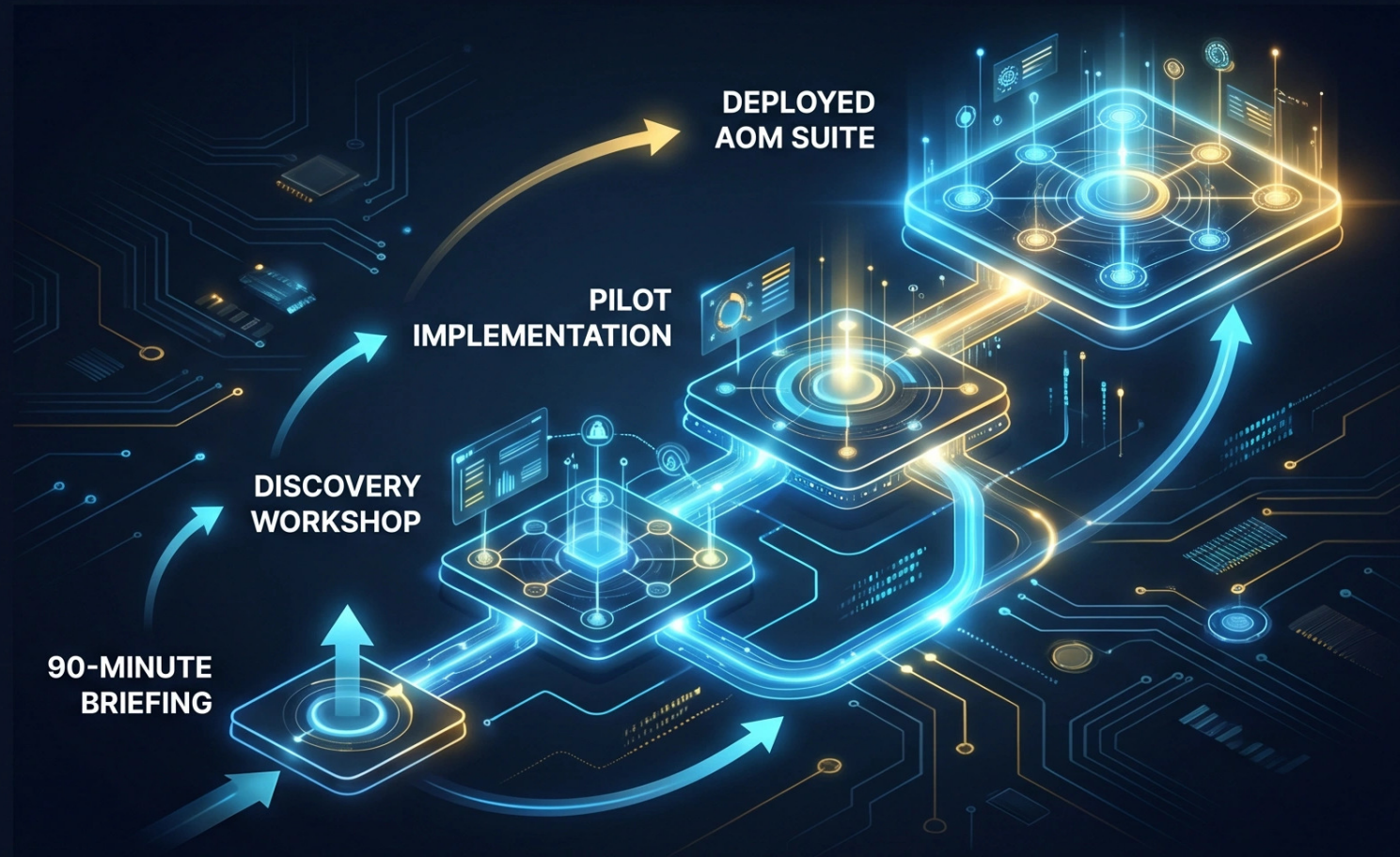



OptiU Engagement Catalog


Your Path to the Decision Layer


From a 90-minute Briefing to a fully deployed AOM Suite — a structured ladder that opens doors, builds trust, and scales into enterprise-wide optimization




Enterprises are drowning in data but starving for decisions.

