



Early Adopter Pricing

Preferential Pricing & Strategic Access

The Early Adopter Program provides a limited number of organizations with preferential pricing below standard market rates, direct influence on Lifecycle OS deployment and evolution, and early access to a system designed to improve revenue, margin, and delivery performance.



THIS IS NOT DISCOUNTED SOFTWARE.

It is preferred access to lifecycle control and financial performance improvement.

FINANCIAL OUTCOMES (TYPICAL)



3–5x
ROI
within 12 months



< 9
Month
payback period



3–8%
Gross Margin
improvement



5–15%
Revenue
uplift

EARLY ADOPTER INVESTMENT

SOLUTION SUITE	EARLY ADOPTER INVESTMENT	STANDARD INVESTMENT
 REVENUE ACCELERATION PLATFORM Improve deal quality and win rates	\$100K – \$125K Annual Investment	\$150K+ Annual Investment
 MARGIN EXPANSION SYSTEM Improve pricing accuracy and delivery alignment	\$200K – \$250K Annual Investment	\$300K+ Annual Investment
 LIFECYCLE CONTROL PLATFORM Full lifecycle control across revenue, margin, and delivery	\$350K – \$400K Annual Investment	\$500K+ Annual Investment

All investments are annual (ACV-based) and scoped to client size, complexity, and deployment needs.

WHAT EARLY ADOPTERS RECEIVE



Priority Onboarding & Deployment
Accelerated implementation and executive alignment.



Direct Access to Leadership
Work directly with Lifecycle OS product and operating model leaders.



Influence on the Roadmap
Shape features, integrations, and industry-specific patterns.



Co-Development Partnership
Collaborate on deal structures, lifecycle validation models, and benchmarks.



Early Advantage
Be the first to realize measurable revenue, margin, and delivery gains.

ENGAGEMENT MODEL



- ✓ Annual contract (ACV-based)
- ✓ Scoped deployment aligned to business priorities
- ✓ Optional performance-based component tied to:
 - Margin improvement
 - Revenue uplift
 - Cost reduction

PROGRAM REQUIREMENTS



- ✓ Commit to active deployment (not passive evaluation)
- ✓ Provide access to:
 - Deal structures
 - Pricing inputs
 - Delivery performance data
- ✓ Participate in:
 - Monthly operating reviews
 - Feedback and validation sessions

LIMITED AVAILABILITY SPOTS



Program limited to 5–7 organizations



Selection based on:

- Qualification criteria
- Readiness to deploy
- Ability to demonstrate measurable impact

EXAMPLE ENGAGEMENT

Mid-Market Services Organization

	ANNUAL IMPACT
✓ Solution: Margin Expansion System	Margin Improvement \$1.2M – \$1.5M
✓ Investment: \$300K annually	Scope Leakage Reduction 20–30%
✓ Payback: < 9 months	Pricing Accuracy Improvement 15–25%
✓ ROI: 4–5x	Delivery Overrun Reduction 15–20%

Results will vary based on organization size, complexity, and current state.

TRANSITION TO STANDARD PRICING

- ✓ Early adopter pricing is locked for initial contract term
- ✓ Renewal transitions to standard pricing
- ✓ Expansion aligns to market pricing



Early adopters gain:

- ✓ Preferential economics
- ✓ Direct influence on system evolution
- ✓ First-mover advantage in lifecycle control

Lifecycle OS

Early advantage in revenue, margin, and delivery control.