



SuperPenguin

Digital Speech, Language and Communication Needs Platform

Pricing Document

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1 | Definitions

For the purposes of this Pricing Document, the following definitions apply:

Term	Definition
Annual Contract Value (ACV)	The total value of the Platform Licence Fee payable in any 12-month period, excluding VAT and one-time fees.
Eligible Family	A family within the Buyer's catchment area whose child(ren) or adult family member(s) have been identified as having Speech, Language, and Communication Needs (SLCN) and who are eligible to receive services from the Buyer's organisation.
Extended Family Access	Additional caregivers (grandparents, siblings, teachers, SENCOs) registered under an existing Family licence at no additional cost.
Family	A single household unit comprising up to 2 parents or carers and up to 4 children or adults (i.e. patients) registered on the SuperPenguin platform, linked to a single activation code and case ID in the clinical dashboard.
Minimum Annual Service Fee	The minimum Annual Contract Value required for service viability: £25,000 per annum.
Platform Licence Fee	The recurring annual fee for access to the SuperPenguin platform, calculated based on Eligible Family population.
Population Pricing	A pricing model where the annual fee is based on the total Eligible Family population within the Buyer's catchment area, not actual app users.
SPMA	SuperPenguin Mobile Application — the patient-facing iOS/Android app.
SPWD	SuperPenguin Web Dashboard — the clinician-facing browser-based dashboard.
Total Contract Value (TCV)	The total value of the Call-Off Contract over its full term, excluding VAT.
Unit Price	The price per Eligible Family per annum: £12.50.

2 | Introduction and Service Overview

2.1 About SuperPenguin

SuperPenguin is a clinically-validated digital therapeutic platform designed to support families and children with Speech, Language, and Communication Needs (SLCN). Co-developed with NHS Speech and Language Therapy teams and backed by £1.5M NIHR Invention for Innovation funding, the platform delivers evidence-based care pathways supporting 70% of standard NHS SLT caseloads through an intuitive mobile application for families and a comprehensive web dashboard for clinical staff.



SuperPenguin is classified as a Class I medical device under UK MDR 2002 and holds UKCA marking. The Supplier maintains appropriate registration with the MHRA.

2.2 Service Components

Component	Description
SuperPenguin Mobile Application (SPMA)	iOS and Android mobile application for families, delivering consistent, evidence-based interventions throughout the care pathway. Available 24/7 with offline capability.
SuperPenguin Web Dashboard (SPWD)	Browser-based clinical dashboard enabling NHS staff to manage referrals, generate activation codes, and monitor aggregated and individual patient progress with real-time analytics.

2.3 Content Modules Included

SuperPenguin includes 13 clinically-validated content modules covering paediatric and adult populations. All current and future modules are included within the Platform Licence Fee at no additional cost.

Current Modules:

- Universal Early Years
- Stammering
- Speech Sound Disorders (Pre-Assessment)
- Speech Sound Disorders (Post-Assessment)
- Language Development
- Autism (Pre-Assessment)
- Social Communication
- Deafness and Hearing Loss
- Aphasia
- Dysarthria
- Apraxia
- Cognitive Communication
- Trans Voice Therapy

For detailed module descriptions and clinical pathways, refer to the Service Definition Document.

3 | Pricing Model Overview

3.1 Population Pricing Benefits

SuperPenguin operates a Population Pricing model designed to provide NHS organisations with:



- **Unlimited SPMA Access:** All eligible families can use all features without restriction
- **Extended Family Access:** Additional caregivers (grandparents, siblings, teachers) included at no extra cost
- **All-Inclusive Content:** All current and future modules included during contract term

3.2 How Population Pricing Works

- **Population Definition:** Annual service fee is based on the Eligible Family population, the number of families in the Buyer's catchment area who may access SuperPenguin, not actual app users.
- **Uptake Flexibility:** Actual uptake depends on the Buyer's engagement and distribution efforts. The Supplier provides co-designed marketing materials to support family engagement.

4 | Standard Pricing Structure

All prices are stated in British Pounds Sterling (GBP) and exclude VAT

4.1 Unit Pricing

Item	Unit of Measure	Unit Price
Platform Licence Fee	Per Eligible Family per annum	£12.50

4.2 Minimum Order Value

Item	Amount	Notes
Minimum Annual Service Fee	£25,000.00 per annum	Equivalent to 2,000 Eligible Families

This minimum ensures service viability and includes full platform access, all content modules, technical support, account management, and platform maintenance.

4.3 Deployment and Implementation

Service	Type	Price	Scope
Standard Deployment Package	One-time (fixed)	£13,500.00	All contract sizes
Additional Site Setup	Per site (one-time)	£2,500.00	Per additional NHS site



Standard Deployment Package includes:

- Full platform configuration and technical provisioning
- DCB0129 clinical safety compliance and hazard log integration
- Custom DPIA support for NHS information governance compliance
- Up to 8 hours of remote training for clinical and administrative staff
- Co-designed marketing materials for family engagement (print and digital)
- Project management and go-live support
- Timeline: 6 weeks from contract signature

5 | G-Cloud 15 Volume Discount Structure

5.1 Framework Discount Tiers

Tier	Annual Contract Value (excl. VAT, GBP)	Minimum Discount
1	Less than £250,000	0%
2	£250,001 - £500,000	10%
3	£500,001 - £1,000,000	15%
4	£1,000,001 - £2,500,000	20%
5	£2,500,001 - £5,000,000	25%
6	£5,000,001+	30%

FLAT Discount Application: The discount percentage applies to the **total** Annual Contract Value once the threshold is reached (not a stepped or banded calculation).