 **Systems of Record** (ERP, EMR, MES) capture what happened — they do not decide what to do next.

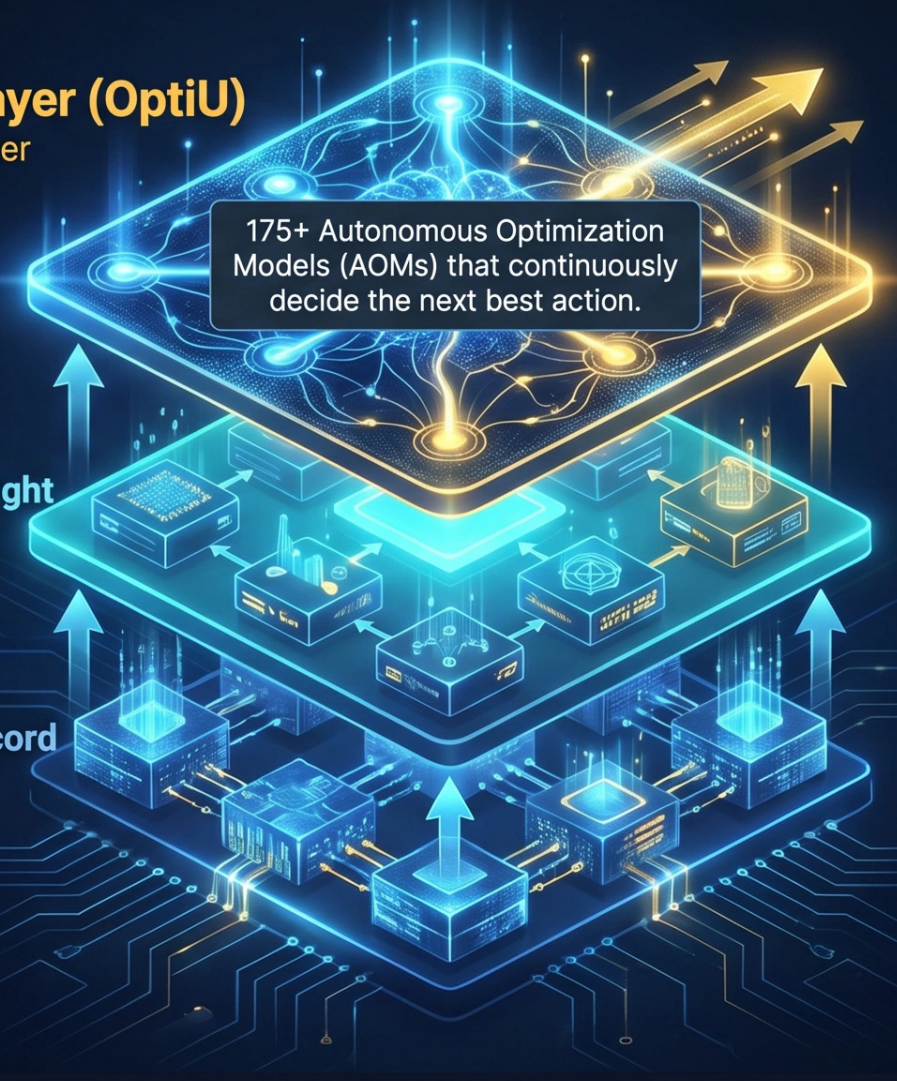
 **Systems of Insight** (BI, analytics) surface patterns — they do not optimize under real-world constraints.

 The gap between dashboards and decisions costs enterprises millions in leaking value every quarter.

 **OptiU's Decision Layer** sits above both — 175+ Autonomous Optimization Models (AOMs) that continuously decide the next best action.

