

Tenet — Pricing Presentation Guide

FIELD	VALUE
STATUS	V2, standing price is \$8/AI-active student/year
LAST REFRESHED	2026-06-01
OWNER	Caleb
AUDIENCE	Anyone discussing Tenet pricing with a prospect — founder, future SDR/AE hires, partners
LENGTH	~8-minute read
COMPANION DOCS	Conversion Playbook \$9 · Pro Value One-Pager · Objection Battlecard \$5 · Briefing 06 — Tiering & Pricing

0. TL;DR

Three things to internalize before any pricing conversation:

1. **Tenet Pro is \$8 per AI-active student per year.** This is the standing price. Every quote lands here unless a multi-year discount applies.
2. **Tenet Basic is free.** Always frame Basic as the no-conditions, no-paywall baseline. Pro is the upgrade for districts that need specific capabilities.
3. **We charge on AI-active students, not full K-12.** This is the single most important pricing concept and the reason Tenet is economically competitive even at a higher per-billed-student rate.

Two reference prices that exist in our market and matter for conversation:

- **\$2/student/month-of-pilot:** what the two paid-pilot districts paid for a 30-day Pro pilot. **Do not let this become a price anchor.** It was a single-month commitment-to-evaluate, not a recurring rate.
- **Competitor per-K-12 pricing** (Securly \$3-7/yr, Lightspeed \$4-6/yr, GoGuardian \$18-72/yr): these are per-full-K-12-student. Tenet's per-AI-active-student basis often produces a lower total even at a higher per-billed-student rate.

Quick reference table

What	Amount	Notes
Tenet Basic	Free	District-wide; no contract
Tenet Pro — standing 1-year	\$8 / AI-active student / year	Standing price
Tenet Pro — 2-year contract	8% discount → ~\$7.36	

What	Amount	Notes
Tenet Pro — 3-year contract	12% discount → ~\$7.04	
Tenet Pro — discount floor	\$6.40 minimum	Below requires founder approval
Paid pilot (historical)	\$2 / student / month-of-pilot	NOT a recurring rate; do not anchor on this
Implementation Services	2,500–15,000 + à la carte	Separate from Pro contract

1. The Pro price story — what to say and what not to

1.1 The default opening

When a prospect first asks about Pro pricing:

"Tenet Pro is \$8 per AI-active student per year. AI-active means the students who actually use AI tools through the district — typically grades 7-12, sometimes 6-12 depending on what you give younger students access to. For your district of [X total students] with [Y students in grades 7-12], that's [Y × 8] per year."

That's it. Don't over-explain. Wait for the next question.

1.2 The AI-active basis is the value frame

The single most important pricing concept to land: **we charge on AI-active students, not full K-12**. This is what makes our pricing economically competitive even at a higher per-billed-student rate.

The math to be able to do in your head:

District type	Total K-12	AI-active (typical)	At \$8/AI-active	Equivalent per-K-12
Small suburban	5,000	2,000 (40%)	\$16,000	\$3.20
Mid-suburban	10,000	4,000 (40%)	\$32,000	\$3.20
Mid-urban	15,000	7,000 (47%)	\$56,000	\$3.73
Large district	30,000	12,000 (40%)	\$96,000	\$3.20
State / very large	100,000	45,000 (45%)	\$360,000	\$3.60

Compare to:

- Securly Filter / Aware: \$3-7 per K-12 student
- GoGuardian: \$18-72 per K-12 student (bundle-dependent)

- Lightspeed: \$4-6 per K-12 student per product

The framing to use with a CFO:

"We count grades 7-12; comparable platforms count all of K-12. For your district, that's the difference between paying us for 4,000 students vs. paying [competitor] for 10,000. Even at \$8 per AI-active student, the total is usually at or below what you would pay a per-K-12 platform."

1.3 The "what counts as AI-active" definition

When asked to nail down the count exactly:

"Default: grades 7-12, based on roster data. Some districts include grade 6; some exclude grade 12 mid-year. You define the AI-active grade range during onboarding; we bill on whatever you set. We don't audit students; we trust your roster."

