

PRICING DOCUMENT

Praxis by Emergn

AI-Powered Product Management Platform

G-Cloud 15 Framework
Lot 2b: Software as a Service

Supplier: Emergn Limited
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1. Pricing Overview

Praxis is available through three subscription tiers designed to meet the needs of individual users, teams, and enterprise organisations. All prices are in GBP and exclusive of VAT.

1.1 Subscription Tiers

Tier	Monthly	Annual
Pro (Individual)	£50	£550
Team (5 users)	£275	£3,025
Enterprise	Custom	Custom

Annual billing provides an 8% discount compared to monthly billing.

1.2 Additional Team Seats

For Team subscriptions, additional seats beyond the included 5 users are available at:

Item	Price
Additional Team seat	£55 per user per month

2. Tier Details

2.1 Pro (For Individuals)

The Pro tier is designed for individual product managers seeking to develop their skills and improve their product work.

Included Features

- Stella AI Product Coach
- Products Workspace
- Roadmap, Insights Repository
- Interactive Product Tools
- AI-Generated Learning Modules
- Emergn's Thought Leadership Content

2.2 Team (For Teams)

The Team tier enables product teams to collaborate and scale product excellence across the organisation.

Included Features

- Everything in Pro, plus:
- 5 Seats Included
- Shared Products, Roadmap & Insights
- Real-Time Multiplayer Collaboration in Tools
- Team Context for Enhanced AI Guidance
- Enterprise-Ready Collaboration

2.3 Enterprise (For Organisations)

The Enterprise tier combines AI-powered tools with Emergn's consulting expertise to transform product capability at scale.

Included Features

- Everything in Pro and Team, plus:
- Emergn's Full Course Catalog
- Instructor-Led Training
- Product Operating Model Design
- Professional Certifications
- Dedicated Onboarding & Account Management
- Custom integrations and deployment options

Enterprise pricing is provided on a custom basis. Please contact sales@emergn.com for a quotation.

3. Pricing Model

3.1 Pricing Structure

Pricing Model	Subscription (per user/team)
Billing Frequency	Monthly or Annual
Currency	GBP (£)
VAT	Prices exclusive of VAT
Minimum Contract Term	Monthly (no minimum commitment)
Annual Discount	8% compared to monthly billing

3.2 What's Included

All subscription tiers include:

- Full platform access for the subscription period
- Standard support (email, Mon-Fri 09:00-17:00 UK)
- All platform updates and new features
- Data storage and backup
- Security and compliance features

3.3 Not Included

The following are not included in standard subscription pricing:

- Custom training workshops (quoted separately)
- Implementation consulting (quoted separately)
- Premium support arrangements (quoted separately)
- Custom integrations for Pro/Team tiers

4. Discounts

4.1 Annual Billing Discount

Customers who choose annual billing receive an 8% discount compared to monthly billing rates.

4.2 Educational Discount

Discounts are available for educational organisations. Please contact sales@emergn.com for details.

4.3 Volume Discounts

Volume discounts may be available for Enterprise customers with significant user counts. Please contact sales@emergn.com to discuss requirements.

5. Free Trial

A free trial is available to allow prospective customers to evaluate Praxis before committing to a subscription.

Trial Duration	3 days
Trial Access	Full platform access
Trial URL	https://praxisbyemergn.com
Credit Card Required	No

6. Payment Terms

6.1 Payment Methods

- Credit/debit card (via Stripe)
- Invoice payment available for Enterprise customers

6.2 Billing Cycle

- Monthly subscriptions: Billed monthly in advance
- Annual subscriptions: Billed annually in advance

6.3 Cancellation

- Monthly subscriptions: Cancel at any time, effective end of current billing period
- Annual subscriptions: Cancel at any time, effective end of current annual period
- Refund policy: Full refund available if cancelled within 14 days of initial payment

6.4 Price Changes

Prices may be updated from time to time. Existing subscribers will be notified at least 30 days in advance of any price changes affecting their subscription.

7. Contact Information

Sales Enquiries	sales@emergn.com
General Enquiries	contact@praxisbyemergn.com
Support	support@praxisbyemergn.com
Website	https://praxisbyemergn.com

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