

PREPARED FOR

Verdant Home Goods

a build plan for your AI engine

What to build, which rules it follows, what the platforms allow, what it costs to run each month, and a fixed price split into milestones.

BUSINESS	TEAM	BASED ON	EDITION
Online home goods store	3 people	Written questionnaire	Sample, October 2026

SAMPLE Verdant Home Goods is a fictional business. Every number in this document is illustrative.

SUMMARY

01 Our recommendations at a glance

RECOMMENDED

Package 1 + 7

Package 1 plus 7 modules, 20 in all, on your own server: website chat, email, Messenger, Instagram, comments, store connection, team inbox and one history per customer.

FIXED BUILD PRICE

\$13,300

Four milestones, 20/30/30/20. The \$490 Blueprint fee is credited if you order the build within 30 days.

MONTHLY RUNNING COST

\$920–1,040

Care \$890, plus about \$30–150 for AI usage, server and SMS, paid on your own accounts. Illustrative.

GO-LIVE ORDER

Website first

Messenger, Instagram and comments go live only after Meta approves our app. Meta sets that timing, not us.

LEFT OUT FOR NOW

WhatsApp, content

Low demand today, or not your bottleneck. TikTok stays out too. We look again at the 90-day review.

HOW WE JUDGE IT

Measured

Seven KPIs against a week-1 baseline, reviewed at day 30 and day 90. Results are tracked, not promised.

THREE FINDINGS FROM YOUR QUESTIONNAIRE ILLUSTRATIVE

34%

of messages ask where an order is. Once a customer is verified, the engine can answer these from your store data.

38%

of messages arrive between 19:00 and 09:00 (your estimate), when nobody on your team is online.

1 in 5

Instagram comments that ask a question get no reply today, often because they arrive late.

INSIDE THIS BLUEPRINT

02 Current state, goals and KPIs	03 Package, modules and what is left out	04 Rules and agent behaviour	05 Platform limits and running costs	06 Milestones and fixed price
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CURRENT STATE & GOALS

02 Where you are today, and what we will measure

This page restates what you told us in the questionnaire, turns it into five goals, and fixes the KPIs we will track. The engine records its own baseline in the first week live, so later numbers are compared like with like.

BUSINESS SNAPSHOT SELF-REPORTED

Store	Online store, about 420 products (linen, ceramics, candles)
Orders	About 650 a month, average order about \$58
Team	Owner, one support and fulfilment person, one part-time helper
Hours	Mon–Sat, 09:00–19:00. Nobody answers overnight
Messages	About 1,900 a month across five channels
Comments	About 380 a month that ask a question (Instagram and Facebook)
Tools today	Shared email inbox, Instagram app on a phone, no chat on the website

WHAT CUSTOMERS ASK SELF-REPORTED

Where is my order?	34%
Size, material, care	27%
Shipping and returns	18%
Stock and restock	11%
Other	10%

WHERE MESSAGES ARRIVE SELF-REPORTED

Instagram DM 41%

Website form 22%

Messenger 19%

Email 12%

Asked for WhatsApp 6%

WHAT HURTS TODAY

- The team spends about **3.5 hours a day** on the same questions.
- Overnight messages wait **up to 14 hours** for a first reply.
- Restock requests are lost in DMs, so nobody sees the demand.

FIVE GOALS FOR THE ENGINE

G1

Answer product and order questions within minutes, day and night.

G2

Give the team back time now spent on repeat questions.

G3

Turn comment questions into conversations; leave none unanswered.

G4

See what customers want and what is missing: restock demand, cold leads, knowledge gaps.

G5

Keep your brand voice. Nothing risky goes out without a check.

KPIS AND BASELINE DIRECTIONS, NOT GUARANTEES

KPI	HOW IT IS MEASURED	TODAY (YOU TOLD US)	WEEK-1 BASELINE	DAY-90 DIRECTION
First-response time G1	Median, all channels, from the engine's log	~5 h 40 m by day; up to 14 h overnight	Recorded live	Under 1 minute for AI-handled messages
AI-handled share G2	Conversations closed without a person	0%	Recorded live	Aim for 40–60%; reviewed at day 30
Order-status questions G1	Answered from store data after the customer is verified	All by hand	Recorded live	Most, for verified customers
Unanswered comments G3	Comment questions on Instagram and Facebook, within Meta's 7-day window	~20%	Recorded live	Close to zero
Purchases after a chat G4	Orders within 7 days of a chat. A correlation, not a cause	Not tracked	Recorded live	Tracked; no target set
Knowledge gaps G4	Questions the AI could not answer from approved facts	Not tracked	Recorded live	Falling month to month
Staff corrections G5	AI replies your team edited or rejected, per 100	—	Recorded live	Falling, as approved rules grow

WEEK 1

The engine logs its own baseline on every channel. Your self-reported numbers above are only a starting point.

