

# Sales Model & Pricing Explanation

A simple way to explain CodeFlow: questionnaire first, document review second, then a one-time setup fee and monthly subscription for a private city-specific municipal workflow account.

No paid-pilot default

Setup + monthly

Private City Pack

Staff-final-review only

**Core offer:** CodeFlow helps municipal code enforcement teams turn field notes, photos, parcel context, official sources, and workflow rules into review-ready case packets. Authorized staff retain final review, approval, and official action authority.

# The clean buyer path

## 1. Questionnaire

The city or department fills out a scope questionnaire. This gives Kyber enough information to estimate the likely setup and monthly range.

## 2. Source review

The buyer sends official online code links, ordinance PDFs, workflow documents, maps, parcel/property sources, and templates. No physical binders by default.

## 3. Exact quote

Kyber reviews the answers and sources, then quotes one-time setup, monthly subscription, optional training/travel, timeline, inclusions, and exclusions.

## 4. Build + launch

After payment/contract approval, Kyber builds the private CodeFlow account, loads the City Pack, configures staff access, tests workflow, and launches.

**Positioning correction:** Do not lead with a separate “paid pilot.” Buyers may reasonably ask why they are paying a pilot plus setup. Default to setup + monthly. If an evaluation is required, frame it as limited setup/first-month use credited into production setup.

## What the setup fee means

- Private city/department account provisioning.
- City Pack buildout from official codes, ordinances, PDFs, maps, and workflows.
- Staff accounts, roles, permissions, and review gates.
- Review-ready packet template configuration.
- Manual export process or scoped integration review.
- Launch QA, training, and handoff.

# What monthly covers

## Access and hosting

Continued use of the private CodeFlow account, hosted backend, user access, and case/packet workflow.

## City Pack maintenance

Updates to official source mappings, workflows, templates, and staff-review configuration as the account evolves.

## Usage and support

AI processing, storage, admin support, workflow QA, and issue resolution within the contracted support level.

## Operational control

Staff-final-review boundaries, source-gap surfacing, export workflow, and ongoing product improvements.

# Pricing bands

BUYER TYPE	TYPICAL SETUP	TYPICAL MONTHLY	NOTES
Micro / small town	\$3k-\$7.5k	\$1.5k-\$3k/mo	Small staff, limited workflow, light volume.
Small city / single department	\$7.5k-\$15k	\$3.5k-\$6k/mo	Best early sales target; real department value without county-level complexity.
Mid-size / multi-department	\$15k-\$35k	\$7.5k-\$12k/mo	Higher case volume, more users, more source/workflow mapping.
Large city / county	\$35k-\$100k+	\$15k-\$30k+/mo	Procurement/security/training complexity; quote after detailed scope.

# How to explain it in person

**Simple script:** "We do not know the exact price until we understand your department size, case volume, systems, and code sources. First, fill out the questionnaire. Then send the official online documents and links you already use. We review them and give you a setup fee plus monthly subscription. Once approved, we build a private CodeFlow environment for your department and load your codes, workflows, packet templates, and staff review process."

# Documents and source expectations

## Preferred

- Official online municipal code links.
- Official ordinance PDFs.
- GIS, parcel, property, zoning, and permit source links.
- Workflow documents and case packet templates.

## Not included by default

- Physical document scanning.
- On-prem/server deployment.
- Deep API integrations not verified during scope.
- Legal advice or final enforcement authority.

# Travel / in-person meetings

Remote setup should be the default. In-person meetings can help close municipal buyers, but travel should be charged separately or built into a higher setup quote.

**Suggested line item:** on-site workshop/training at \$2,500–\$5,000 per day plus travel expenses, or included only in larger setup agreements.

# Private-account promise

Each municipality receives a private CodeFlow account/tenant. Their codes, workflows, staff users, draft packets, and review queue are not visible to other customers. Staff retain final authority over official action.