6 | Contract Term Discounts

Additional discounts are applied to the Annual Service Fee for multi-year commitments. These are applied in addition to the G-Cloud Framework Discount (Section 5).

Contract Length	Additional Discount
1 Year	0%
2 Years	5%
3 Years	10%
4 Years	15%



6.1 Discount Calculation Method

When multiple discounts apply, they are calculated multiplicatively (sequentially), not additively:

1. Calculate Base Annual Fee (Unit Price × Eligible Families)
2. Apply G-Cloud Tier Discount to get Net Price 1
3. Apply Contract Term Discount to Net Price 1 to get Final Price

Worked Example

Scenario: 4,000 Eligible Families, 3-year contract

Step	Calculation	Amount
Base Annual Fee	$4,000 \times £12.50$	£50,000.00
Annual Contract Value	—	£50,000.00 (Tier 1: <£250K)
After G-Cloud Tier 1 Discount (0%)	$£50,000.00 \times 1.00$	£50,000.00
After 3-Year Term Discount (10%)	$£50,000.00 \times 0.90$	£45,000.00
Final Annual Fee	—	£45,000.00
Total 3-Year Contract Value	$£45,000 \times 3$	£135,000.00

7 | What's Included in the Annual Service Fee

The following services are included at no additional cost within the Annual Service Fee:

7.1 SPMA Platform

Included Service	Description
Unlimited Family Licences	Issue as many activation keys as required throughout contract term
Unlimited Family Access	No usage caps, session limits, or restrictions per family
Extended Family Access	Additional caregivers (grandparents, siblings, teachers) at no extra cost
All Content Modules	Access to full evidence-based content library (13+ modules)
New Module Releases	All future modules included during contract term at no additional cost
Lifelong Family Access	Families registered via NHS pathway receive ongoing app access for contract duration



7.2 SPWD Clinical Dashboard

Included Service	Description
Unlimited Clinician Seats	No limit on NHS staff accounts
Individual Progress Tracking	Monitor engagement, content completion, and assessment outcomes in real time
Assessment Outcomes Dashboard	View questionnaire responses over time for commissioning reports
Aggregated Analytics	Service-wide metrics including active users, referral activation rates, content completion, engagement trends
Activation Key Generation	Staff can independently generate secure activation keys

7.3 Support and Maintenance

Included Service	Description
Platform Maintenance	Regular updates, bug fixes, security patches, feature enhancements
Technical Support	Email-based support during business hours (9am–5pm Monday–Friday)
Monthly Check-ins	Designated Customer Success representative
Quarterly Reviews	KPI analysis and service optimisation sessions
Standard Data Extraction	At any time upon reasonable request (CSV/JSON format)

8 | Optional Services Pricing

All optional services are priced separately from the core Platform Licence and Deployment fees.

8.1 Custom Content Development

Service	Price
Bespoke Pathway Content Development	£5,000.00 per pathway
Custom Assessment Integration	£3,000.00 per assessment
Local Resource Customisation	£2,000.00 per module

8.2 System Integration

Service	Price
EPR Integration	£25,000.00



8.3 Language Support

Service	Price
Text Translation (per language)	£10,000.00
Multimedia Translation (audio/video, per language)	£8,000.00

Language fees may be reduced if another NHS Trust has already funded localisation for the requested language, enabling shared translation costs.

8.4 Training Services

Service	Price
Remote Training Session	Included in Deployment (up to 8 hours)
On-Site Training (per day)	£1,500.00 plus travel expenses

8.5 Data Extraction Services

Service	Price
Custom Data Extraction and Transformation	£850.00 per day

Standard data extraction is provided at no additional cost upon contract termination or upon reasonable request during the contract term. This includes all Buyer-specific data in machine-readable formats (CSV or JSON).

9 | Payment Terms

9.1 Billing Frequency

Fee Type	Billing Frequency	Invoice Timing
Deployment Fee	One-time	Upon contract signature
Annual Service Fee	Annually in advance	At contract commencement and each anniversary
Optional Services	As incurred	Upon completion of service



9.2 Payment Terms

Item	Terms
Payment Due	30 days from invoice date
Currency	British Pounds Sterling (GBP)
Late Payment Interest	Per Late Payment of Commercial Debts (Interest) Act 1998
Refunds	Upfront payments are non-refundable

10 | Price Validity and Review

10.1 Contract Renewal

Call-Off Contracts do not auto-renew. Renewal requires a new Call-Off Order at the then-current Framework prices and discount levels.

10.2 Overage Policy

Usage exceeding 110% of contracted Eligible Family population is subject to discussion at annual review. No automatic overage charges apply; adjustments are agreed collaboratively based on actual population changes.

11 | Contact Information

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