For Basic-to-Pro conversion conversations: the AI-active count is already visible in their Basic dashboard (grade-aware blocking is a Basic feature). No mystery; no negotiation.

1.4 What we do NOT say

- **Never quote a per-month figure.** Tenet Pro is annual. "\$8/year" not "\$0.67/month." Per-month framing reads as B2C SaaS and undersells the procurement-friendly annual model.
- **Never describe Pro as a "premium" tier.** Pro is the tier for districts that need classroom-level features. Basic is not a degraded version; it is its own product.
- **Never describe Basic as a "free trial" or "limited time."** Basic is permanent free.
- **Never quote a price without an expiration date.** Written quotes are good for 30 days. This protects us if pricing moves and disciplines the prospect to decide.

2. The Basic positioning — free, not freemium

2.1 The framing

"Basic is free for the whole district. Not a trial — permanent. The economics work because Basic costs us almost nothing to serve, and Basic districts become Pro leads naturally over 60-90 days when they hit specific operational needs."

2.2 Why we volunteer the economic logic

It's counterintuitive to most CTOs that "free" can be a real business model in B2B SaaS. Pre-empting the "what's the catch" question with the actual unit economics builds trust:

"Our infrastructure cost to serve Basic is about \$0.003 to \$0.15 per student per year. At a 10,000-student district that's roughly \$300/year of cost on our side. We can afford to be aggressive with Basic because it's our lowest-CAC channel — every Basic install gives us 60-90 days of product-in-the-building before we have any Pro conversation."

This often dissolves the "free is suspicious" objection in one beat.

2.3 The Basic features ARE the wedge

In a pricing conversation, always anchor what Basic gives them before Pro upsell:

- Seven governed AI platforms
- On-device PII redaction (chat + all upload formats)
- On-device safety classifiers (jailbreak, illicit, self-harm with crisis-resource overlay, bullying)
- Custom district guardrails, blocked sites, time-of-day blocking
- Approved-AI allowlist with non-approved AI blocking

This is real product. Many districts will be entirely happy with Basic for their first year. **That's fine.** Pro conversion happens organically when triggered by an operational need (see [Conversion Playbook §3](#)).

3. Discounts — what we offer and what we don't

3.1 The default discount table

These are the only discounts to offer without founder approval:

Term	Discount	Effective price
1-year	—	\$8.00/student/year
2-year	8%	\$7.36/student/year
3-year	12%	\$7.04/student/year

Multi-year discounts are paid annually by default. Pre-pay options on request (additional 2% off for full-term prepay).

3.2 The discount floor

\$6.40/student/year is the floor. Below this requires explicit founder approval. The floor exists because:

1. It preserves the comparison anchor for future districts. A district that signs far below floor becomes a reference point for everyone else who hears about it.
2. It protects 95-99% gross margins at scale (see [Basic/Pro engineering plan §9.2](#)).

3. It signals a confident price posture. Discounting too easily is a tell of weakness.

3.3 What we say when asked for a deeper discount

"Our floor is \$6.40. Below that requires founder sign-off and is reserved for unusual situations — multi-district consortia, multi-year prepays, that kind of thing. What we can do without going to floor: multi-year for the discount, payment-term flexibility (we're comfortable with net-90 for districts), and bundling Implementation Services."

If they push further:

"Worth checking — is price the actual blocker, or is the value not yet clear? If it's value, more proof helps more than less price. If it's actual budget, let's talk about a one-quarter delay so you can include Tenet in your next budget cycle."

3.4 What we never do

- **Never volunteer a discount.** Make them ask. Many CTOs accept the first quoted price.
- **Never discount during the first call.** Pricing in the first call should always be the standing rate. Discount conversations belong in the procurement/closing phase.
- **Never give a discount without a corresponding concession** (multi-year, prepay, named-reference rights, case-study consent, etc.).
- **Never discount below floor casually.** Even a single deep-discount close becomes a precedent that haunts the next 12 months of pricing conversations.
- **Never offer "loyalty discounts" or retention discounts.** A Pro renewal renews at the standing rate or with a normal multi-year discount; no special retention pricing.

