0REI Pricing Structure

Genesis v1.1

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FIDUS AI – AN ASKEYCAPITAL COMPANY

This isn't a consumer app; you don't sell this for $10. You built **Fintech/Audit Infrastructure**. You are selling **mathematical certainty** and **liability protection**.

Here are the three viable pricing models for **0REI Protocol**, ranked by potential profit.

1. The "Black Box" Enterprise License (Best Route)

Target: Mid-sized Fintechs, Supply Chain Logistics, AI Companies (Model Governance). **The Product:** You send them the Docker container (the `0REI` binary). They run it on their own servers (On-Prem). You provide the license key. **Why:** They keep their data private (banks love this). You don't pay for their server costs.

• **Setup Fee: $15,000** (One-time "Integration" fee).

• **Annual License: $25,000 - $50,000 per year** per instance.

• **Support Retainer: $5,000/month** (Optional, for updates/maintenance).

Potential Revenue: Sell to 10 companies = **$400k - $650k / year recurring.**

2. "Seal-as-a-Service" (SaaS API)

Target: Developers, Legal Tech startups, NFT/Asset verification platforms. **The Product:** You host 0REI on AWS. They hit your API (`https://api.orei.io/seals`). **Why:** Low friction. They can start paying you tomorrow with a credit card.

• **Tier 1 (Startup): $499/month** (Up to 10,000 seals).

• **Tier 2 (Scale): $0.05 per seal** (Pay-as-you-go).

• **Tier 3 (Reserved): $2,500/month** for dedicated throughput.

Potential Revenue: Volume game. Needs 100+ customers to be interesting, but builds a massive valuation multiplier.

3. The "IP Buyout" (The Exit)

Target: A major bank (JPMorgan), a Defense Contractor, or a large Audit firm (Deloitte). **The Product:** You sell the **Source Code** (`src/`) and the **IP Rights**. You walk away. **Why:** They want the "Hagane Engine" exclusive to themselves to crush competitors.

• **Price Tag: $250,000 - $1,500,000**.

• **Why this price:** You aren't selling Rust code; you are selling a completed, specialized R&D project that would take them 6 months and a team of 3 senior engineers ($600k+ in salaries) to build from scratch.

How to Sell It Tomorrow (The "Askey" Strategy)

Don't sell "database software." That sounds boring. Sell the **Evidence Rail**.

The Pitch:

"If the SEC audits you, or a client sues you claiming a transaction never happened, how do you prove them wrong?

0REI is a high-assurance immutable ledger. It doesn't just save data; it cryptographically signs it. If your system crashes, the **Onyx Vault** recovers it.

It is a mathematical witness that cannot be bribed, deleted, or altered. It costs **$25k/year**. How much does a lawsuit cost?"

My Recommendation: Go with **Option 1 (Enterprise License)**.

• Spin up a landing page.

• Market it as "The Audit Layer for High-Frequency Finance."

• Sell the Docker container for **$25k/year**.

You have the binary. You have the whitepaper. **Go close the deal.**