
AI Value Realization Accelerator Platform

Build + Operate Proposal for the design, development, and managed hosting of a premium micro-SaaS platform at realizeaivalue.com — delivering 20 AI-powered diagnostic tools across a 5-stage lifecycle pipeline. Human Led, Agent Driven.

Prepared for	Prashant & RealizeAI Value Team
Prepared by	BlueFalconInk LLC
Date	24 March 2026
Version	V4.0 — Build + Operate (Hosting-First)
Duration	5 Days (1 Week)
Investment	\$5,000 Build (40 hrs × \$125/hr) + \$249/mo Managed Hosting

★ SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS (SDVOSB)

BlueFalconInk

Bossier City, Louisiana

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SECTION 1

Letter of Transmittal

24 March 2026

Prashant

RealizeAI Value Team

Re: Build + Operate Proposal — AI Value Realization Accelerator Platform

Dear Prashant,

Thank you for the conversations that led us here. After reviewing your Business Requirements Document (v2.0) and completing BRD alignment together, I am confident that BlueFalconInk's **Build + Operate** model is the right approach for bringing your platform to market — a clean, transparent engagement where BFI builds the platform and provides ongoing managed hosting.

The model is simple: a **\$5,000 one-time build fee** (40 hours × \$125/hr) covers the full 5-day sprint engagement, and **\$249/month managed hosting** keeps the platform running on GCP-native infrastructure with a 99.5%% uptime target. There is no revenue share — you keep 100%% of your platform revenue. BFI earns by building well and keeping the lights on.

Our delivery model — one senior architect commanding a 13-agent AI fleet — compresses the timeline from the industry-standard 20 weeks to **5 working days**. What sets this proposal apart is that we are demonstrating the capabilities, not just describing them. The document you are reading was generated by our AI agent fleet, with companion interactive dashboards accessible via QR code throughout — mirroring exactly the integrated print-to-digital experience your platform will deliver through the book hub and QR-linked tools.

We are prepared to begin work immediately upon contract execution, with a target kickoff the week of March 24, 2026.

Respectfully,

John Eric Lewis

Founder & Solutions Architect

BlueFalconInk LLC

SDVOSB Certified

SECTION 2

Executive Summary

BlueFalconInk LLC ("BFI") proposes a **Build + Operate engagement** to design, develop, and provide managed hosting for the **AI Value Realization Accelerator** — a premium, B2B micro-SaaS platform at **realizeaivalue.com** that provides mid-market executives with interactive diagnostic tools, strategic guides, and execution templates mapped to a proprietary 5-stage AI lifecycle.

The platform will be built on a modern stack of React/TypeScript (via Lovable.dev), Supabase (PostgreSQL with Row-Level Security), Stripe (credit-based and subscription billing), and CloudFlare CDN — delivering approximately **20 AI-powered tools** across three categories (Scorecards, Guides, Templates) in a **5-day sprint engagement** — concept kickoff to production in 1 week.

The pricing model is transparent and client-friendly: a **\$5,000 one-time build fee** covers the full development engagement, and **\$249/month managed hosting** provides GCP-native infrastructure, monitoring, security patching, and a 99.5%% uptime target. There is **zero revenue share** — you keep 100%% of every dollar your platform earns. BFI's delivery model — one senior architect (**John Eric Lewis**) commanding an **13-agent AI operations fleet** — enables us to deliver the full platform within 5 days at a fraction of traditional cost. At the BRD's projected Master Toolkit price of \$697/user, the platform breaks even at approximately **8 sales** — achievable within the first month based on the conversion model outlined in your requirements.

Why BFI — Human Led, Agent Driven: We don't just build AI platforms — we operate one. Our production fleet of 13 AI agents on 26 Cloud Run services, two completed OWASP security sprints, and ID-token-authenticated cross-agent communication deliver the exact class of infrastructure this project requires. The same agent fleet that runs our platform will build yours — and then keep it running at **\$249/mo** with zero revenue share overhead. This proposal itself was generated by that fleet.



