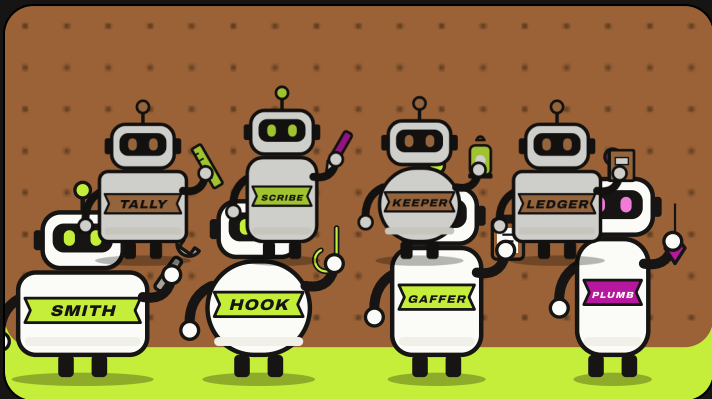


ditchlist

• 12-MONTH BUSINESS PLAN

Fit the Bots. **Keep** the Fridays.

A fixed-price setup service that fits Grok Bots to the jobs small UK teams are done with. Run by one owner and eight AI staff.



New business. No customers yet. Every number in this plan is a labelled estimate. AI staff are set up and ready to switch on.

Prepared 23 October 2026. Ditchlist is an independent setup service. Not affiliated with, endorsed by or a partner of xAI, X Corp or Cursor. Grok is a trade mark of its owner.

• THE BUSINESS ON ONE SCREEN

Small teams are drowning in small jobs. We fit a Bot to each one.

WHAT IT SELLS

Fixed-price fittings: we turn a team's "ditch list" into working Grok Bots with routines, approval rules and tests. Then optional monthly care.

WHO BUYS

UK firms of 1 to 20 people: trades offices, agencies, clinics, practices, shops. Owners who already pay for an X subscription, or are ready to.

HOW IT EARNS

£495 or £1,250 per fitting, plus £79 or £149 a month for care. The client pays X directly for their own seats.

WHO RUNS IT

One owner for calls, sign-offs and handovers. Eight Bots do the drafting, quoting, building, testing, care checks and books.

£43,892

Year-one revenue,
base case

ESTIMATE**42**

Fittings in year
one, base case

£1,689

Care income a
month by month 12

Profit before the owner's own pay and tax, base case: £41,079

ESTIMATE

. Costs are low because there is no stock, no premises and no wages.

• WHY THIS, WHY NOW

The tool is here. Most owners have no time to set it up.

Grok Bot can already do a lot of office work. But a blank Bot is like a new hire with no job description. That gap is the business.

- Grok Bot is xAI's assistant that works on its own persistent cloud computer.
- It connects to your apps through Connect Apps, runs routines for recurring work, and can be taught a skill by demonstration.
- Risky actions go through approvals and Auto-review before they run.
- A set-up Bot can be shared as a template link (Share, then Create template).
- It is included with The X Subscription Premium (\$30/mo), Super (\$100/mo) and Ultra (\$200/mo). Usage comes from a weekly pool; extra usage is prepaid, with spending limits.

Source: Public xAI docs, checked 23 Oct 2026: docs.x.ai/x-subscription/grok-bot and docs.x.ai/x-subscription/usage-limits. Exact app list varies; we check it live on your call.

The gap: rivals either stop at a quick setup call (from £295) or sell rollouts at £3,500 and up. Nobody sells a mid-price, fixed-scope fitting with tests and a care plan, built from a public shelf of templates.

• RIVALS AND THE MARKET

Where Ditchlist sits

RIVAL (PUBLIC PAGES)	WHAT THEY OFFER
Happy Webs (Tameside)	Grok setup, remote from £295; half-day on site £495; support £175/mo
SpotDev (Bath)	Grok Bot rollout: AI Starter £3,500; Foundations £8,000; Rollout from £18,000
Always Building (St Albans)	About a day to set up 3 office Bots; price on request
Agency Growth	Fixed-price scoped setup; quote on call
Ditchlist	Starter £495 · Team £1,250 · Care from £79/mo. Fixed scope, tests, public template shelf.