4. Why Pro is \$8

4.1 The short version

\$8 per AI-active student per year reflects what Pro actually delivers today and still lands meaningfully below comparable platforms on a true cost basis. You rarely need to justify the number, but when value is questioned, these are the points that matter.

4.2 The value case

- **The product has grown substantially.** Pro now includes the self-harm four-path architecture, the 25-class subject classifier, name pseudonymization, file-DLP across all upload formats, the dual-path send gate, and a rebuilt ML detection suite. The price reflects current Pro, not an early-version Pro.

- **It is still below comparable platforms on a real cost basis.** Comparable per-K-12 pricing of \$5-7 (Securly, Lightspeed) translates to roughly \$10-15 per AI-active student when priced on Tenet's basis. At \$8 on AI-active students, Tenet is still the lower total cost for most districts.
- **The billable base is the advantage.** Districts pay for grades 7-12, not all of K-12. That structural difference, not the per-student number, is what wins the CFO conversation.

4.3 How to discuss price stability

If a prospect explicitly asks "*is your price stable?*" the honest answer is:

"Tenet Pro is \$8 per AI-active student per year. Anything we quote you in writing is good for 30 days at that rate."

Don't pressure-close with "lock in before pricing changes" — that's exactly the tactic we said we don't use (Battlecard §15).

5. The \$2 paid-pilot reference

5.1 The context

Two districts paid \$2/student for a one-month paid pilot of Tenet Pro. That construct was:

- A single-month commitment, not a recurring rate
- Roughly 3x the prorated annual price ($\$8/\text{yr} \div 12 \approx \$0.67/\text{month}$; \$2/student-month is about 3x the prorated rate, reflecting the validation premium)
- Structured as "commitment-to-evaluate" not "evaluation-priced subscription"

5.2 The risk: \$2 becoming a price anchor

If we casually quote "\$2 for a pilot" to future prospects, it becomes the anchor. Prospects will (a) expect to pay \$2 for their own pilot, and (b) push back on the standing \$8 as a large increase from "what you charged the pilots."

5.3 How to handle it when it comes up

If a Basic district says "I heard you ran \$2 pilots — can we do that?":

"The two paid pilots were structured for that specific moment in the product — we were validating Pro features against district workflows, and the \$2 helped both sides commit to the work without it being a casual evaluation. Both of those pilots ran in [month] and ended [date]; we're not running the same structure anymore. What we offer for evaluation now is the standing \$8/year Pro contract, OR a free 30-day Pro trial if you want hands-on time before contracting."

5.4 What we don't do

- **Don't deny the paid pilots existed.** Word gets around in K-12; districts talk.
 - **Don't repeat the \$2 pricing for new prospects** without an explicit decision to repeat the structure.
 - **Don't compare \$2 to \$8 as if it's a price increase.** It's a different unit (per-month-of-pilot vs per-year) and a different commercial construct.
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6. Implementation Services pricing (separate line)

6.1 What it is

Optional one-time and à la carte services that help districts roll out Tenet. NOT a Pro feature, NOT included in the Pro contract.

Typical packages: 2, 500–15,000 depending on scope. See [Implementation Services one-pager](#) for the full catalog.

6.2 When to bring it up

- When a district has a tight deployment timeline and limited internal IT capacity
- When the rollout involves training teachers, counselors, or admins (Pro features have learning curves)
- When the district wants a specific configuration that goes beyond default Pro setup (custom rule packs, complex roster integration, custom dashboards)

6.3 What to say

"Pro is the product. Implementation Services is optional — most districts don't need it for a standard rollout. Where it makes sense: rapid timelines, big teacher-training lifts, or complex configurations. Range is \$2,500 for a basic setup engagement up to about \$15,000 for a full district rollout with custom training. Separate from the per-student Pro pricing."

6.4 The capacity constraint

Implementation Services is founder-time-intensive. Per [Basic/Pro engineering plan §10](#), capacity is capped at ~10-15 engagements per year. **If we're at capacity, say so.** Better to defer a services engagement than to deliver it badly.