Decision Layer (OptiU)

The Missing Layer




175+ Autonomous Optimization Models (AOMs) that continuously decide the next best action.

Systems of Insight
(BI, analytics)

Systems of Record
(ERP, EMR, MES)


One platform. Five industries. 175+ decisions automated.



63
AOMs

OptiCare

denial appeals,
scheduling,
prior auth.



22
AOMs

OptiRetail

pricing,
markdown,
replenishment.



31
AOMs

OptiManufacturing


production
scheduling,
OEE recovery.



19
AOMs

OptiUpstream

well
classification,
intervention.



40
AOMs

OptiRefinery

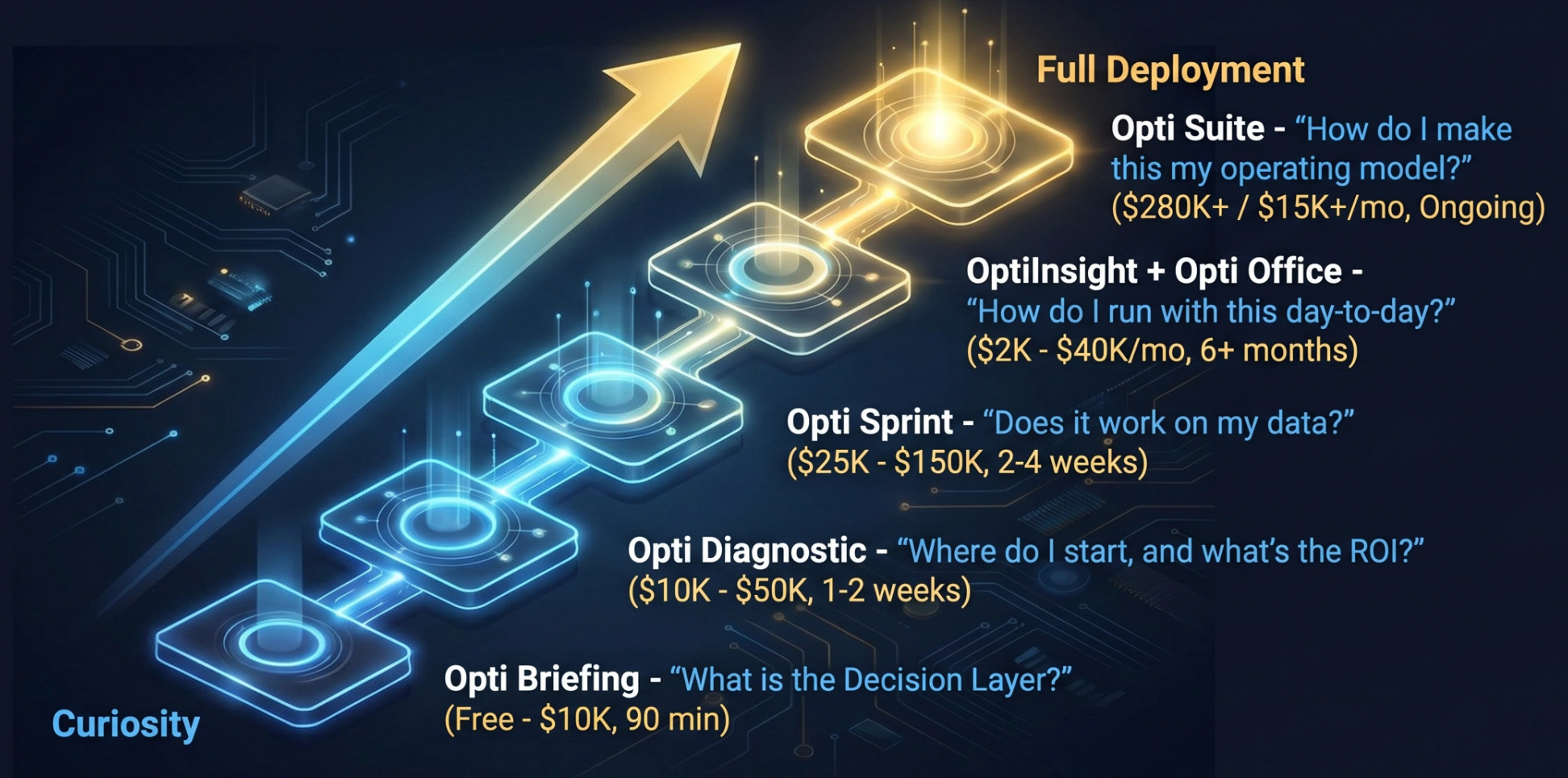
crude slate
selection,
blending margin.