Rival offers read from their public websites, checked 23 Oct 2026. Prices can change.

Market facts

- UK first AI workflow build: median £2,125 (range £250 to £15k); support retainer median £247.50/mo (Augustova UK AI Price Index, 22 Oct 2026 (vendor index, Medium confidence))
- Usage comes from a weekly pool shared with Grok and Cursor; extra usage is prepaid, with Auto Top-up and spending limits (xAI docs, checked 23 Oct 2026 (High))
- 5.7m UK businesses; 99% are small or micro (DBT Business population estimates 2025 (High))

• THE OFFER

Two fittings. Two care plans. Fixed prices.

STARTER FITTING

£495 once

1 to 5 people, one job that eats your week

- 30-minute ditch-list call
- 1 Bot built from 2 templates
- Approval rules set to drafts-only
- Acceptance tests run on example data

TEAM FITTING

£1,250 once

4 to 20 people, several jobs across the team

- 60-minute ditch-list workshop
- Up to 3 Bots from 5 templates
- Routines and approval rules for each Bot
- Usage-watch routine so spend never surprises you

CARE PLAN

£79 a month

Health check, spend review, template updates.

CARE PLUS

£149 a month

Plus a new skill each quarter and a review call.

Extra template £150. Clients buy their own seats from X directly. Grok Bot is included on The X Subscription Premium (\$30/mo), Super (\$100/mo) and Ultra (\$200/mo); not on Free or Plus (docs.x.ai, checked 23 Oct 2026). New business. Prices shown are what the client pays; VAT status TBC by the owner.

Why these prices: well under the UK median first AI build (£2,125) and retainer (£247.50/mo, Augustova index). An easy yes for a small firm; quick to deliver from the shelf.

• HOW A FITTING WORKS

From ditch list to working Bot in about a week

1

Ditch list (free, on the website)

The owner ticks the jobs they are done with. The tool matches them to templates from the shelf of 12.

2

Call (30 or 60 minutes)

We check their apps, their X plan and what must stay human.

3

Fixed quote within 2 working hours

Tally drafts it from the price list. Plumb checks it. The owner sends it.

4

Build on example data

Smith builds from templates in the workshop. Nothing touches client data yet.

5

Tests and sign-off

Plumb runs the acceptance tests. The client signs a short sheet.

6

Handover on video

We set it up in the client's own account, with drafts-only rules to start.

7

Care (optional)

Monthly health check, spend review and updates when Grok Bot changes.

Owner time per fitting: about 4 hours for Starter and 8 for Team, mostly calls and handovers **ESTIMATE**

• THREE CASES

ESTIMATES, NOT RESULTS

Year one, three ways

CASE	FITTINGS	REVENUE	PROFIT*	CARE/MO AT M12
Low	21	£18,900	£17,102	£608
Base	42	£43,892	£41,079	£1,689
High	75	£88,639	£83,801	£3,744

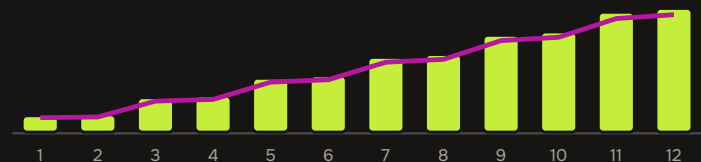
*Before the owner's own pay and tax.

ASSUMPTION	LOW	BASE	HIGH
Fittings a month	0 → 3	1 → 6	1 → 10
Clients who take care	40%	50%	60%
Care clients leaving a month	8%	5%	4%
Share that are Team fittings	30%	40%	50%
Extra templates per fitting	0.2	0.3	0.4
Ad tests a month	£0 → £30	£0 → £100	£0 → £200

Plan on the **low** case. Spend only when the base case shows up in the bank. Every figure here is worked out in `tools/build_data.py`, so you can change one assumption and rebuild.