INTERACTIVE COMPANION

Volume I: Management Dashboard

Scan for the full interactive management volume — org chart, risk register, sprint governance, and past performance data.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol1>

Understanding of Requirements

Based on our thorough analysis of BRD v2.0, we understand the engagement requires the delivery of a **100%-gated, product-led growth (PLG) platform** targeting C-suite executives at mid-market companies (\$100M–\$500M revenue) across Financial Services, Healthcare, Manufacturing, Professional Services, and SaaS verticals.

Core Platform Requirements

The platform centers on a **proprietary 5-stage AI lifecycle pipeline** — Diagnostic, Safety Floor, Pilot Pipeline, Scale-Up, and Accelerator — with each stage offering curated tools that guide executives through their organization's AI maturity journey. Tools are organized into three categories:

- **Category A — Scorecards:** Interactive diagnostic assessments producing scored radar charts and PDF reports (e.g., AI Evolution Matrix, 3P Alignment Audit, Data Debt Calculator)
- **Category B — Guides:** Interactive reference frameworks and checklists (e.g., Technology Readiness Sequence, Disruption Canvas)
- **Category C — Templates:** Structured input forms generating board-ready documents (e.g., Master AI Initiative Charter, CFO Macro P&L Model)

Monetization Model

Revenue flows through a **five-tier pricing structure**: individual à la carte credits (\$49–\$97 per tool), project bundles (\$197–\$297), the Master Toolkit (\$697 for all tools), Enterprise annual subscriptions (\$1,997–\$2,997/year with 10-seat multi-user), and Enterprise Plus (\$4,997+/year with custom benchmarking). A credit-based consumption engine manages access, with Stripe handling both one-time and recurring payments.

Design & Experience Standards

The BRD specifies a premium dark-mode UI with glassmorphism accents, deep navy backgrounds, and vibrant data visualizations — targeting a "Bloomberg Terminal" aesthetic that signals authority to enterprise buyers. Every tool must produce branded, watermarked PDF reports with copyright headers, auto-delivered via email. The platform must achieve a Lighthouse performance score of 90+ and be fully responsive across mobile and desktop.

Book Integration

A key differentiator in the BRD is the integration between a physical book and the digital platform. The book hub will feature QR codes linking readers directly to specific tools, with UTM tracking for campaign attribution. This print-to-digital bridge is central to the product's go-to-market strategy — and it is precisely the kind of experience we are demonstrating in this proposal.

BRD Compliance: We have mapped all 17 sections of BRD v2.0 to specific proposal sections and delivery sprints. A full compliance matrix is available in the interactive Delivery & Appendices dashboard (Section 11).

SECTION 4

Management & Delivery Approach

BFI employs an **Agile-Sprint methodology** with two-week cycles, each ending with a deployable increment and live stakeholder demo. One senior architect (John Lewis) leads every sprint personally, augmented by a 13-agent AI fleet that executes scaffolding, QA, security, CI/CD, and documentation in parallel — giving you working software to evaluate every 14 days.

Two-Phase Build + Operate Delivery

The engagement is structured around two phases with clear milestones:

PHASE	SCOPE	TIMELINE	MILESTONE
Day 1: Foundation	Supabase schema + RLS, auth, Stripe integration, design system, CI/CD, staging deploy	Day 1	Foundation deployed to staging
Day 2: Commerce + UX	User journey, persona pages, category hub, cart, checkout, form-before-download, promo codes	Day 2	Full user journey live
Day 3: Scoring Tools + PDF Pipeline	OpenAI PDF pipeline, 5 scoring tools with personalized output, AI integration	Day 3	First scorecard working
Day 4: Templates + Guides	15 templates & guides, email flow, user dashboard, legal docs	Day 4	All 20 tools functional
Day 5: QA + Launch	Security audit, E2E testing (all 20 tools), book hub, production deploy, client walkthrough, handoff	Day 5	★ PRODUCTION LIVE

Build + Operate Model: The \$5,000 build fee (40 hours × \$125/hr) covers the full 5-day sprint engagement. Upon go-live, \$249/month managed hosting begins — covering GCP infrastructure, monitoring, security patching, backups, and a 99.5% uptime target. You keep 100% of platform revenue. See Section 8 for the full pricing breakdown.

