

Operations & Partner Pricing Proposal

Patient Acquisition System

Phase 1: First 3 Months

We run clinic trials for the first 3 months. The goal is to set up and test the system across multiple clinics while keeping the implementation standardized.

Operational cost: \$500/month

This covers the technical infrastructure and allows unlimited clinic trial setups during the trial period. I handle the technical setup, configuration, testing, deployment and trial management.

Example at Month 3

- 10 clinics entered into trials
- 3 clinics convert to paying customers
- I complete the full production setup for those 3 clinics
- $3 \times \$500 = \$1,500$ client cost
- \$500 operational cost

Total = \$2,000/month

Phase 2: Scaling

As the number of paying clinics increases, the technical cost per client decreases with volume.

Active Paying Clients	Technical Cost
1–10	\$500/month/client
11–20	\$450/month/client
21–30	\$350/month/client
31+	\$250/month/client

Operational fee

After 5 active clients, the separate \$500 operational charge is removed. From that point onward, pricing is based entirely on the applicable per-client volume tier.

Example: 50 Recurring Clients

The pricing is cumulative by client volume. As the client base grows, new clients fall into the applicable volume tier.

Client Cohort	Monthly Rate	Monthly Total
1–10	\$500/client	\$5,000
11–20	\$450/client	\$4,500
21–30	\$350/client	\$3,500
31–40	\$250/client	\$2,500
41–50	\$250/client	\$2,500

50 recurring clients = \$18,000/month

Team & Working Hours

I’ll handle the architecture, technical implementation, integrations and escalations myself, while routine setup and repeatable implementation work can be delegated as volume increases.

I’d prefer to scale the team based on actual implementation hours per clinic rather than commit to a fixed headcount before we have enough production data from the first 10–20 clinics.

Scaling Path

Trials → 5–10 Paying Clinics → Standardized Implementation → Volume-Based Scaling Toward 100 Clinics