• BASE CASE, MONTH BY MONTH

ESTIMATE



■ revenue · — profit, per month

MTH	FITS	CARE	REVENUE	COSTS	PROFIT	HRS
M1	1	0.5	£890	£111	£779	10
M2	1	1	£936	£112	£824	10
M3	2	1.9	£1,870	£184	£1,685	15
M4	2	2.8	£1,957	£186	£1,771	15
M5	3	4.2	£2,930	£210	£2,721	20
M6	3	5.5	£3,055	£212	£2,843	20
M7	4	7.2	£4,063	£261	£3,802	25
M8	4	8.8	£4,222	£264	£3,957	26
M9	5	10.9	£5,262	£289	£4,973	31
M10	5	12.9	£5,451	£293	£5,158	32
M11	6	15.2	£6,520	£343	£6,177	37
M12	6	17.5	£6,736	£348	£6,389	38
Year	42		£43,892	£2,813	£41,079	

Care = care-plan clients (an average, so it can be a fraction). Hrs = owner hours that month.



• LOW CASE

ESTIMATE

Slow start, few care plans

Fittings rise from 0 to 3 a month. Only 40% of clients take care. Still profitable from month 2, because costs are tiny.

MTH	FITS	REVENUE	PROFIT	RUNNING TOTAL
M1	0	£0	£-89	£-89
M2	1	£790	£681	£592
M3	1	£826	£716	£1,308
M4	1	£858	£718	£2,027
M5	1	£888	£748	£2,774
M6	2	£1,706	£1,545	£4,319
M7	2	£1,767	£1,605	£5,924
M8	2	£1,823	£1,660	£7,583
M9	2	£1,875	£1,710	£9,294
M10	3	£2,712	£2,527	£11,821
M11	3	£2,791	£2,605	£14,425
M12	3	£2,864	£2,676	£17,101
Year	21	£18,900	£17,102	

If you land here: stay solo, skip ads, and put the time into referral partners and talks.



• HIGH CASE

ESTIMATE

Referrals land early

Fittings rise from 1 to 10 a month and 60% take care. Owner time passes 60 hours a month by month 10, so plan help early.

MTH	FITS	REVENUE	PROFIT	RUNNING TOTAL
M1	1	£990	£878	£878
M2	2	£2,036	£1,849	£2,726
M3	3	£3,136	£2,872	£5,598
M4	4	£4,286	£3,996	£9,594
M5	5	£5,486	£5,117	£14,711
M6	6	£6,733	£6,335	£21,047
M7	7	£8,025	£7,598	£28,644
M8	8	£9,361	£8,853	£37,497
M9	9	£10,739	£10,199	£47,696
M10	10	£12,156	£11,584	£59,280
M11	10	£12,622	£12,041	£71,321
M12	10	£13,069	£12,479	£83,800
Year	75	£88,639	£83,801	

If you land here: raise prices for new clients, and line up a freelance fitter checked by Plumb.

• RUNNING COSTS

About £89 a month to run

COST	£ A MONTH
Workshop X seat (Premium, about \$30) for the 8 Bots	24
Extra Bot usage, prepaid with a spending limit	20
Domain and business email	8
Professional indemnity insurance (quote needed)	25
Software (e-signature, payment links, backups)	12
Fixed total	89

Plus, varying with work: about £4 extra usage per fitting for testing, about 2% card or payment-link fees, and ad tests (£0 rising to £100 a month in the base case).

£0

Wages, pension or employer's NI

£0

Rent, stock or vans

1

Starter fitting covers about 5 months of fixed costs

All costs are estimates. Get real quotes for insurance. The client pays for their own X seats.

• FUNNEL AND MARKETING

ESTIMATE

Free tool first. Then a call. Then a fixed price.

Site visitors a month (by month 12)

1,500

Start a ditch list

150 · 10%

Book a call

30 · 20%

Buy a fitting

6 · 20%

A month of steady marketing by month 12. Rates are planning guesses to test, not measured results.

Five channels, all permission-based

1

The free ditch-list tool

One page per template (“A Bot for receipts”) that Google can find.

2

Show the workshop

Scribe drafts two how-tos a week. You edit and post.

3

Referral partners

Bookkeepers, accountants and IT firms, met in person.

4

Local talks

“Ditch one job, live”: 20 minutes at business groups.

