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## Cover note (email body, ~120 words)

[Name], Following our conversation on [date], I've put together a scoped pilot. The shape: 120 days, £12,000, two named success criteria you choose, and a written reference-price protection clause so this engagement does not anchor your future renewal. RegAlign is a JFSC Code of Practice operating layer — it sits between the Code and what your compliance team does day-to-day. The pilot focuses on board-pack assembly and Code-paragraph traceability, the two things we discussed. Proposal attached. Two questions for you before we book a kickoff: (1) who at Equiom needs to sign off besides yourself, and (2) does your procurement process require PI insurance evidence upfront or at contract stage? Happy to walk through it on a 20-minute call next week.

## Proposal body

### 1. What we are testing

Whether RegAlign reduces the time and risk associated with:

- **Success criterion A** — assembling the quarterly compliance board pack from source-of-truth data (target: 60% reduction in CCO hours per pack).
- **Success criterion B** — answering Code-paragraph traceability questions on demand (target: any paragraph, any 12-month window, in under 10 minutes with full audit trail).

Both criteria are measured by Equiom, not by RegAlign. Baseline established in week 1.

### 2. What you get

- Full Standardised tier access for 120 days.
- Bounded-tier configuration of up to two Equiom-specific workflows, included.
- Board-defensibility module enabled.
- Up to 12 hours of direct founder time across the pilot (configuration, training, weekly check-in).
- Security pack: pen test letter, DPIA, BCP outline, sub-processor list, PI insurance evidence.
- Weekly written status report; mid-pilot review at day 60; structured exit review at day 120.

### 3. What we ask from you

- A named pilot owner (CCO or delegate) with 2 hours/week of capacity.
- Access to anonymised or synthetic versions of the artefacts the board pack draws from. Live data is acceptable under the DPA but not required.
- A go/no-go decision at day 120 with written reasons either way.

- Permission to use Equiom as a named reference if the pilot converts. No publicity without separate sign-off.

#### 4. Commercial terms

Item	Amount
Pilot fee (120 days, fixed)	<b>£12,000</b>
Payment	50% on signature, 50% at day 60
Post-pilot conversion price (Bounded tier, year 1)	<b>£34,000</b> headline if all in-scope workflows convert; <b>default opening position is one configured workflow walkthrough at £25,000</b> (see Internal notes) — held for 60 days after pilot end
Post-pilot fallback (Standardised tier, year 1)	£9,500 (implementation included)
Reference-price protection	Written clause: this pilot fee is <b>not</b> a future renewal anchor; future pricing follows the published sheet or successor sheet, not the pilot rate
Discount cap during pilot conversion	12% maximum (per 03_Discount_Policy.md); floor £8,500 Standardised, £25,000 Bounded

#### 5. Exit and continuity

- Either party may exit at day 60 review with no further fees due. Already-paid 50% is non-refundable (covers founder time and security pack production).
- On exit: 30-day data return, 90-day read-only access for audit purposes, written exit report.
- Single-founder continuity: source code escrow (Iron Mountain or equivalent) released on defined trigger events; named technical successor identified in BCP; 6-month notice on any material service change.

#### 6. Security and procurement pack (included)

- Independent pen test letter (CREST-accredited tester, scope: web app + API, dated within 6 months of pilot start).
- DPIA covering Equiom data flows.
- BCP and DR outline.
- Sub-processor list ( $\leq 5$  named) with DPAs in place.
- PI insurance certificate, indemnity cap stated.
- Standard MSA + DPA + pilot SOW (this document).

#### 7. What this is NOT

- Not a free trial. Pilot fee is real and reflects scope.
- Not custom development. Any work beyond the two success criteria is out of scope and quoted separately.
- Not SOC 2 or ISO 27001 certified. Roadmap available on request; pen test + DPIA is the current control framework.
- Not a multi-entity rollout. Single Equiom entity; group rollout is a separate Bespoke engagement.

#### 8. Decision and next steps

Step	Owner	Date
Proposal review	[Name]	within 10 working days of receipt

Step	Owner	Date
Procurement / DPA review	Equiom Legal	within 20 working days
Signature	[Name]	by [target date]
Kickoff	Both	within 10 working days of signature
Day 60 review	Both	+ 60 days
Day 120 decision	Equiom	+ 120 days

## Internal notes (do NOT send)

- £12k is deliberately above the £10k psychological line — signals seriousness, justifies procurement effort, leaves room for a 10% discount close (£10,800) without breaching policy.
- **Bounded conversion opening position is £25,000 / one configured workflow walkthrough**, NOT £34k / three. This reflects v0.3.1 product reality: bespoke per-tenant workflow configuration tooling is roadmap, not in-tier today. The £34k headline stays on the rate card so additional workflows convert at full list when the tooling lands; do not lead with it. If they want three workflows priced today, route to Bespoke / POA, not Bounded.
- Reference-price clause is non-negotiable. If they refuse, walk — they intend to leak £12k as the market price.
- Don't promise SOC 2. Don't promise a co-founder. Don't promise integration with Viewpoint unless they explicitly raise it and we've scoped it.
- If procurement demands evidence we don't have (SOC 2, ISO 27001, £5m PI), confirm in writing what the gap is and ask whether a written remediation roadmap satisfies. If not, this is not a 2026 deal.