Sprint Governance

Each sprint follows a disciplined cadence designed to keep delivery predictable and stakeholder-aligned:

CEREMONY	TIMING	PURPOSE
Sprint Planning	Day 1	Scope agreement, acceptance criteria, task assignment
Daily Stand-up	Async (Slack)	Blocker resolution, progress visibility
Mid-Sprint Check	Day 5	Progress review, early course correction
Sprint Demo	Day 10	Live demonstration of working software to stakeholder
Retrospective	Day 10	Process improvement for next sprint

Quality Assurance

Quality is built into every sprint, not bolted on at the end. Each sprint includes automated testing, code review, RLS policy validation, and a Lighthouse audit. Phase 1 and Phase 2 each conclude with a dedicated **security pen-test** covering OWASP Top-10 and Supabase RLS cross-user isolation. BFI has completed two production OWASP security sprints on its own infrastructure — we apply the same rigor to partnership engagements.



INTERACTIVE COMPANION

Volume II: Technical Architecture Dashboard

Scan for the full technical deep-dive — architecture diagrams, tool implementation matrix, database schema, security controls, and sprint delivery map.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol2>

SECTION 5

Key Personnel

BFI's partnership delivery model is **Human Led, Agent Driven**: one senior architect serves as the single point of accountability, commanding a 13-agent AI operations fleet that executes in parallel at zero billable cost. Every human hour in the Basis of Estimate is John Lewis's time on architecture, integration, business logic, and quality review. Agent-executed work runs simultaneously.

ROLE	RESPONSIBILITIES	KEY QUALIFICATIONS
John Eric Lewis Solutions Architect / PM	Architecture decisions, project governance, client liaison, sprint demos, security oversight, all integration & business logic	Veteran; operates 13-agent AI fleet on GCP; 26 Cloud Run services; full-stack architect; SDVOSB founder

AI Agent Fleet (13 Available — 8 Directly Assigned to This Engagement)

AGENT	FUNCTION	EXECUTION
BD Agent	Proposal generation, document formatting, compliance mapping	Parallel / zero cost
Proposal Agent	BOE computation, pricing models, HTML dashboard generation	Parallel / zero cost
Web Design Agent	UI/UX design, dark-mode aesthetic, responsive layouts, Tailwind components	Parallel / zero cost
SOC Agent	OWASP audits, RLS pen-testing, security monitoring, vulnerability scanning	Parallel / zero cost
NOC Agent	CI/CD pipeline, Cloud Run deployment, monitoring, alerting	Parallel / zero cost
Legal Agent	Terms of Service, Privacy Policy, GDPR/CCPA compliance, DPA	Parallel / zero cost
Customer Success Agent	Onboarding flows, email nurture sequences, feedback collection	Parallel / zero cost
Strategic Ops Agent	Sprint planning, retrospectives, milestone tracking, risk management	Parallel / zero cost

Cost Advantage: Traditional firms quote 5–7 person teams at blended rates of \$150+/hr for a \$78K+ engagement. BFI's agent-augmented model delivers equivalent throughput for a \$5,000 build fee — because the agents execute scaffolding, testing, documentation, and deployment at zero marginal cost. You pay for the result, not the headcount.

SECTION 6

Technical Architecture

The platform architecture is designed for the specific constraints of the BRD: a premium frontend experience, secure multi-tenant data isolation, credit-based monetization, and high-fidelity PDF generation — all while keeping infrastructure costs in the \$130–\$155/month range.