DAY 30

First review. We adjust rules, approvals and facts where the numbers or your team's corrections show a gap.

DAY 90

Second review. We decide together on WhatsApp or other modules, using your numbers, not ours.

PACKAGE & MODULES

03 What we recommend you build, and why

RECOMMENDED	FIXED PRICE	MODULES	COVERS GOALS
Package 1 + 7 Package 1 plus 7 modules for your store, on your own server	\$13,300 Saves \$1,200 against buying the modules one by one	20 6 core modules + 14 for your channels and store	G1–G5 All five goals on page 2

WHAT IS INCLUDED, AND WHY IT IS IN YOUR PLAN

MODULE	WHAT IT DOES	WHY IT IS IN YOUR PLAN
CORE · 6 MODULES Engine, safety, control panel, memory, main agent, server	One brain on your own server, using your own AI key, with approvals, spending limits and one stop button	Required in every build. Everything else runs on it.
CHANNEL Website chat	Answers on every page from the same brain and history	22% of contacts start on your website form today and wait for email.
CHANNEL · IN PACKAGE 1 Support email inbox	Answers email from the same brain and history; hard cases go to your team	Comes with Package 1. 12% of your messages arrive by email.
CHANNELS · META ACCESS +2 Messenger and Instagram DM	Replies inside Meta's 24-hour window; pauses when your team replies by hand	60% of your messages arrive here. Live after Meta approval.
ENGAGEMENT Facebook comments	Short public reply plus a private message; likes praise; hides spam by your rules	G3. Questions under posts become conversations.
ENGAGEMENT Instagram comments	Public replies, private reply to DM, spam hiding. Instagram allows no likes by API	G3. Most of your unanswered comments are on Instagram.
ENGAGEMENT Team inbox	Each person sees their own queue and gets an alert when a person is needed	Three people share the work; handoffs must not get lost.
INTEGRATION Store connection	Catalog answers, order status for verified customers, purchases added to history	G1. 34% of messages ask where an order is.
INTEGRATION Live data source	Reads one of your sheets or systems live, so the AI quotes current facts	Your restock-dates sheet, so the AI never guesses a date.
CUSTOMER One customer across channels	Same history on every channel after the customer confirms a shared identifier	People ask on Instagram, then check the order on the website.
CUSTOMER Needs and interests board	Tags what each person wants; needs become cards with an owner and status	G4. Restock requests stop getting lost in DMs.
CUSTOMER Next best step	Suggests what to offer next, and when, within consent and platform rules	G4. Out of stock: offer an alternative now. Starts in approval mode.
ANALYTICS Statistics dashboard	All channels in one view, week-1 baseline, weekly and monthly reports	Tracks the seven KPIs on page 2.

LEFT OUT FOR NOW, AND WHY

WhatsApp replies	Only 6% ask for it; it adds Meta fees and its own verification. Revisit at day 90.	+\$1,600
Blog engine and Meta posts	Content is not your bottleneck. You post by hand and it works.	+\$2,800
TikTok publishing	Add-on (\$1,000) plus the blog engine it needs. TikTok audit required; no audience there yet.	+\$3,400
Agent team, advisors, plans	Plans come with Package 2; the agent team and advisors with Package 3. Built for larger teams with several branches.	Package 2–3

ALTERNATIVES WE CONSIDERED

Leaner: Package 1 + 3 modules Adds store, team inbox and Instagram comments. Covers G1–G3; Care \$590/mo. No needs board, next step or shared history across channels.	\$8,300	Bigger: Package 3 More than a team of three needs. If you grow, what you paid is credited in full within 12 months: you pay the \$10,600 difference.	\$23,900
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RULES & AGENT BEHAVIOUR

04 How it speaks, what it may do, and what it never does

These rules are written before the build and tested on your real questions before launch. The agent does not learn by itself: its behaviour changes only when you approve a new rule or fact.

