

Pricing Document - Startup Within (G-Cloud 15)

Supplier: Newfound Group Ltd

Service: Startup Within (Cloud Support - Lot 3)

Last updated: January 2026

This pricing document supports the G-Cloud 15 listing for the service **Startup Within**. Pricing is designed to be transparent, flexible, and aligned with common public sector procurement expectations.

All pricing is confirmed in advance within a Statement of Work (SoW) agreed between Buyer and Supplier.

1. Pricing Model

We offer the following pricing approaches depending on buyer needs:

- Day rates by role
- Fixed-price phases (for example Discovery or Alpha)
- Time-boxed delivery sprints
- Retained advisory support
- Blended teams across multiple disciplines

Buyers may choose the model that best suits their governance, budget, and delivery approach.

2. Standard Day Rates (Excluding VAT)

Role	Description	Day Rate (£)
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Principal Consultant / Engagement Lead	Senior accountable lead, strategy, stakeholder engagement, governance	1,250
Service Designer	User research, service design, journey mapping, prototyping	950
Product Manager	Roadmaps, backlog management, outcomes definition, prioritisation	1,000
Delivery Manager	Agile delivery, team coordination, planning, risk management	950
Technical Architect	Architecture design, technical assurance, solution shaping	1,200
Data / AI Specialist	Data strategy, AI exploration, experimentation, responsible deployment	1,100
Researcher	User research, testing, insight synthesis	850

Day rates are inclusive of standard support, collaboration, and engagement management.

3. Example Fixed-Price Packages (Indicative)

These are illustrative examples to help buyers scope work. Final pricing is agreed per engagement.

Discovery Phase (4-6 weeks)

- User research and stakeholder interviews
- Problem definition and opportunity mapping
- Service concepts and early prototypes
- Evidence-based recommendations and next steps

Typical price range: £18,000 - £35,000 (excluding VAT)

Alpha Phase (6-10 weeks)

- Prototype development
- User testing and iteration
- Technical and delivery approach definition
- Delivery roadmap and investment case

Typical price range: £35,000 - £75,000 (excluding VAT)

Advisory Retainer

- Ongoing strategic, product, or technical advisory
- Coaching and capability building
- Governance and delivery support

Typical price range: £4,000 - £12,000 per month (excluding VAT)

4. Expenses

- Travel and accommodation are charged at cost where pre-agreed with the Buyer.
- No other expenses are charged unless explicitly agreed in advance.

5. Discounts

- Educational organisations (including schools, colleges, universities, and research institutions) may be eligible for discounted pricing.
- Discounts are agreed on a case-by-case basis depending on scope and budget.

6. Minimum Contract Value

There is no minimum contract value. We support both small, short-term engagements and longer-term programmes of work.

7. Payment Terms

- Invoices are typically issued monthly in arrears.
- Payment terms are 30 days from date of invoice.
- All prices are exclusive of VAT unless stated otherwise.

8. Price Review

Pricing may be reviewed annually or where there are significant changes in scope or delivery model. Any changes will be agreed with the Buyer in advance and documented in the Statement of Work.