this service.

System integration consultation

If integrations are required, a SmartyGrants technical architect can work with you and relevant technical experts to define and map out the best way to integrate SmartyGrants into the overall system and process environment, such as integration to/from SAP, authentication using SSO (if desired), etc. We levy a charge of £1,300 per day for this service.

11 Contact us

Web: www.smartygrants.co.uk
Address: 167-169 Great Portland Street, 5th Floor
London W1W 5PF UNITED KINGDOM
Phone: +44 204 553 8887
Email: info@smartygrants.co.uk
sales@smartygrants.co.uk
Support: service@smartygrants.co.uk