5

Small ad tests from month 3

Search ads on template keywords, hard capped.

No bought lists. No cold emails to sole traders or partnerships (PECR). No fake or paid-for reviews (DMCC Act). Reviews only from real clients, asked for after handover.

• LAUNCH: THE FIRST 30 DAYS

Four weeks to a first paid fitting

WEEK 1 · GET LEGAL AND LIVE

- Settle the name, check UKIPO and Companies House, buy the domain.
- Get PI insurance. Pay the ICO data fee. Set up payment links.
- Approve the website, then put it live.

WEEK 2 · SWITCH ON THE BOTS

- Switch on Gaffer, Hook, Plumb and Ledger first, in drafts-only mode.
- Fit a Bot for your own business as the first case study.

WEEK 3 · TWO FRIENDLY PILOTS

- Offer two firms you know a Starter fitting, with a money-back promise.
- Switch on Tally, Smith and Keeper for the real jobs.

WEEK 4 · TELL PEOPLE

- Switch on Scribe. Post the first how-to. Book one local talk.
- Meet three bookkeepers or IT firms about referrals.

• MONTH BY MONTH · 1 TO 6

BASE TARGETS

M1

1 fit

Launch

Legal set-up, website live, first pilot fitting, Bots in drafts-only mode.

Base target: 1 fitting · 0.5 care clients · 10 owner hours

M2

1 fit

Prove it

Second pilot. Write both up as plain case notes (with permission). First referral partner.

Base target: 1 fitting · 1 care clients · 10 owner hours

M3

2 fits

Shelf pages

One web page per template. Start search ads at £50 a month. First local talk.

Base target: 2 fittings · 1.9 care clients · 15 owner hours

M4

2 fits

Care habit

Offer care to every client at handover. Keeper runs the first health checks.

Base target: 2 fittings · 2.8 care clients · 15 owner hours

M5

3 fits

Team fittings

Pitch Team fittings to firms with 5+ staff. Add 2 templates from real requests.

Base target: 3 fittings · 4.2 care clients · 20 owner hours

M6

3 fits

Review

Half-year check: compare to the low, base and high cases. Cut what isn't working.

Base target: 3 fittings · 5.5 care clients · 20 owner hours

• MONTH BY MONTH · 7 TO 12

BASE TARGETS

M7

4 fits

Partners

Three referral partners active. A short partner pack written by Scribe.

Base target: 4 fittings · 7.2 care clients · 25 owner hours

M8

4 fits

Speed

Template shelf at 16. Aim for a Starter fitting in 3 owner hours.

Base target: 4 fittings · 8.8 care clients · 26 owner hours

M9

5 fits

Care plus

Offer Care plus to clients with 3+ Bots. Quarterly review calls begin.

Base target: 5 fittings · 10.9 care clients · 31 owner hours

M10

5 fits

Second talk circuit

Two talks a month. Scribe turns each into a how-to post.

Base target: 5 fittings · 12.9 care clients · 32 owner hours

M11

6 fits

Capacity

If above 5 fittings a month, line up a freelance fitter, checked by Plumb.

Base target: 6 fittings · 15.2 care clients · 37 owner hours

M12

6 fits

Year two plan

Set prices for year two. Decide on hiring, a second niche or staying small.

Base target: 6 fittings · 17.5 care clients · 38 owner hours



• THE OWNER'S WEEK

The Bots draft. You decide.

About 10 hours in month one, rising to about 38 by month twelve in the base case **ESTIMATE**. It fits around a day job at first.

WHEN	WHAT YOU DO	TIME
Every day	Read Gaffer's 07:30 brief. Approve or bin drafts.	15 min
Per enquiry	Ditch-list call	30–60 min
Per fitting	Sign off tests, video handover	2–5 h
Monday	Edit and post Scribe's how-to	20 min
Friday	Read the weekly report; set next week	15 min
Month end	Check Ledger's books pack, send to accountant	30 min

Always yours, never a Bot's

- Sending money, invoices and quotes
- Anything about people, contracts or complaints
- Posting in public
- Touching a client's live account