**Anchor accounts include Barn's, Real Cosmetics,
Sub-Zero, Luma Health, BioGX, and KOC.**

The Engagement Ladder:

Five Rungs to the Decision Layer

Every rung delivers standalone value — and opens the door to the next.



Rung 1 & 2: From Curiosity to Commitment.

A 90-minute Briefing converts to a paid Diagnostic at >50%

Rung 1 - Opti Briefing



- 90-minute executive session
- Deliverable: 10-15 slide deck mapping 5-10 AOMs
- Free for mid-market/enterprise, \$5K-\$10K for SMBs
- Conversion: >50% to Diagnostic.

Rung 2 - Opti Diagnostic



- 1-2 week paid engagement
- Deliverables: Four detailed badges
- Pricing: \$10K-\$50K based on segment
- Conversion: >60% to Sprint/OptiInsight.

Rung 3: Opti Sprint Variants

The Sprint proves the thesis on real data — in 2–4 weeks.

Variant A — Spreadsheet-to- AOM Sprint (highest volume)



- Replace Excel/Sheets with AOM web app
- 5–15% KPI improvement
- **Price:** \$25K–\$75K
- **Duration:** 2–3 weeks
- **Conversion:** >70% to Suite

>70%
to Suite

Variant B — War Room Sprint (crisis mode)



- 72-hour scenario analysis for disruptions
- Compresses 6–9 months into 72 hours
- **Price:** \$50K–\$150K
- **Duration:** 3–5 days + 2-week follow-on
- **Conversion:** >50% to Opti Office

>50%
to Opti Office

Variant C — Decision Twin Sprint (transformation planning)



- Full operational decision map
- Produces multi-year AOM architecture
- **Price:** \$35K–\$100K
- **Duration:** 3–4 weeks
- **Conversion:** >80% to multi-AOM Suite

>80%
to multi-AOM Suite



OptiU

Rung 4: The Bridge from Proof to Operating Model

OptiInsight + Opti Office turn a Sprint into a sustained operating advantage.

OptiInsight

Rung 4a: No integration required

- Periodic data exports in, executive narrative and live dashboard out
- Bi-weekly readouts



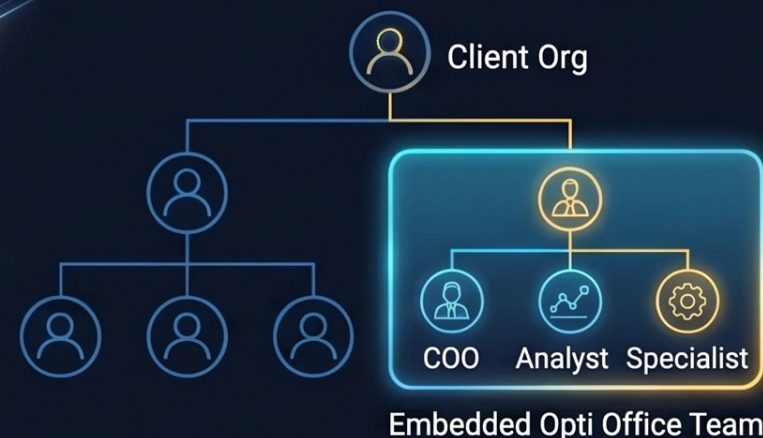
Pricing: \$5K-\$25K setup + \$2K-\$15K/mo.
6-month commitment.