7. The procurement-friendly quote format

Every written quote uses this format. Single page. Plain text or simple PDF.

Tenet Pro – Order Form

District: [District Name]
 Term: 1 year (or 2-year / 3-year)
 Start date: [Date]
 AI-active student count: [Y] (grades [range])
 Pro tier rate: \$8.00 / student / year (or discounted rate)
 Annual subscription: \$[Y × rate]
 Implementation Services (if applicable): \$[amount] one-time
 Total Year 1: \$[total]

Quote expiration: [30 days from issue]

Payment: Net 60 (default; net 90 available)
 Discounts: [applicable multi-year discount, if any]
 Includes: [bullet list of standard Pro inclusions per one-pager]

Quote prepared by: Caleb / TrueMade AI
 Quote date: [Date]

That's it. No legalese in the quote itself — that lives in the DPA + MSA. The quote is a one-page commercial offer.

8. Discount negotiation playbook

When a CTO pushes for a deeper discount, the negotiation tree:

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"$8 is too high"
|
|→ Diagnose: is it real budget, anchoring, or value-not-proven?
|
|— Real budget → offer (a) Basic for free now, Pro next budget cycle
|                   (b) one-quarter delay to fit budget calendar
|                   (c) multi-year with first year invoiced in next FY
|
|— Anchoring → re-frame on AI-active basis ($1.2 math)
|              show comparison table
|              do NOT discount
|
|— Value not proven → offer 30-day free Pro trial
|                   offer reference call with AR district
|                   do NOT discount; offer more proof
  
```

A discount is the wrong response to ~80% of "\$8 is too high" objections. It only addresses the real-budget case, and even there it usually doesn't.

9. What we explicitly do NOT do

- **No public per-student pricing page yet.** Until we launch one, pricing reaches prospects through custom quotes and rep conversations, not a web page.
- **No "annual contract with monthly billing."** Districts buy annual; we bill annual.
- **No usage-based pricing.** Tenet is per-active-student, not per-event or per-prompt. Predictable for districts; predictable for us.
- **No tiered Pro pricing.** There is one Pro. No Pro Plus, no Pro Enterprise. The "Enterprise" tier mentioned in [Briefing 06 \\$future considerations](#) is a future possibility, not a current offer.
- **No per-feature add-ons within Pro.** Everything Pro includes everything Pro includes. No "counselor alerting add-on for \$X/mo."
- **No discount stacking.** Multi-year discount and prepay discount don't stack with founder-approval discounts; pick one.
- **No "first 10 districts" intro pricing.** Tempting; bad anchor. The free Basic tier is the introductory offer.
- **No different pricing for different states or regions.** One standing price.
- **No different pricing for charter, magnet, parochial, or independent schools vs traditional public districts.** One standing price.

10. Triggers to revisit this guide

Trigger	What we'd revisit
First Pro deal lost specifically for pricing	Understand whether \$8 created friction or value was unproven
First Pro deal closing requires a below-floor discount	Re-examine the floor; understand whether it's a one-off or a pattern
Multiple closes with no pricing friction	Consider whether \$8 is leaving money on the table
Implementation Services backlog > 6 weeks	Adjust IS pricing or hire (per eng plan \$10)
Competitor materially changes pricing	Update comparison framing
Public pricing page launches	Half of this doc becomes obsolete; refactor
Hiring first AE	This doc becomes their pricing-conversation script
Annual review (2027-06-01 default)	Full refresh

11. Companion reading

- [Conversion Playbook \\$9](#) — strategic frame for pricing across all conversion motions

- Objection Battlecard \$5 — handling "\$8 is too high"
- Pro Value One-Pager — the value side of the pricing equation
- Briefing 06 — Tiering & Pricing — product-context pricing framing for procurement audiences
- Basic/Pro Engineering Plan \$9.2 — unit economics that justify the price floor
- DPA + Tenet Exhibit C — legal framework attached to quotes
- Implementation Services One-Pager — paid services catalog
- Tier Comparison Chart — visual feature matrix to share with pricing conversation
- Competitor Comparison Sheet — for the per-K-12 vs per-AI-active framing