

# AIReadyKit

*A one-time \$349 productised download — AI policy templates, EU AI Act risk-classification worksheet, model card boilerplate, DPA, vendor-AI checklist. The instant-buy when an AI startup's enterprise customer asks 'send us your AI policies'.*

<b>Category</b>	Set 4 · 12-mo Cash
<b>Customer</b>	AI-product startups (Seed to Series B) facing enterprise customer security questionnaires that demand AI-specific policy documentation
<b>Monetisation</b>	\$349 one-time per company · \$799 'Plus' tier with one-hour consultation · \$99 annual update subscription
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

AIReadyKit is a productised template pack for AI startups that need to produce credible AI-policy documentation immediately because an enterprise customer asked. The setup: enterprise procurement increasingly demands AI-specific policies (responsible-AI policy, EU AI Act risk classification, model card, training-data DPA, vendor-AI checklist) before signing contracts. Series A AI startups face this question monthly from prospects; their answer today is either to spend \$25-150k on a compliance consultant or assemble templates from a chaotic mix of GitHub repos, OpenAI documentation, and Anthropic's published examples.

AIReadyKit is the productised middle ground. A \$349 one-time download produces: (1) a 12-section responsible-AI policy document customisable by company name and AI-system descriptor; (2) an EU AI Act risk-classification worksheet that walks through Annex III categorisation; (3) a model-card template aligned to Hugging Face spec plus AI Act technical-documentation requirements; (4) a training-data DPA (data processing agreement) template; (5) a vendor-AI checklist (for when the startup is being asked about AI subprocessors); (6) an incident-response playbook for AI-specific incidents; (7) a customer-facing AI transparency notice template. Plus a 30-minute video walkthrough on how to use them.

Year-1 target: 220 sales (mix of \$349 standard + \$799 Plus tier with 1-hour consult), generating ■52 lakh revenue against ■12 lakh costs. Cash-positive month 1; high-margin one-time-purchase model. Designed as the AI-compliance counterpart to the popular 'SaaS legal template packs' that sell well for \$99-199 in adjacent markets.

## The Problem

An AI startup in 2026 selling to enterprise customers faces a recurring procurement question: 'Send us your AI policies and your EU AI Act risk classification.' The question lands monthly to quarterly depending on enterprise mix, and each instance creates a small panic — the startup typically does not have these documents prepared, knows it needs them, and faces a deal-blocking timeline.

Existing options. Option 1 — hire a compliance consultant: \$25k-150k engagement, 4-12 week timeline, far exceeds the seriousness of what is actually required for most AI startups. Option 2 — assemble templates from public sources: scrape GitHub for responsible-AI policy examples, copy from OpenAI's published model cards, adapt EU AI Act guidance from law-firm blog posts. 8-30 hours of founder or counsel time, with output of variable quality. Option 3 — use a comprehensive compliance platform like Conformant (Plan 29) at \$1.5k-10k/month: appropriate for ongoing programmatic AI compliance, over-priced for the one-time 'we just need documents' use case.

The middle ground — a productised template pack purpose-built for AI policies — does not exist. Adjacent products exist for SaaS legal templates (Stripe Atlas Legal Pack, Cooley GO, GoodHire Templates) and sell well at \$99-499. The AI-specific equivalent has not been built.

## The Solution

AIReadyKit is a \$349 one-time downloadable kit containing the seven core documents AI startups need to satisfy enterprise procurement and lay foundations for compliance maturity. Each document is professionally drafted, customisable via simple find-replace for company name + AI system descriptor + key parameters, with structured guidance comments throughout (visible in draft mode, hidden in final).

Documents included. (1) Responsible AI Policy (12 sections, 9-14 pages): governance, intended use, risk-management approach, fairness commitments, transparency commitments, security, human oversight, incident response, monitoring, supplier requirements, training, review cadence. (2) EU AI Act Risk Classification Worksheet (4-page worksheet + 8-page guidance): walks through Annex III high-risk categorisation, produces a defensible classification with documented reasoning. (3) Model Card Template (6 pages): aligned to Hugging Face model-card spec plus AI Act Annex IV requirements. (4) Training Data DPA (12 pages): data-processing agreement template covering training data sourcing, licensing, retention, deletion. (5) Vendor AI Checklist (4 pages): structured questionnaire for assessing AI sub-processors and answering enterprise-customer vendor-AI questionnaires. (6) Incident Response Playbook for AI Incidents (8 pages): structured response procedures for serious AI incidents covering investigation, customer notification, regulatory notification, public communication. (7) Customer-Facing AI Transparency Notice (2 pages): plain-language template for the user-facing disclosure required under AI Act limited-risk obligations.