Opti Suite

Opti Office

Rung 4b: Fractional Optimization Leadership

- Outsourced optimization team (COO + staff)
- Weekly reviews, scenario simulation



Pricing: \$10K-\$40K/mo.
Runs in parallel with OptiInsight.

Industry-Specific Entry Points

The Decision Layer speaks every industry's language

	Manufacturing:	Spreadsheet-to-AOM Sprint	->	Production scheduling ->	OptiManufacturing
	Retail & Distribution:	Diagnostic + Spreadsheet Sprint	->	Pricing & markdown ->	OptiRetail
	Healthcare:	Diagnostic + Sprint	->	Denial appeals ->	OptiCare
	Energy (Upstream):	War Room / Decision Twin	->	Well classification ->	OptiUpstream
	Energy (Downstream):	Decision Twin + Briefing	->	Crude slate ->	OptiRefinery
	Logistics & 3PL:	Spreadsheet-to-AOM Sprint	->	Truck loading ->	OptiManufacturing/Retail
	Mid-Market (ERP):	Opti Decision Rescue	->	Planning above ERP ->	OptiNexus

Special Buyer Plays: PE Portfolios & ERP-Frustrated Buyers

Two turnkey SKUs for the highest-velocity buyer segments.

Opti Portfolio EBITDA Diagnostic — for PE Operating Partners



Multi-portco diagnostic (3-5 portcos in parallel).

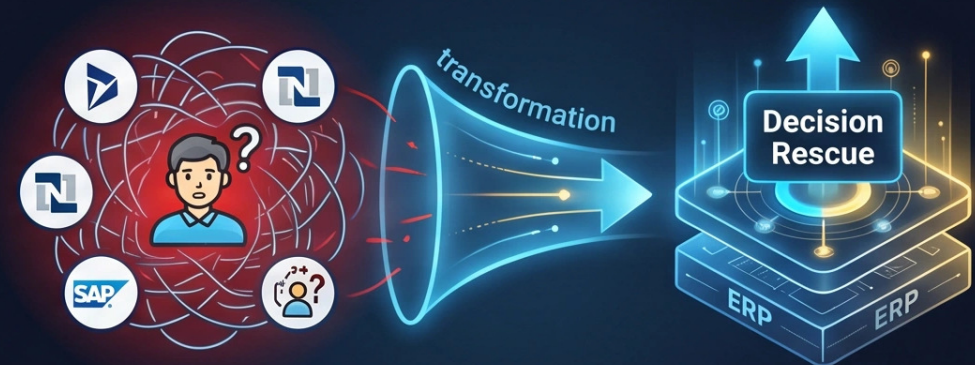
Deliverables:

Decision Landscape Map, top-3 AOMs,
EBITDA impact.

\$50K-\$150K

4-6 weeks

Opti Decision Rescue — for ERP-Frustrated Mid-Market Buyers



Turnkey bundle for D365/NetSuite/SAP users.

Includes

Diagnostic + Sprint + 3-month OptiInsight.
Positioning: OptiU sits above the ERP.

\$50K-\$100K

8-10 weeks

Pricing Matrix

Structured pricing eliminates bespoke proposals – every buyer knows what they're buying.