Technology Stack

LAYER	TECHNOLOGY	RATIONALE
Frontend	React / TypeScript / Tailwind CSS / shadcn/ui (via Lovable.dev)	BRD-specified; rapid component development; premium aesthetic
Backend / Database	Supabase (PostgreSQL + Auth + RLS + Edge Functions)	BRD-specified; row-level security for multi-tenant isolation
Payments	Stripe Checkout + Webhooks + Customer Portal	BRD-specified; supports credit packs, subscriptions, enterprise invoicing
PDF Generation	Documint / Bannerbear (evaluated in Sprint 3)	Branded watermarked reports with charts; BRD-specified
Email	Brevo (transactional + nurture sequences)	BRD-specified; supports abandoned cart recovery and drip campaigns
Analytics	PostHog + Google Analytics 4	Funnel tracking, feature usage, admin dashboard KPIs
CDN / Security	CloudFlare	Edge caching, DDoS protection, SSL termination
Monitoring	Sentry	Error tracking, performance monitoring, alerting

Data Architecture

The database schema centers on nine core tables — *users*, *profiles*, *purchases*, *credits*, *tool_results*, *tool_feedback*, *organizations*, *org_members*, and *analytics_events* — each protected by Supabase Row-Level Security policies that ensure strict per-user (and per-organization) data isolation. The credit consumption engine is implemented as a database function with atomic deduction to prevent race conditions.

Tool Development Patterns

Each tool category follows a standardized development pattern to maximize reuse and minimize per-tool development time:

- **Category A (Scorecards):** 3–5 day effort per tool. Form component → scoring engine → chart renderer → PDF template → email delivery. Pattern established in Sprint 3 with AI Evolution Matrix; subsequent scorecards leverage the proven pipeline.
- **Category B (Guides):** 1–2 day effort. Interactive accordion/checklist components with bookmarkable state. Lightest-weight category.
- **Category C (Templates):** 2–4 day effort. Multi-field structured forms → formatted document output (PDF/Word/Excel). Heaviest data modeling.



INTERACTIVE COMPANION

Volume II: Technical Architecture Dashboard

Scan for the complete tool implementation matrix, 5-stage pipeline visualization, database schema details, and 7-sprint delivery map.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol2>

SECTION 7

Security & Compliance

Security is non-negotiable for a platform handling executive-level business data and processing payments. Our approach addresses every security requirement in BRD Section 8.

Security Controls

CONTROL	IMPLEMENTATION	VERIFICATION
Data Isolation	Supabase Row-Level Security on all user-facing tables	Dedicated pen-test at Phase 1 and Phase 2 close
Authentication	Supabase Auth (magic link + email/password); session management	Auth flow testing; session expiry validation
Payment Security	Stripe-hosted checkout (PCI DSS compliant); no card data stored	Webhook signature verification; Stripe Dashboard audit
Application Security	OWASP Top-10 audit at each phase close; input sanitization	Automated OWASP scan + manual review
Privacy	GDPR/CCPA-compliant data handling; Terms of Service; Privacy Policy	Legal review via Termly.io; DPA template available
Infrastructure	CloudFlare edge security; HTTPS everywhere; Sentry monitoring	Lighthouse security audit; SSL certificate validation

Proven Track Record: BFI has completed two production OWASP security sprints on its own AI platform infrastructure, remediating 23 findings across injection prevention, authentication hardening, and access control. We apply the identical methodology to client engagements.

SECTION 8

Pricing & Investment Options

BFI's **Build + Operate** model is designed for transparency and simplicity: a one-time build fee covers the full development engagement, and a flat monthly hosting fee keeps the platform running post-launch. There is **zero revenue share** — you keep 100%% of every dollar your platform earns.

<p>★ BUILD + OPERATE</p> <p>ONE-TIME BUILD FEE</p> <p>\$5,000</p> <p>Full 5-day sprint engagement All 20 tools — turnkey to production 50/50 milestone payments (kickoff + go-live) 0%% revenue share — you keep 100%%</p>	<p>★ MANAGED HOSTING</p> <p>MONTHLY HOSTING FEE</p> <p>\$249/mo</p> <p>GCP-native infrastructure Monitoring, security patching, backups 99.5%% uptime target (SLA penalties waived — bootstrap partnership) Begins at go-live · Cancel anytime with 30-day notice</p>
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What's Included in \$5,000 Build