VOICE

Persona	Verdant's assistant, clearly an AI
Tone	Calm, warm and practical. Short sentences
Knows	Materials, sizes, care, shipping, returns
Avoids	Pressure selling, slang, emoji, exclamation marks
Language	English (all customers today)
Length	1–3 sentences, then one clear next step
When unsure	Says so, logs a knowledge gap and offers a person

SAMPLE LINES

YES

"That throw is 100% linen and can be washed at 30°C. Would you like the care guide?"

YES

"I can't see a delivery date for that order yet. I've passed it to our team, and they will reply during opening hours."

NO

"You'll LOVE it!!! Only 2 left, buy now before it's gone!"

WHO DECIDES WHAT

● AI DOES ALONE

- Product, size, material and care answers from your catalog and approved facts
- Order status, once the customer is verified
- Shipping and returns answers, worded as in your policy
- Public reply plus a private message for comment questions
- Likes praise on Facebook; hides spam and insults by your rules
- Hands over to a person, with a short summary

● WAITS FOR YOUR OK

- Any discount, free shipping or goodwill gesture
- Refunds, exchanges and cancellations
- Replies to complaints and hard public criticism
- Next-best-step offers during the first 30 days
- A restock promise with a date
- New facts, before they enter the knowledge base

● NEVER

- Invents prices, stock or delivery dates
- Pretends to be a person
- Asks for card numbers or passwords in chat
- Deletes customer comments (hides by rule only)
- Writes outside platform windows or without consent
- Changes its own rules, or argues with a customer

AI DISCLOSURE

FIRST MESSAGE IN EVERY NEW CONVERSATION

"Hi, I'm Verdant's AI assistant. Ask me about products or orders. A person from our team can take over at any time."

ON BY DEFAULT

Customers always know they are talking to an AI. This is required for EU customers under Article 50 of the EU AI Act, and we apply it to everyone.

HANDOFF AND OPENING HOURS

- ◆ "Talk to a person" works at any time. The case goes to the team inbox with a summary.
- ◆ After 19:00 the AI keeps answering. If a person is needed: "Our team is back at 9:00. I've passed this on."
- ◆ When your team replies by hand, the AI pauses in that conversation.
- ◆ If the AI is off or fails, customers get a short note, "We'll reply soon", and the case waits for a person.

CONTROL AND LIMITS

- ◆ One button stops everything, on every channel.
- ◆ Spending caps on AI usage, per day and per month (sample: \$5 a day, \$120 a month).
- ◆ Every action is checked before it goes out (numbers, prices, promises, personal data), logged, and reversible where possible.
- ◆ Morning digest at 9:00: only what needs your decision.

What we aim for: answers 24/7 that follow the same approved rules every time. Errors are kept to a minimum and most are caught before a customer sees them, but no AI system can honestly promise zero errors or 100% uptime.

PLATFORMS & RUNNING COSTS

05 Platform limits, risks and running costs

PLATFORM APPROVALS OUR ROUGH ESTIMATES, NOT PLATFORM DATA

PLATFORM	APPROVAL NEEDED	UNTIL IT IS APPROVED	CHANCE	IN YOUR PLAN
Meta Messenger, Instagram DM, Facebook and Instagram comments	Meta App Review, Business Verification and Live mode for our app	Works with test accounts only. Real customers cannot reach it.	~70–80%, timing unknown	Yes · own milestone
WhatsApp	Your Meta Business verification, number, display name and templates; our Tech Provider status	Not live. Meta charges per-message fees, paid by you.	~70–80%, timing unknown	No · day-90 option
TikTok	TikTok app audit	Drafts only, sent to your TikTok inbox. Every post needs your confirmation, even after the audit.	~40–60%	No
LinkedIn	Company page needs Community Management API (CMA) approval	Sharing to a personal profile works now. Company page waits.	~40–60%	No · not needed

The price covers the integration, testing on test accounts and the submission, with up to 2 resubmissions. The decision and its timing belong to the platform and are not part of our delivery date.

META RULES THAT SHAPE EVERY REPLY

24-hour window. After 24 hours from a customer's last message, only a person or a paid template can write.	Instagram waits. Instagram cannot start a conversation, and has no API for liking comments.	One private reply. Each comment allows one private reply, within 7 days; the chat then continues in DM.
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TIMELINE RISKS AND WHAT WE DO ABOUT THEM

RISK	WHAT WE DO
1 Meta rejects the first submission or takes weeks to decide.	Website chat and the store connection go live first. Meta channels are their own last milestone, paid only when they go live.
2 Product data has gaps: about 30% of products lack care or size details.	The AI says it doesn't know and logs a knowledge gap. Your team fills about 20 facts a week during the build.
3 Approval cards wait too long when the team is busy.	After 4 business hours the customer gets a holding reply. Open cards appear in the 9:00 digest.
4 Peak season (November–December) overlaps the pilot.	We schedule go-live and the 14-day pilot outside your peak, or run the pilot on the website only.