• RISKS AND GUARDS

What could go wrong

RISK	GUARD
Grok Bot changes or prices change	Keeper checks the public docs daily. Templates are versioned. Care clients get update notes.
A Bot does something wrong for a client	Drafts-only rules for the first weeks. Tests before handover. PI insurance. Clear terms.
Client data	Build on example data. Set up inside the client's own account. No client data in shared templates (Plumb checks).
Bots run on US-hosted computers	Say so at the call. Some firms (health, legal) may need advice first.
Bigger firms copy the idea	Speed, fixed prices, a public shelf and local trust.
Name clash	Ditchlist is used by a US company and an app. Check UKIPO first; fallback name "Dunwith".
Not enough enquiries	Low case still covers costs. Lean on referral partners and talks before ads.

• OPTIONAL ADD-ON · AD INCOME

ESTIMATE · NOT IN THE PLAN TOTALS

A sponsor or two, if you want it

A free monthly email, **The Ditch Sheet**, from month 3, with a few labelled sponsor spots, plus one sponsor peg on the shelf page. **This is separate from the plan.** None of it is in the forecast, the three cases, running costs or totals on earlier pages. Nothing has been sold.

CASE	ADS FROM	READERS M12	AD INCOME	COSTS	NET	M12/MO
Cautious	M6	100	£196	£90	£106	£28
Base	M4	250	£545	£90	£455	£65
Strong	M3	500	£1,110	£90	£1,020	£115

ASSUMPTION	CAUTIOUS	BASE	STRONG
Issues with a headline sponsor	40%	60%	90%
Pegboard lines per issue	0.5	1	2
Shelf peg: from, share of months	none	M6+, 50%	M4+, 100%

BASE CASE, AD INCOME PER MONTH **ESTIMATE**



Plan without it. Costs: an email tool at about £9 a month from month 3 and about 1 owner hour a month. Peg, an optional Bot, drafts the selling; you approve and send.

• OPTIONAL ADD-ON · RATE CARD

STARTING PRICES TO TEST

Rate card and rules

SPOT	PRICE
Ditch Sheet headline sponsor Top of the issue: logo, 40 words, one link. One per issue.	£50 per issue
Pegboard line 25 words and a link at the foot. Up to three.	£15 per issue
Shelf sponsor peg The one labelled tag on the shelf page.	£40 per month
Full pegboard Headline plus peg. Three-month minimum.	£80 per month

Reviewed at 250 readers. VAT status TBC by you. Paid in advance by bank transfer; you send every invoice. Advertisers get totals only: sends and clicks.

House rules for ads

Labelled

Every ad says Sponsored, on a label the same size as the text around it.

CAP Code

Legal, decent, honest and truthful.

PECR and UK GDPR

The Ditch Sheet is opt-in only, with one-click unsubscribe.

DMCC Act 2024

No fake or paid-for reviews, and no hidden advertising.

Never in client work

Ads never appear in quotes, setup plans, client Bots, care notes or invoices.

Totals only

Advertisers get sends and clicks.

Never taken: rival AI setup agencies; anything implying xAI, X or Cursor back us; loans and credit; crypto, gambling, alcohol, vaping, diet; lead lists and data brokers; income-claim courses.

• BEFORE YOU SWITCH ON

Your decisions

1

Name and domain

Ditchlist or the fallback, Dunwith. Check UKIPO and Companies House. Buy the .co.uk.

2

Business set-up

Sole trader or limited company. Register for VAT now or later.

3

Insurance and data

PI and public liability quotes. ICO data fee. Have a professional read the terms.

4

Prices

Keep £495 / £1,250 / £79 / £149, or change them in one file.

5

Payments

Payment links and an e-signature tool.

6

Ad income (optional)

Leave Peg off, or switch it on once The Ditch Sheet has readers. Pages 18 and 19.

7

Go live

Approve the website and the Bots' rules before anything goes public.

Ditchlist is an independent setup service. Not affiliated with, endorsed by or a partner of xAI, X Corp or Cursor. Grok is a trade mark of its owner.

Sources: xAI public docs (docs.x.ai), rival websites, Augustova UK AI Price Index, DBT business population estimates. All checked 23 Oct 2026. See RESEARCH.md.