



Paradoxical Software Pitch Deck

AI-assisted websites, managed site ops, and practical automation systems for businesses that want faster execution.

1. What We Help Businesses Do

Paradoxical Software builds websites, internal tools, and AI-assisted automation systems that help businesses launch faster, stay easier to manage, and support growth without unnecessary overhead.

What clients get: a polished website, faster turnaround on updates, clearer workflows, and room to grow into automations or custom systems when the business is ready.

2. Core Offer Ladder

Essential Visibility — \$29/mo

Entry-level support for simple sites that need the basics handled consistently.

- Search Console + sitemap submission
- Index requests after edits
- Analytics visibility
- Local business profile hygiene
- 1 small edit per quarter

8-Page Business Site — \$999 one-time

A fast, polished business website with lead capture and the core pages most businesses actually need.

- Up to 8 pages
- Contact modal + lead capture
- Mobile responsive design
- Core SEO setup
- 30 days post-launch support

Starter Site Ops — \$149/mo

Managed update handling for businesses that want recurring help without committing to a larger growth plan.

- Hosting + monitoring
- Small text/image edits
- 1 managed request workspace

Growth Site Ops — \$349/mo

The main recurring plan for businesses that want their site improving regularly instead of sitting untouched after launch.

- Everything in Starter
- Landing sections/pages
- Offer/service page updates

- Preview links before publish
- Up to 10 assisted requests/month

- AI-assisted copy cleanup
- Up to 30 assisted requests/month

AI Revenue Ops — \$699/mo

A hands-on plan for businesses where the website directly affects lead flow, conversion, and revenue.

- Everything in Growth
- Campaign and landing page pushes
- Conversion-focused edits
- Preview-driven iteration
- Priority handling

Custom AI + Automation Systems — \$1,250+/mo

For businesses that want deeper automations, internal tools, dashboards, or tailored operational systems.

- Custom workflows
- Internal dashboards/tooling
- Tailored assistant setup
- Integrations
- Recurring improvement work

3. What Makes This Different

Most web shops stop at launch. Paradoxical Software is built for businesses that want a strong site now and a reliable path for updates, previews, improvements, and automation as needs expand.

Result: instead of starting over every time the business changes, you get a website and support model designed to keep moving with you.

4. How Managed Requests Work

Depending on the plan, clients can use a managed request workflow to keep changes moving without long email chains or vague revision loops.

- Request edits and improvements
- Review previews before publish
- Get help drafting or refining content
- Prepare publish-ready changes faster
- Keep higher-risk updates behind approval when needed
- Expand into recurring operational support on larger plans

5. Why Clients Choose This Model

Better day-to-day experience

- Faster changes

Better long-term value

- Launch without overbuying

- Less waiting
- Less admin drag
- More consistent site improvement
- Clearer communication

- Scale support when needed
- Add automation gradually
- Keep the website aligned with the business
- Avoid rebuilding from scratch too often

6. Best Fit Customers

- Contractors
- Realtors
- Local service businesses
- Teams with lead generation needs
- Operators with repetitive workflows
- Businesses that need both a public website and better internal efficiency

7. Recommended Starting Points

- **Lowest monthly starting point:** Essential Visibility
- **Fastest serious launch:** 8-Page Business Site
- **Best fit for active growth:** Growth Site Ops or AI Revenue Ops
- **Best fit for custom systems:** Custom AI + Automation Systems

8. Plan Boundaries

Managed AI-assisted updates and automation support are designed to keep work moving efficiently. Extremely high-volume, repetitive, resource-intensive, or out-of-scope requests may require a higher plan or custom scope.

9. Closing Position

Paradoxical Software is designed for businesses that want more than a one-and-done website project. The goal is to help clients launch well, improve consistently, and grow into stronger systems over time.