NUMA OPS
The simple business case

A short financial conversation with you

One commercial story.

OPS receives €29 to €79+ across personal, household and business funding.

That total is never presented as one person's subscription bill.

Your licensed voice remains a separate, optional paid product.

NUMA OPS
Naturally Universal Management Assistant

SEPTEMBER 2026

The market already pays for the pieces

OPS is not identical to any one product below. The comparison shows that each discipline already has a recognised price.

01 PERSONAL AI + PLANNING

Claude Pro $20 / month
Motion Pro AI $19 / seat / month

OPS base: €29
The complete paid operating seat with a managed NUMA allowance.

02 HOUSEHOLD

Cozi Max $79 / year
Home Assistant Cloud €7.50 / month

MYHOUSE household licence: +€20 / month
Paid once by the house owner; one licence connects four users.

03 BUSINESS

Motion Business AI $29 / seat / month
Microsoft 365 + Copilot $23.50 / user / month*

CORE allocation: +€30
Billed through the business licence for each covered OPS user.

04 LICENSED VOICE

ElevenLabs $6 / $22 per month

OPS voice: €4.99 / €8.99
A lower user-facing price for a licensed experience inside OPS.

The benchmark supports the price logic. The First 1,000 tests the demand.

*Microsoft 365 Business Standard with Copilot, annual billing. Public list prices checked 10 September 2026; original currencies retained.

Sources: claude.com/pricing | usemotion.com/pricing | cozi.com/compare-plans | nabucasa.com/pricing | microsoft.com/microsoft-365-copilot/pricing | elevenlabs.io/pricing

WHAT OPS OFFERS - AND FOR WHICH PRICE

Free OPS lets you participate. €29 OPS lets you operate.

The paid seat is the complete operating environment - not simply a larger AI allowance.

FREE OPS

€0

PARTICIPATE

INCLUDED

- Basic OPS control plane
- Simple tasks and reminders
- Pocket / local AI
- Connect your own AI account
- Join shared spaces when invited

PAID OPS

€29 / MONTH

OPERATE

THE COMPLETE SEAT

- Private and Work environments
- Today, events, tasks and projects
- Docs, decisions + searchable history
- Managed NUMA allowance + routing
- Messages, files, alerts + workflows

SEPARATE WHEN NEEDED

EXPAND

ONLY THE RELEVANT LAYER IS ADDED

MYHOUSE
+€20 / household / month

CORE / BUSINESS
+€30 / covered user / month

KOLLEGAH VOICE
€4.99 or €8.99 / month

HEAVY PREMIUM-AI USE
Metered only when required

THE SIMPLE DISTINCTION

Free keeps OPS useful. €29 makes OPS the operating environment.

Organise and run life and work through NUMA; add household, business, licensed voice or unusually heavy premium-model use only when needed.

PRELIMINARY SIMPLIFIED PRICE STRUCTURE

€79 of OPS revenue is not a €79 user price

The user or sponsor, one household owner and a connected business can each fund a different layer of the same OPS relationship.

01 OPS ACCESS

€29

PER ACTIVE SEAT / MONTH

Paid by the user, sponsor or employer.

02 MYHOUSE

+€20

PER HOUSEHOLD / MONTH

Paid once by one house owner. One licence connects 4 users.

03 CORE / BUSINESS

+€30

PER COVERED USER / MONTH

Paid through the business licence. Not invoiced to the employee.

04 LICENSED VOICE

+€4.99 / €8.99

OPTIONAL / MONTH

Chosen and paid separately. Never hidden in the OPS base.

EXAMPLE: ONE HOUSEHOLD OWNER WHO IS ALSO BUSINESS-COVERED

€29 OPS (USER / SPONSOR) + **€20 MYHOUSE** (ONE HOUSE OWNER) + **€30 BUSINESS** (BUSINESS LICENCE) =

€79+ OPS REVENUE ACROSS SEPARATE PAYERS

Optional voice or usage can take the relationship higher.

