



Higher Education AI Assistant Deployable Across Students, Staff & Applicants

Pricing G Cloud 15

1. Pricing Overview

This document sets out the pricing for the Higher Education AI Assistant, available through the G-Cloud 15 framework.

All prices are exclusive of VAT.

2. Platform Subscription (Annual)

The platform subscription provides access to the AI Assistant platform and supports deployment to students, staff, applicants, and alumni under a single licence.

The subscription includes:

- Unlimited AI assistants
- Unlimited deployment locations (VLEs, portals, apps, websites)
- Access to the library of pre-built micro-agents
- Future platform and micro-agent enhancements
- Analytics and reporting
- Ongoing platform maintenance and security updates

Annual Subscription Pricing (by total enrolled student population)

Defined as all registered students across full-time, part-time and online modes of study.

Institution Size (Enrolled Student Population)	Annual Subscription
Up to 5,000	£5,000
5,001 – 10,000	£7,500
10,001 – 20,000	£12,500
20,001 – 30,000	£17,500
30,001+	£22,500

3. Assistant Setup (One-Off, Per Assistant)

Assistant setup fees apply **per assistant configuration** (for example, a Student Assistant or Staff Assistant), not per deployment location. Once configured, an assistant can be deployed in multiple locations, such as VLEs, portals, websites, or mobile applications, at no additional cost.

Only **one setup fee applies per assistant**, depending on deployment scope.

Pilot / Basic Assistant Setup – £2,000 (per assistant)

Suitable for pilots and unauthenticated deployments.

Includes:

- Website and document ingestion
- Configuration of wellbeing and Q&A micro-agents
- Deployment without SSO or system integrations

Full Assistant Setup – £5,000 (per assistant)

Suitable for production deployments requiring authentication or integrations.

Includes:

- Website and document ingestion
- Authentication configuration (e.g. SSO)
- Up to three system integrations
- Configuration of multiple micro-agents

Assistant setup includes baseline configuration of selected micro-agents for the defined assistant scope. Where deployment requires configuration of multiple micro-agents, complex workflows, or system integrations, additional configuration effort may be delivered as professional services and scoped in advance.

4. AI Usage Pricing

AI usage is charged per question and operates independently of the platform subscription.

- £0.03 per question
- Usage is purchased in prepaid tranches

Example Tranche

- 15,000 questions: **£450**

Usage Management

- Usage alerts at 75% and 90%
- Automatic top-up at 90% by default, unless otherwise agreed
- Usage credits do not expire during an active contract term

5. Professional Services (Optional)

Professional services are available where additional scoped work is required.

- **£750 per day**

Examples include:

- Bespoke micro-agent configuration or development
- Additional system integrations
- Custom analytics or reporting
- Configuration, customisation, or deployment of additional micro-agents, including newly released micro-agents requiring institutional setup, workflow design, or system integrations.

Professional services are optional and delivered only where agreed in advance.

6. What Is Included

Included within the platform subscription:

- Hosting and infrastructure
- Unlimited Assistants
- Security, compliance, and monitoring
- Dedicated Customer Success Manager
- Access to pre-built and future micro-agents
- Reporting and analytics

Not included unless separately agreed:

- Bespoke third-party system development
- Onsite training
- Onsite support