DELIVERABLE	DETAILS
Platform development	20 AI-powered tools across 5-stage lifecycle pipeline
Premium UI/UX	Dark-mode Bloomberg-aesthetic, mobile-responsive, Lighthouse 90+
Payment integration	Stripe checkout, credit engine, subscription tiers
Security	Supabase RLS, OWASP pen-test at Phase 1 and Phase 2 close
Book hub + QR integration	Print-to-digital bridge with UTM tracking
Legal documents	ToS, Privacy Policy, GDPR/CCPA compliance
Handoff package	Source code, documentation, deployment runbook, knowledge transfer

What's Included in \$249/mo Hosting

SERVICE	DETAILS
GCP infrastructure	Cloud Run, Cloud SQL, Cloud Storage — fully managed
Monitoring & alerting	Uptime checks, error tracking, performance dashboards
Security patching	OS updates, dependency updates, vulnerability scanning
Backups	Daily automated backups with 30-day retention
SSL & CDN	CloudFlare edge security, HTTPS everywhere
SLA	99.5%% uptime target (penalties waived — bootstrap partnership; third-party vendor refunds passed through)

Why This Model Works: Industry-standard cost for this scope (5-person team, 20 weeks): **\$78,460**. BFI build fee: **\$5,000** — enabled by our agent-augmented delivery model where 13 AI agents execute scaffolding, testing, deployment, and documentation at zero marginal cost. The \$249/mo hosting fee covers real GCP infrastructure costs while providing BFI a 47–70%% margin — sustainable for both parties without the complexity of revenue tracking.

Infrastructure Costs (Included in \$249/mo)

All infrastructure is bundled into the \$249/mo managed hosting fee. For transparency, here is the estimated cost basis:

SERVICE	EST. MONTHLY COST
Supabase Pro	\$25
CloudFlare Pro	\$20
Documint / Bannerbear PDF generation	\$29–\$49
Brevo email (Starter)	\$25
PostHog (free tier up to 1M events)	\$0–\$25
Error Tracking (GCP-Native)	\$0
AWS S3 (PDF storage, 30-day TTL)	~\$5
Domain (realizeaivalue.com)	~\$1.50
Estimated Basis	\$130–\$155/mo

Return on Investment

With a \$5,000 build fee and \$249/mo hosting (no revenue share), the ROI math is compelling at the BRD's own pricing tiers:

- **Break-even at ~8 Master Toolkit sales** ($\$697 \times 8 = \$5,576$) — covers the build fee within the first month
- **Monthly break-even at 1 sale/mo** — a single \$697 sale exceeds the \$249 hosting fee
- **Annual comparison:** $\$5,000 + (\$249 \times 12) = \$7,988$ total first-year cost vs. \$78,460 industry standard
- **Every dollar of platform revenue is yours** — no caps, no revenue tracking, no monthly Stripe exports



INTERACTIVE COMPANION

Volume III: Pricing & BOE Dashboard (Superseded — see V4 BOE)

The original V2 pricing dashboard is preserved for reference. The current pricing model is the V4 Hosting-First BOE — \$5,000 build + \$249/mo managed hosting, 0%% revenue share.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol3>

SECTION 9

Delivery Schedule & Milestones

The engagement follows a 5-day sprint schedule with clear, verifiable milestones. Target start date is **the week of March 24, 2026**, upon contract execution. Infrastructure is provisioned to handle 1,000 concurrent users before the first customer hits staging.

DAY	FOCUS	DELIVERABLES	KEY MILESTONE
Day 1	Foundation	Supabase schema + RLS, Stripe checkout, auth flow, design system, CI/CD, staging deploy	Foundation deployed to staging
Day 2	Commerce + UX	Persona pages, category hub, tool detail pages, cart, checkout, form-before-download, promo codes	User journey complete
Day 3	Scoring Tools	OpenAI PDF pipeline, 5 scoring tools (TRM, 3P Audit, Swamp Drain, Pilot Purgatory, Antibody Audit)	First scorecard working
Day 4	Templates + Guides	15 templates & guides, email flow (SendGrid), user dashboard, legal docs	All 20 tools functional
Day 5	QA + Launch	Security audit (OWASP Top-10), E2E testing (all 20 tools + 4 payment paths), book hub, production deploy, client walkthrough, handoff	★ PRODUCTION LIVE

Acceptance & Handoff

At each phase close, BFI delivers a structured handoff package including: complete documented source code (client-owned GitHub repository), technical documentation, admin operations guide, deployment runbook, encrypted credential inventory, tool authoring guide (so your team can add new tools independently), and two 90-minute knowledge transfer sessions with recordings.