MONTHLY RUNNING COST ILLUSTRATIVE ESTIMATE

ITEM	PAID TO	ASSUMPTION	PER MONTH
Care (required for the first 3 months with Meta channels)	Us	Monitoring, updates with rollback, fixes, 1 h of small changes, server management	\$890
AI usage on your own key	Your AI provider	About 1,900 messages and 380 comment questions a month, mid-range model; hard cap in the panel	\$20–90
Server (small VPS)	Your hosting account	Daily backups to a second location; price to verify with the host	\$6–20
SMS codes for identity checks	Your SMS provider	Daily cap. \$0 if customers use a website login or a one-time link	\$0–20
Store app or API fees	Your store platform	Depends on your plan; often nothing	\$0–20
WhatsApp fees	Meta	Not in this plan. If added: paid templates only outside the 24-hour window, at your country's rate	\$0

Estimated total per month No markup on provider costs. The panel shows estimated spend against your caps every day.

\$920–1,040

MILESTONES & FIXED PRICE

06 One fixed price, paid in four steps

FIXED BUILD PRICE · PACKAGE 1 + 7 MODULES

\$13,300

Fixed for the scope on page 3. Anything added later is priced at list, in writing, before work starts. Prices in USD.

Build price \$13,300

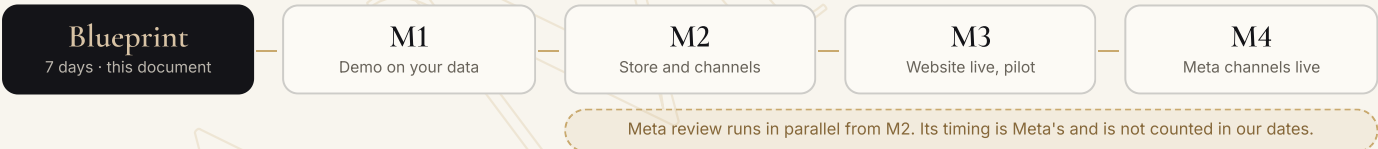
Blueprint credit (order within 30 days) -\$490

Left to pay across 4 milestones \$12,810

MILESTONES

	WHAT YOU GET	ACCEPTED WHEN	PAYMENT
M1 20%	Working demo on your own data. Engine on your server, website chat answering from your catalog and approved facts, control panel, approvals and stop button, all in test mode.	30 questions from your list are answered correctly, checked together.	\$2,700 -\$490 credit = \$2,210
M2 30%	Store and channels built. Store connection, live restock data, team inbox, Messenger, Instagram DM and comments working on test accounts. Meta App Review submitted.	Test scenarios pass on test accounts; the submission is sent.	\$4,000
M3 30%	Customer insight and test report. One history across channels, needs board, next step in approval mode, dashboard. Safety and behaviour test report. Website chat goes live.	Report delivered; 14-day website pilot done; issues found are fixed.	\$4,000
M4 20%	Public go-live on Meta channels. Messenger, Instagram and comments switched to real customers, handover notes, Care starts.	Meta has approved our app and the channels are live. Paid only then.	\$2,600
Total \$13,300 build – \$490 credit			\$12,810

ORDER OF WORK



Target dates for M1-M3 are set in writing when you order, based on your answers and our build queue.

AFTER GO-LIVE

CARE

\$890 a month. Required for the first 3 months because Meta channels are included: prepaid with M4 at 10% off (\$2,403). Cancel any time after that.

WARRANTY

30 days of bug fixes after go-live, together with Care. Without Care the engine keeps running, but platform and model changes are no longer handled.

OWNERSHIP

Your data, rules, content and custom code are yours. The core is licensed to your installation, non-exclusive and without a time limit. On exit: data export and handover notes.

NOT IN THE PRICE

AI usage, server, SMS and store fees (paid on your own accounts, page 5), writing your content, and any module not listed on page 3.

OPTION 1

Order the build within 30 days

The \$490 Blueprint fee is taken off M1. Work starts from this plan, with no second discovery phase.

OPTION 2

Keep the plan and decide later

This Blueprint is yours. The scope, rules, KPIs and cost estimate stay useful with any team.