# GCLOUD-11 PRICING STRUCTURE

| Demand Engine Service | Typical No. of User Goals | Price per User Goal | Example Price Range |
|---|---|---|---|
| Foundation - taster | 1000 | £50 | ~£50,000 |
| Foundation + IA – stage 1 | 2,000 | £75 | ~£150,000 |
| Full Service - stage 2 | 10,000 - 50,000 | £25-£50 | ~£500,000 - £1,250,000 |
| Refresh - optional | 25,000 | £2 | ~£50,000 |
| Renew - optional | 10,000 | £25 | ~£250,000 |

15% discount available for educational institutions