



CLIENT EXPERIENCE CENTRE  
WHERE MAGIC TAKES FLIGHT

—POWERED BY THE—  
**dmc**  
GROUP



**UpliftAI**  
PEOPLE ● IDEAS ● A BRIGHTER TOMORROW

# Founding Partner Note



RESPONSE & PILOT POSITIONING

Prepared for Pieter

29 SEPTEMBER 2026

PRE-DISCOVERY REVIEW EDITION



## Decision requested

We propose a protected R15 000 Discovery and Scope Lock phase. It is a real paid delivery phase and is included in whichever projected pilot option DMC later selects. DMC may choose to stop when it receives the Discovery outputs; no unstarted implementation phase becomes payable merely because Discovery was completed.

## Three production pilot options

| Choice                       | Projected total | Production pilot outcome                                                                                                                                       |
|------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A · Information Foundation   | R95 000         | DMC knowledge, CRM relationships, source-aware catalogue and branded internal search workspace.                                                                |
| B · Core Proposal Operations | R125 000        | Everything in A, then human-led enquiry capture, linked brief, shortlist, review, approval and CRM tracking.                                                   |
| C · Signature Experience     | R150 000        | Everything in A and B, then AI interpretation, approved-source semantic retrieval, verified draft and branded responsive client proposal under human approval. |

Each amount is one alternative projected total for a complete production pilot. The R15 000 Discovery fee is already included, not added. B includes A; C includes A and B, with C only R25 000 above B today. If A is chosen, B/C work stops; if B, C work stops. Later upgrades need fresh scoping and pricing.

## Why we recommend C

C is the only option designed to test the full path from approved organisational knowledge and incoming enquiry through grounded assistance to a polished proposal approved by DMC staff. Its AI and client experience are designed into the underlying data and workflow from the beginning. Discovery may still recommend A, B, a smaller scope or stopping.

## DMC's protection

DMC staff approve any client-facing AI output. DMC retains its data, brand and confidential knowledge; reusable UpliftAI technology remains separately owned. Continued hosting, licence and support are proposed transparently after Discovery, with no monthly price fixed now.

## Next gate

Confirm DMC's sponsor and Discovery participants; finalise the Mutual NDA and Discovery Agreement. After cleared Discovery payment and protected access, we deliver the written Scope Lock recommendation before implementation.

Waldo van der Merwe | Professional services lead