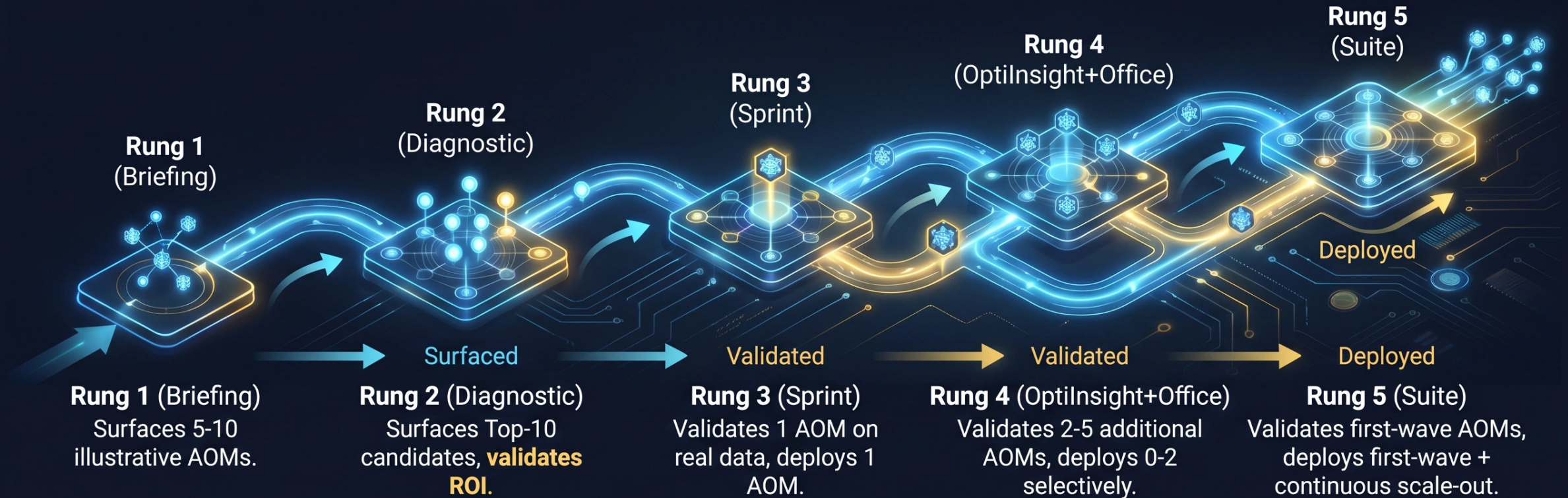
Engagement	SMB	Mid-Market	Enterprise	Duration
Opti Briefing	\$5k	\$10k	\$15k	1 Week
Opti Diagnostic	\$15k	\$25k	\$40k	2-4 Weeks
Spreadsheet-to-AOM Sprint	\$30k	\$50k	\$75k	4-6 Weeks
War Room Sprint	\$45k	\$70k	\$100k	6-8 Weeks
Decision Twin Sprint	\$60k	\$90k	\$130k	8-12 Weeks
OptiInsight	\$10k/mo	\$20k/mo	\$35k/mo	Annual
Opti Office	\$15k/mo	\$30k/mo	\$50k/mo	Annual
Opti Suite	\$25k/mo	\$45k/mo	Custom	Annual



Key commercial principle: Sprint/Diagnostic fees credit **100%** toward Suite if signed **within 90 days** – making entry rungs effectively risk-free for committed buyers.

Laddering to AOM Deployment

The Engagement Catalog is the on-ramp – every rung surfaces, validates, and deploys AOMs



Key Insight: Every engagement must produce one critical artifact – a named list of AOMs the customer would deploy next.

Your Path Forward: Start Where You Are.

Every buyer has a starting point — the ladder meets you there.

If you are...	Recommended Next Step
Just learning about OptiU	Schedule an Opti Briefing.
Convinced of the thesis, unsure where to start	Commission an Opti Diagnostic.
Sitting on a known operational pain point	Go directly to a Spreadsheet-to-AOM Sprint.
Operating under acute disruption	Commission a War Room Sprint.
Planning a multi-year transformation	Commission a Decision Twin Sprint.
A PE operating partner	Commission an Opti Portfolio EBITDA Diagnostic.
Frustrated with your ERP	Commission an Opti Decision Rescue.



OptiU contact@optiu.ai · www.optiu.ai/engage

The Decision Layer starts here.