Post-Launch Support

The build engagement includes a **30-day warranty period** covering defect resolution at no additional cost. Post-launch, the **\$249/month managed hosting** covers infrastructure, monitoring, security patching, and backups with a 99.5% uptime target. For additional development beyond hosting, BFI offers an optional **\$2,500/month retainer** covering bug fixes, minor enhancements (up to 10 hours), and Slack-based support during business hours CT. No long-term commitment required.



INTERACTIVE COMPANION

Volume IV: Delivery & Appendices Dashboard

Scan for the full WBS (14 work elements), acceptance checklists, BRD compliance matrix, complete 20-tool catalog, and glossary.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol4>

About BlueFalconInk LLC

BlueFalconInk LLC is a Service-Disabled Veteran-Owned Small Business (SDVOSB) headquartered in Bossier City, Louisiana. Founded and operated by **John Eric Lewis** — veteran, solutions architect, and full-stack engineer — the company designs, ships, and operates production-grade AI systems across education, government contracting, trading, security operations, and AI architecture design.

Production Capability

BFI operates a 26-service production AI platform on Google Cloud with:

- 26 Cloud Run services in active production
- 13 ADK-powered AI agents with cross-agent ID-token authentication
- Two completed OWASP security sprints (23 findings remediated)
- Infrastructure cost under \$58/month — demonstrating efficient architecture
- Firebase-hosted web applications with production traffic

Why This Matters for Your Project

The RealizeAI Value Accelerator requires exactly the capabilities BFI operates daily: a modern frontend framework, secure multi-tenant databases, payment processing, PDF generation, analytics integration, and enterprise-grade security — all at a cost structure that keeps unit economics viable. We are not learning these technologies for your project; we are applying production-proven patterns from an operational fleet.

This proposal is the proof. The document you're reading — along with its four interactive dashboard companions — was generated by BFI's AI agent fleet, demonstrating the exact kind of integrated print-to-digital experience that the RealizeAI Value platform will deliver to its users. We don't just propose; we ship.

Interactive Dashboard Companions

Each section of this proposal is backed by an interactive data dashboard containing the detailed tables, matrices, and visualizations behind our analysis. Scan any QR code below to access the full companion — or visit the links from any device.

This print-to-digital bridge mirrors exactly how the RealizeAI Value platform will connect Prashant's book to the online tool suite via QR codes and UTM tracking. Consider this a working prototype of that experience.



DASHBOARD I

Management Volume

Executive summary, management approach, organizational chart, 8-risk register with severity matrix, sprint governance, past performance, assumptions & dependencies.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol1>



DASHBOARD II

Technical Architecture Volume

Architecture overview, 5-stage pipeline visualization, 20-tool implementation matrix with complexity estimates, database schema (9 tables), security controls, third-party integration map, performance targets, 7-sprint delivery map.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol2>



DASHBOARD III (SUPERSEDED)

Pricing & Basis of Estimate Volume

Original V2 pricing dashboard preserved for reference. Current pricing: \$5,000 build + \$249/mo managed hosting, 0%% revenue share (see V4 BOE — Section 8).

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol3>



DASHBOARD IV

Delivery & Appendices Volume

Work Breakdown Structure (14 elements), 7-sprint delivery timeline with milestones, Phase 1 & 2 acceptance checklists, BRD v2.0 compliance matrix (all 17 sections mapped), complete 20-tool catalog, and glossary of terms.

<https://proposal-viewer-42380604425.us-central1.run.app/p/a89dc9963e81194a/vol4>

BlueFalconInk LLC

Service-Disabled Veteran-Owned Small Business

Bossier City, Louisiana | bluefalconink.com

Proposal for AI Value Realization Accelerator

Prepared 24 March 2026 · Build + Operate

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