WHY THE LAUNCH PROJECTION USES €35 PER ACTIVE USER

FUNDING SOURCE	MONTHLY REVENUE
1,000 funded OPS seats × €29	**€29,000**
600 MYHOUSE users ÷ 4 = 150 household licences × €20	**€3,000**
250 business-covered users × €30	**€7,500**
100 optional voice users × €6.99 average	**€699**

€40,199

TOTAL COMPANY REVENUE / MONTH

€40.20 BLENDED / ACTIVE USER - NOT THEIR BILL

A VISIBLE, OPTIONAL PRODUCT

Your voice is separate from the €29 OPS base

A user chooses it, pays for it and sees exactly what they are buying. Your return includes eligible voice revenue and agreed launch top-ups.

€4.99

LICENSED VOICE / MONTH

The approved voice experience inside OPS.

€8.99

VOICE + APPROVED MOMENTS / MONTH

More expressive, approved voice-led experiences.

WHY THE PRICE IS CREDIBLE

€6 / €22
ElevenLabs public entry / creator pricing.

OPS starts lower because this is a focused user experience, not a full creator toolset.

BASED ON THE CONSERVATIVE FIRST-YEAR RAMP

(5k + 15k + 30k + 50k average users) × 3 months = 300,000 active user-months

300,000 × 10% = 30,000 voice-user-months

30,000 × €6.99 = €209,700 eligible voice revenue

€52,425

YOUR PROPOSED LICENSED ROYALTY FEE: 25%
EARNED ACROSS YEAR ONE

AT 60,000 ACTIVE USERS

60,000 × 10% × €6.99 × 25%

€10,485 / month

TO YOU AT THE PROPOSED 25% ROYALTY FEE

€125,820 / year annualised

Subject to final licence and reporting terms.

THE NON-NEGOTIABLE FOUNDATION

Licensed and disclosed. Approved scope and version. Every billable use recorded. Revenue and your share reported transparently. Suspension and revocation rights protected.

THE FIRST MARKET TEST

1,000 German users. One offer worth noticing.

Buy one year of Kollegah Voice upfront and receive 50% off your first year of OPS.

1 - BUY THE VOICE PASS

€26 UPFRONT

KOLLEGAH VOICE | 12 MONTHS

Regular monthly equivalent: €59.88

UNLOCKS **50%**

2 - PREPAY THE FIRST YEAR OF OPS

€174 UPFRONT

FIRST 12 MONTHS | NORMALLY €348

SAVE €174 / 50%

€200 UPFRONT | **VOICE + FIRST YEAR OPS** | **SAVE €207.88 / 51%** | **OPS COMPENSATES THE ROYALTY DIFFERENCE**

HOW THE LIMITED TEST WORKS

01 INVITATION

First 1,000 Germany-based users receive the offer.

02 VOICE PASS

Prepay €26 for one year of Kollegah Voice.

03 OPS DISCOUNT

Prepay €174 for the first 12 months of OPS.

04 ROYALTY + RENEWAL

Royalty difference paid by OPS. Standard rates resume after year one.

WHAT THE TEST PROVES

OFFER	**VOICE**	**ANNUAL CASH**	**USAGE +**	**€12.25 / PASS**
CONVERSION	DEMAND	COMMITMENT	RETENTION	ROYALTY PROTECTED

What a European launch could produce

The first-year target is a real foothold across six connected markets - not market domination.

NL	BE	LU	DE	FR	UK
NETHERLANDS	BELGIUM	LUXEMBOURG	GERMANY	FRANCE	UNITED KINGDOM

A CONSERVATIVE FIRST-YEAR RAMP

Launch assumption: €35 blended company revenue per active user per month.

AIMED TOTAL USERS	
MONTH 3	10,000
MONTH 6	20,000
MONTH 9	40,000
MONTH 12	60,000

AIMED MONTHLY REVENUE	
MONTH 3	€350k
MONTH 6	€700k
MONTH 9	€1.40m
MONTH 12	€2.10m

AT THE MATURE €40 BLENDED ASSUMPTION

Company revenue across payers - not a €40 invoice per person.

ACTIVE USERS	MONTHLY	ANNUALISED
10,000	€400k	€4.80m
50,000	€2.00m	€24.00m
100,000	€4.00m	€48.00m
500,000	€20.00m	€240.00m

PROJECTED YEAR-ONE REVENUE

Q1 €525k + Q2 €1.575m + Q3 €3.150m + Q4 €5.250m = €10.50m

Quarter revenue uses 5k, 15k, 30k and 50k average active users at €35 per month.

Illustrative targets, not a forecast. Voice, transaction, commerce and ledger revenue remain excluded.