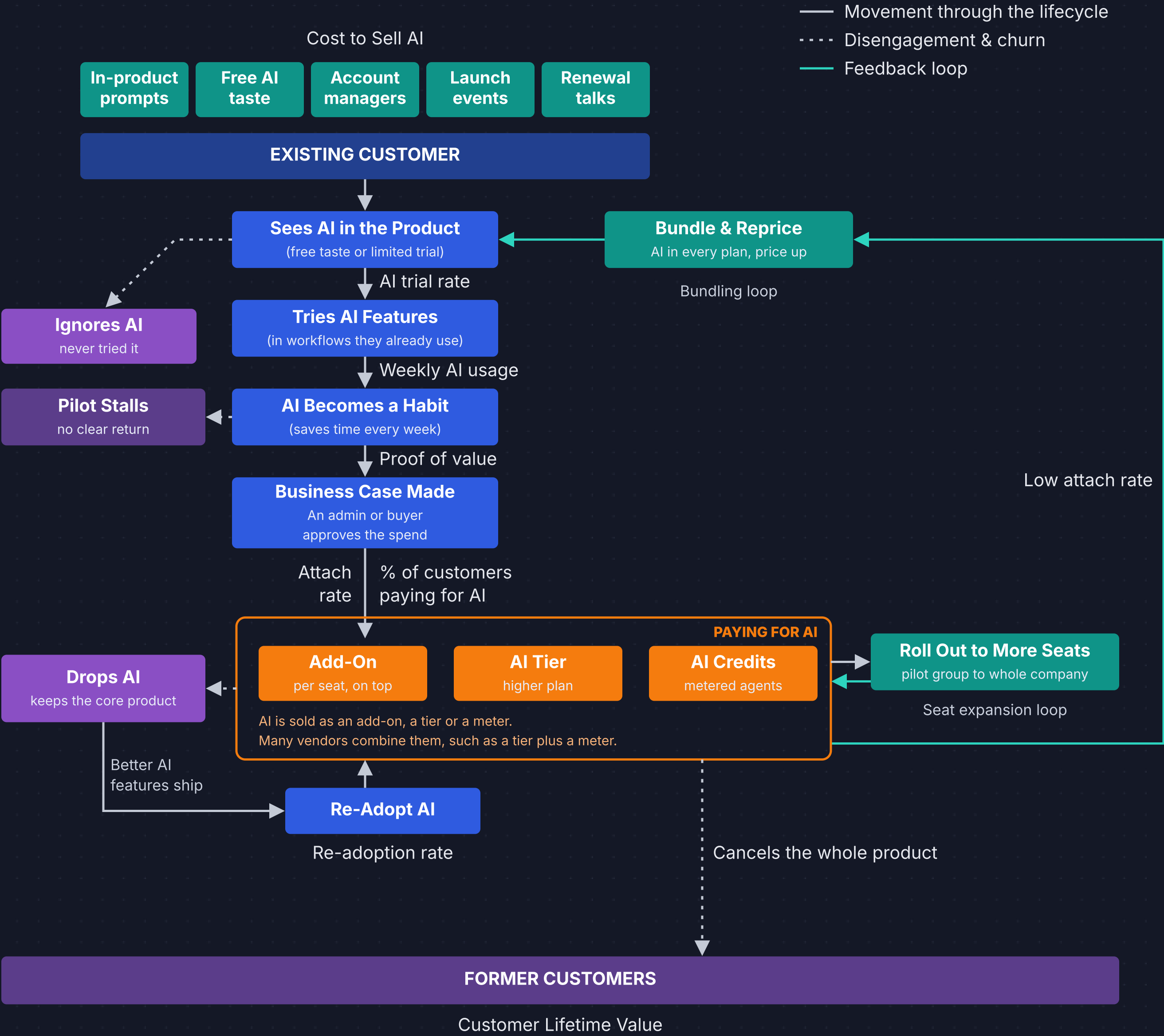


How an AI add-on business works

An established software product sells AI to customers who already pay



THE ECONOMICS How this model makes and spends money (not a stage in the lifecycle)

Revenue =
core plans, plus AI uplift × customers paying for AI

Cost =
AI compute for everyone who uses it, bundled AI included