Three structural differences from existing options define the wedge. First, AI-specific depth: every document is built for the actual AI compliance landscape (not generic 'responsible AI' sloganware repurposed from corporate-ethics documents). Second, productisation: \$349 one-time download with clear scope vs. open-ended consulting engagement. Third, immediate-use: the buyer can produce a complete customised set in 90 minutes vs. weeks of bespoke work.

Plus tier (\$799) adds a one-hour video consultation with an AI compliance specialist (founder initially; expand to retained specialists as volume grows) to walk through the buyer's specific situation and customisations. Annual update subscription (\$99/year) provides annual refresh of all templates as regulations evolve.

## Market Opportunity

Addressable buyers: AI startups (Seed to Series B) actively selling to enterprise customers who require AI-policy documentation. Estimated 8,000-12,000 such companies globally in 2026, growing at 60%+ per year as both AI startup formation and enterprise AI procurement maturity accelerate.

Realistic capture: 5-8% of addressable in year 3 = 600-900 buyers × \$349-799 ARPU = \$250k-700k cumulative revenue. Not large in the absolute, but extraordinarily high-margin and durable (the kit becomes the default 'first thing to buy' answer in the AI-startup community).

Adjacent expansion. Industry-specific variants (Healthcare AI Kit, Financial Services AI Kit at \$549-899 reflecting heavier regulatory overlay), region-specific variants (UK AI Kit, Singapore AI Kit, Canada AI Kit), seat-licence enterprise tier (\$2,499/year for unlimited internal use including future template additions), partnership distribution through Stripe Atlas / Carta / Mercury Vista (the 'first things to set up' bundles).

## Target Customer

Primary persona: a 34-year-old founder of a Series A AI startup at \$4M ARR who just received an AI-policy questionnaire from a Fortune 500 prospect with a 10-day response deadline. Has no AI policies prepared; cannot afford \$50k to a compliance consultant on this timeline. Will buy \$349 standard tier immediately after finding the product via Google search for 'AI policy template'.

Secondary persona: a 41-year-old VP Engineering at a Series B AI startup who has cobbled together a responsible-AI policy from public sources and is increasingly worried the patchwork won't survive enterprise legal scrutiny. Will buy \$799 Plus tier for the standard kit + 1-hour consultation to validate their existing approach.

Tertiary persona: a 28-year-old solo founder of an early-stage AI product who is preparing for fundraising and wants to demonstrate enterprise-readiness to investors. Will buy \$349 standard tier as part of their pre-Series-A polish work.

## Product

Delivery: digital download (ZIP file containing all 7 documents in DOC + PDF format, video walkthrough as MP4, written guide as PDF). Delivery via email link immediately after Stripe payment confirmation.

Documents: professionally drafted, customisable via simple find-replace tokens ([COMPANY\_NAME], [AI\_SYSTEM\_DESCRIPTOR], [PRIMARY\_USE\_CASE]). Structured guidance comments embedded throughout (visible in 'draft' versions, hidden in 'final' versions toggleable via macro).

Video walkthrough (30 minutes): step-by-step guidance on customisation, common pitfalls to avoid, what enterprise procurement teams actually care about, how to position policies in security questionnaires.

Written guide (12 pages): index of all documents, customisation walkthrough, document-by-document explanation of design decisions, recommended supplementary work.

Plus tier consultation: 1-hour video call covering the buyer's specific company context, AI system, primary use cases, enterprise-customer concerns; live walkthrough of customisations. Delivered by founder initially; outsourced to retained AI-compliance specialists (\$120-180/hour) as volume scales.

Annual update subscription: each year (or when regulatory landscape materially shifts), updated template package emailed to subscribers with changelog and migration notes.

## Technical Architecture

Static site: Next.js + Tailwind, marketing-focused with clear product positioning and Stripe Checkout.

Document hosting: Google Drive + Notion as source-of-truth (templates maintained in Notion + Google Docs, exported to DOC + PDF for delivery).

Download delivery: simple S3 + signed URLs delivered via email after Stripe webhook.

Video walkthrough: hosted on Vimeo or Cloudflare Stream.

Customer support: ConvertKit + Crisp chat for purchase support; standard productised-service handling.

Stripe Checkout: handles purchases (one-time \$349, \$799 Plus, \$99/year update subscription).

Plus-tier scheduling: Calendly or Cal.com for consultation booking.

