Hyperbound

BUILD VS BUY · AI SALES ROLEPLAY

The 24-month *cost worksheet*

Compare equivalent scope over the same 24 months, including delivery, technology, maintenance and people. Neither route has a universal cost advantage.

COMPANY	PREPARED BY	DATE

01 Set the assumptions first

How much engineering, enablement and IT capacity is required?	
Is that capacity dedicated or shared?	
Who owns maintenance throughout the 24 months?	
Which integrations are included or deferred?	
How many users, sessions, personas and scorecards need support?	

02 Enter your estimates

	BUILD		BUY	
COST CATEGORY	MONTH 1-12	MONTH 13-24	MONTH 1-12	MONTH 13-24
Engineering / implementation				
Subscription				
Infrastructure / hosting				
Model / API costs				
Integration development and upkeep				
User support				
Program administration				
Opportunity cost (est.)				
Total				

- Put subscription and onboarding under subscription, testing under engineering, and content upkeep and vendor coordination under program administration.
- Include usage overages and storage in the relevant technology rows.
- Show displaced work separately; do not count it as an additional cash expense.
- Capabilities, integrations, and support depend on the agreed package.