

FLINT & FOUNDRY

Alma — AI Tools Proposal

Bespoke AI-Powered Tools Proposal

Prepared 25 February 2026

Proposed Tools

Foundational Platform Always Included

The secure infrastructure that powers all your AI tools. Rather than building standalone tools, everything sits on a foundation designed to support whatever Alma wants to build next. This includes a secure internal dashboard where staff access tools and reports, proper authentication and security appropriate for handling client data, a data pipeline that can pull in and organise information from various sources, and the bones of a future client portal.

Monthly: £200/mo

RNS Sentiment Screener Selected

Before you issue an announcement, run the draft through this tool. It compares against the client's recent announcements and relevant peer announcements, flagging tone shifts, language inconsistencies, or sentiment changes. You catch problems before Primer (or analysts) catch them for you. **Day-t...

Build: £3,000 | **Monthly:** £200/mo | **Includes:** 30 analyses per month

Strategic value: Defensive

Website Messaging Audit Selected

Enter a client's website and their peers. The system crawls the relevant pages, extracts how each company presents itself, and produces a structured audit showing: internal consistency issues, gaps against key messages, and how the client compares to competitors. Output is a client-ready report. *...

Build: £5,000 | **Monthly:** £300/mo | **Includes:** 2 full audits + 20 quick drafts per month

Strategic value: Revenue Generator — Est. £2,000–5,000 per audit to clients

Document Generator Selected

Produces first drafts of common financial PR documents using client context. Consultants provide context and bullet points, and the AI generates a professional first draft in Alma's house style. Includes streaming iterative refinement — make edits, adjust tone, or restructure through a conversation...

Build: £3,000 | **Monthly:** £100/mo | **Includes:** 40 drafts + 120 edits per month

Strategic value: Productivity

Daily Press Coverage Summary Not Selected

Each morning, consultants receive a client-specific summary of overnight and previous day coverage — their clients, relevant peers, sector news, and analyst commentary. Written in a 'ready to forward to client' tone, or at least 'ready to scan and decide what matters.' Currently this process takes...

Build: £3,000 | **Monthly:** £150/mo + £15/client | **Includes:** Daily summaries for 3 clients

Strategic value: Productivity

Bulletin Board Monitor Not Selected

Monitors LSE, ADVFN, Stockopedia, and similar retail investor bulletin boards for client stock discussions. Alerts when sentiment shifts significantly, discussion volume spikes, or concerning topics emerge. The value is in the one time it catches something important before it escalates — a coordina...

Build: £4,500 | **Monthly:** £200/mo + £20/client | **Includes:** Daily monitoring for 3 clients

Strategic value: Defensive

Automated Client Reporting Not Selected

Monthly or quarterly client reports that currently take hours to compile — coverage summary and sentiment trends, peer comparison, share price and volume context, key metrics and activity log. The AI pulls data from the platform, generates a draft report in Alma's template, and a human reviews befo...

Build: £2,000 | **Monthly:** £100/mo + £10/client | **Includes:** 3 clients, 1 report each per month

Strategic value: Productivity

Meeting Prep Automation Not Selected

Before any client meeting or call, get a comprehensive briefing pack: recent coverage summary, share price and trading context, recent announcements and market reaction, anticipated questions based on current situation, and relevant peer activity. Consultant inputs 'meeting with [Client] CEO tomorr...

Build: £1,500 | **Monthly:** £50/mo | **Includes:** 40 briefings per month

Strategic value: Productivity

Announcement Impact Analysis Not Selected

After any significant announcement, automatically generate an impact report showing share price movement (immediate, 1-day, 5-day), trading volume vs average, how it compared to peer announcements, media and bulletin board sentiment, and a narrative summary of market reception. This lets Alma demon...

Build: £4,000 | **Monthly:** £150/mo | **Includes:** 20 analyses per month

Strategic value: Revenue Generator — Est. £1,000–3,000 per analysis to clients

Investor Targeting Intelligence Not Selected

Data-driven investor targeting to help Alma advise clients on which investors to approach for roadshows, placings, or ongoing IR outreach. Starting with a light version using free data (Companies House, RNS major holdings disclosures) for peer shareholder analysis — identifying funds that own peers...

Build: £5,000 | **Monthly:** £200/mo | **Includes:** 15 analyses per month

Strategic value: Productivity

Pricing Summary

Tool	Build Cost	Monthly Cost
Foundational Platform <i>(always included)</i>	—	£200
RNS Sentiment Screener	£3,000	£200
Website Messaging Audit	£5,000	£300
Document Generator	£3,000	£100
Build subtotal	£11,000	
15% multi-tool discount	-£1,650	
Total Build Cost	£9,350	
Total Monthly Cost		£800/mo

Timeline

Tool	Estimated Delivery	Status
RNS Sentiment Screener	Week 1–2	Selected
Website Messaging Audit	Week 1–3	Selected
Document Generator	Week 2–3	Selected
Daily Press Coverage Summary	Week 3–4	Not selected
Bulletin Board Monitor	Week 4–5	Not selected
Automated Client Reporting	Week 4–5	Not selected
Meeting Prep Automation	Week 3–4	Not selected
Announcement Impact Analysis	Week 5–6	Not selected
Investor Targeting Intelligence	Week 5–7	Not selected

Overall timeline: 6–8 weeks from kick-off to all selected tools live.

Terms & Conditions

1. Scope of Work

Flint & Foundry ("FF") will design, develop, and deliver the tools and platform described in this proposal for the Client. The scope is limited to what is explicitly listed — additional tools or features beyond this proposal will be quoted separately.

2. Intellectual Property

All code, designs, and configurations built for the Client are owned by the Client upon full payment of the build fee. FF retains the right to reuse general architectural patterns and non-client-specific techniques in other projects.

3. Hosting & Infrastructure

The platform is hosted on managed infrastructure operated by FF. Monthly fees include hosting, maintenance, security updates, and the AI usage allowances specified per tool. The Client's data is stored in the UK/EU.

4. Data & Confidentiality

All client data is treated as confidential. FF will not share, sell, or use the Client's data for any purpose other than operating the platform. Data can be exported or deleted at the Client's request.

5. Monthly Fees

Monthly fees are billed on the 1st of each month, payable within 14 days. Fees cover hosting, AI usage within the included allowances, ongoing maintenance, and support. Extra usage beyond included allowances is billed at the rates specified per tool.

6. Support & Maintenance

Monthly fees include bug fixes, security updates, and minor configuration changes. Feature enhancements or new tools are quoted separately. Response time for critical issues: same business day. Non-critical issues: within 2 business days.

7. Termination

Either party may terminate with 30 days' written notice. Upon termination, FF will provide a full data export and assist with transition. Monthly fees cease at the end of the notice period. There is no lock-in beyond the current month.

8. Liability

FF's liability is limited to the fees paid in the 12 months preceding any claim. FF is not liable for losses arising from AI-generated content — all outputs should be reviewed by qualified professionals before use with clients.

Payment Terms

Build Phase

50% on agreement — to commence work

50% on delivery — when tools are live and your team is trained

Monthly Fees

Billed on the 1st of each month

Payable within 14 days by bank transfer

First monthly invoice issued on the go-live date

Payment Details

Bank transfer to:

Account name: Flint & Foundry Ltd

Sort code: Provided on invoice

Account number: Provided on invoice

Reference: Invoice number

All prices are in GBP and exclusive of VAT.