## Business Model & Unit Economics

One-time pricing primary. Standard (\$349): full kit including all 7 documents, video walkthrough, written guide. Plus (\$799): everything in Standard + 1-hour video consultation. Update subscription (\$99/year): annual refresh of all templates as regulations evolve.

Conversion economics: organic SEO + paid traffic converts at 1.8% on the landing page (typical for \$349 productised-product price point). Distribution: 78% Standard, 18% Plus, 4% Standard + Update subscription (which can be added at checkout).

Gross margin: ~94% on Standard (digital product, essentially zero marginal cost), ~62% on Plus (consultation time at \$120/hour cost = \$120 on \$450 incremental revenue = 73% margin on incremental).

Customer LTV: low (most customers single-purchase) but high ARPU per purchase and high margin. Update-subscription LTV: \$99 × 3.5-year average = \$347 additional revenue per converting subscriber.

### Unit Economics (Year-1 base case)

<b>Year-1 sales (target)</b>	220 (180 Standard + 35 Plus + 5 Update)
<b>Average revenue per purchase</b>	\$425
<b>Year-1 revenue</b>	\$94,000 (~₹78 lakh; with Update sub recurring → ~₹52 lakh in year-1 cash)
<b>Gross margin</b>	89% blended
<b>Customer acquisition cost (CAC)</b>	\$95
<b>Payback period</b>	Single transaction
<b>Year-1 all-in costs</b>	~₹12 lakh (founder + part-time AI compliance specialist + marketing)
<b>Year-1 net contribution</b>	~₹40 lakh

## Go-to-Market

Channel 1 — SEO (45%): 60 articles targeting commercial-intent queries ('AI policy template', 'EU AI Act risk classification template', 'AI vendor questionnaire template', 'responsible AI policy example'). Strong topical SEO opportunity in a category that is forming.

Channel 2 — Founder-community presence (25%): regular posting in IndieHackers, r/SaaS, AI-startup communities, Hacker News (Show HN). The product is shareable when founders find it valuable in deal-saving moments.

Channel 3 — Paid search (20%): Google Ads on high-intent commercial queries (\$4-12 CPC for AI compliance keywords). Strong conversion intent.

Channel 4 — Partnership distribution (10%): partnerships with AI-startup ecosystem (Cookiecutter for AI Startups, Stripe Atlas resource library, Carta resource library, AngelList resource library) for inclusion in 'recommended setup' bundles.

### Roadmap (first 12 months)

- Month 1: Build all 7 documents with assistance from AI compliance specialist (retained at ₹2.5 lakh for first month), record video walkthrough, launch landing page + Stripe.
- Month 2-3: First 30 sales via SEO + Hacker News launch, gather customer feedback, refine documents based on real customer use.
- Month 4-6: 80 sales cumulative, paid-search campaign launched, Plus tier with consultation operational.

- Month 7-9: 150 sales cumulative, partnership distribution with 2-3 AI-startup resource libraries, healthcare-AI variant explored.
- Month 10-12: 220 sales cumulative, ₹52 lakh year-1 revenue, foundation for year-2 industry-variant launches (healthcare, financial services).

## Key Risks

- Free alternatives improving: open-source AI policy templates (responsible-AI commitments published by major labs, OpenAI / Anthropic-published examples) may improve to point where buyers don't see value in \$349 paid product — mitigated by quality differentiation (our documents address actual enterprise procurement requirements that public-domain alternatives miss), by ongoing update commitment, by Plus-tier consultation value.
- Conformant (Plan 29) cannibalising this market by becoming the default for AI compliance — possible but Conformant targets the ongoing-programmatic-compliance use case at \$1.5k+/month; AIReadyKit targets the one-time-immediate-need use case at \$349. Different shapes of demand; many customers will buy both at different stages.
- Liability if a customer's AIReadyKit-based policy is found inadequate during an actual audit or incident — significant tail exposure; mitigated by clear scope-of-product disclaimers (templates are starting points requiring customisation; not legal advice for specific situations), by professional indemnity insurance on the consulting tier, by structured 'use guidance' that directs customers to professional review for high-risk situations.
- Regulatory landscape shifts faster than annual update cadence: between annual updates, EU AI Act guidelines may change in ways that invalidate template assumptions — mitigated by within-year free updates pushed to all customers on material regulatory changes (not just annual cadence) and by clear changelog discipline.
- Quality perception: \$349 productised packages can carry low-quality stigma if not visibly excellent — mitigated by professional document design, by visible compliance-specialist authorship, by sample-document free downloads that demonstrate quality before purchase.