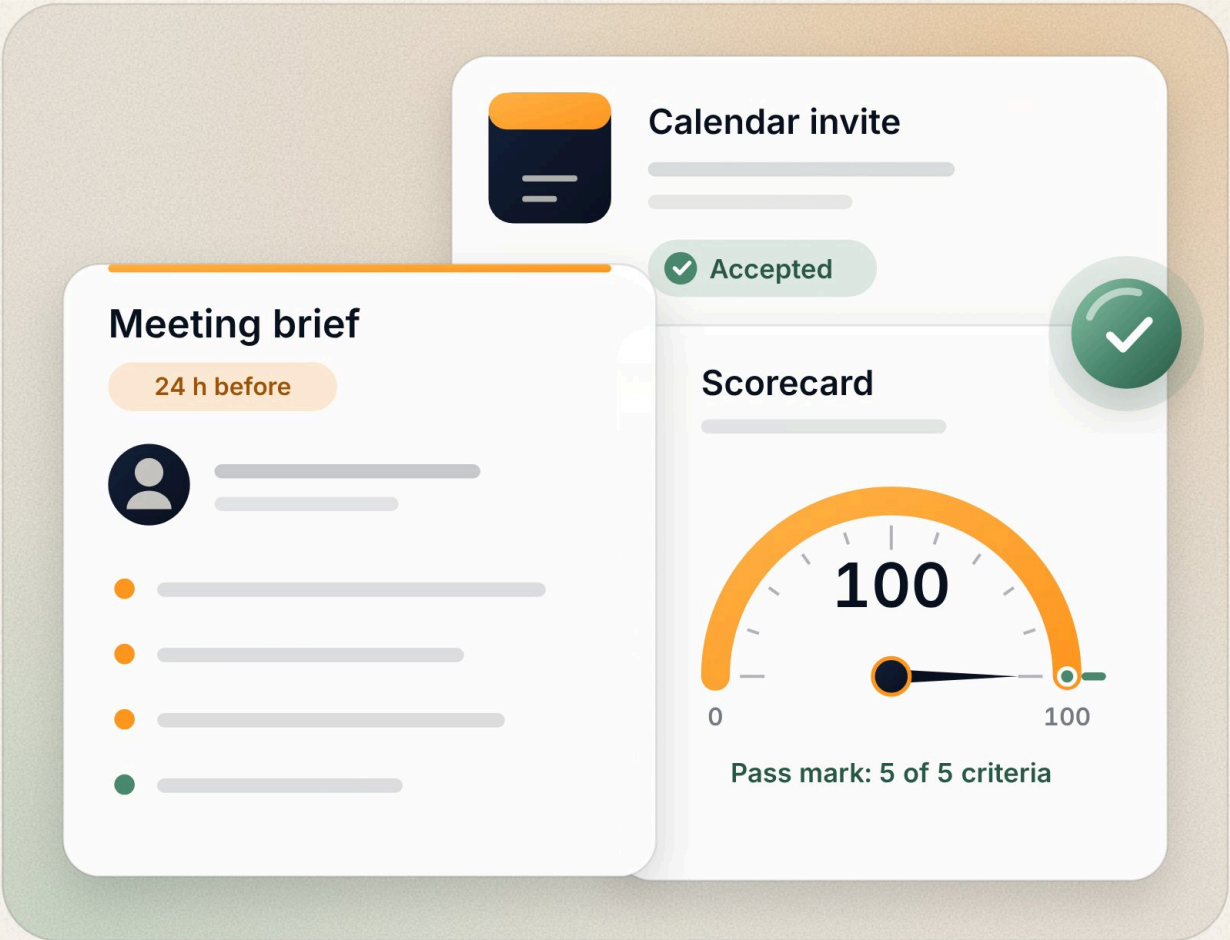




GROWTH TEAM · SERVICE DOCUMENT

One deal: your economics

Growth Team · cost per meeting, break-even and sensitivity



DATE	VERSION	LANGUAGE	PAGES
31 October 2026	v2.0	English	4

01 YOUR NUMBERS

One deal. How many months does it pay for?

The price is published: USD 5,500 a month for 20 closing-ready meetings, USD 275 a meeting. These two pages set it against one of your deals. Deal value and close rate are your inputs; we guarantee meetings, not revenue.

The formulas

Months of service one deal pays for	$\text{first-year deal value} \div 5,500$
Deals a month at your rate	$18 \text{ meetings guaranteed to qualify} \times \text{your close rate}$
Qualified meetings for one deal	$1 \div \text{your close rate}$
Return multiple on one month	$(18 \times \text{close rate} \times \text{deal value}) \div 5,500$
Break-even close rate	$5,500 \div (18 \times \text{deal value})$

Your cost per qualified meeting is fixed

Qualified of 20	Monthly fee (USD)	Paid back (USD)	Net you pay (USD)	Cost per qualified meeting (USD)
20	5,500	0	5,500	275
19	5,500	275	5,225	275
18	5,500	550	4,950	275

Every meeting that misses is paid back (USD 275), so a qualified meeting costs USD 275 whether 20, 19 or 18 qualify. Choose a replacement meeting instead of the refund and the same monthly fee buys 20 qualified meetings.

One deal, by deal value

First-year deal value (USD)	In SAR	Months one deal covers	Deals to cover 12 months of fees	Break-even close rate
36,000	135,000	6.5	1.83	0.85%
50,000	187,500	9.1	1.32	0.61%
75,000	281,250	13.6	0.88	0.41%
100,000	375,000	18.2	0.66	0.31%
150,000	562,500	27.3	0.44	0.20%

The first row is the minimum deal size our eligibility gate accepts (USD 36,000, SAR 135,000). Higher values are examples for comparison. SAR at 3.75, the rate the published price uses.

02 SENSITIVITY

If your close rate moves, what changes?

Return multiple on one month of meetings

First-year value of the deals from 18 qualified meetings, divided by the monthly fee. Rows are deal value in USD; columns are your close rate.

Deal value (USD)	Close 5%	Close 10%	Close 15%	Close 20%
36,000	5.9×	11.8×	17.7×	23.6×
50,000	8.2×	16.4×	24.5×	32.7×
75,000	12.3×	24.5×	36.8×	49.1×
100,000	16.4×	32.7×	49.1×	65.5×
150,000	24.5×	49.1×	73.6×	98.2×

Close rate and meeting count

Close rate	Qualified meetings for one deal	Deals a month from 18	Meeting spend per deal (USD)
5%	20.0	0.9	5,500
10%	10.0	1.8	2,750
15%	6.7	2.7	1,833
20%	5.0	3.6	1,375

Example: a USD 36,000 deal, a cautious 5% close rate **ILLUSTRATION**

- 1

Deals a month
 $18 \times 5\% = 0.9$ deals a month.
- 2

For one deal
 $1 \div 5\% = 20$ qualified meetings: about one delivery month.
- 3

One month's value
 $0.9 \times 36,000 = \text{USD } 32,400$ of first-year value, about 5.9× the monthly fee.
- 4

The answer
 $36,000 \div 5,500 = 6.5$: one deal pays for more than six months of fees.

This is not a revenue promise. An illustration with example inputs and the published price (USD 5,500 a month, excl. VAT). Closing is yours; we guarantee meetings, not revenue.

If you add the full sales process: price on request, plus a 10% commission on first-year contract value, earned on collection, capped at SAR 150,000 per deal, within a 6-month window. It is not included above.



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