DancingGhost

NOVEMBER 2026 / CLIENT EDITION / EDITION 2.1

Service & Pricing Guide

AI automation, built properly. Compare fixed-scope packages, see exactly what is and is not included, and choose the right starting point before you request an Order Form.

4 solution families | 12 fixed-scope packages | Audit · Add-ons · Care plans | All prices in USD

Clear scope. Tested before handover. Founder-led from first call to final walkthrough.

dancingghost.com · hello@dancingghost.com

HOW TO READ THIS GUIDE

Clear prices. Defined work.

All build fees are one-time USD prices for the scope shown. Your written Order Form confirms the exact deliverables, acceptance tests, timeline and payment stages before any work begins.

1 Find your problem

Pick the family that matches it: leads, inbox and support, internal knowledge, or documents.

2 Compare three real packages

Every package is a complete, deliverable offer. The middle one is our recommendation for most teams.

3 Know what you get

Every build includes the Dancing Ghost Standard. Package prices are fixed for the scope described.

4 Not sure yet?

Start with the AI Automation Audit. Its full fee is credited to your build if you order within 30 days.

5 Plan for running costs

Software subscriptions, AI usage and messaging fees are paid by you, directly to each provider.

PACKAGES AT A GLANCE

SOLUTION FAMILY	STARTER	RECOMMENDED	COMPLETE
Lead Response	$1,200	$2,400	$3,900
AI Inbox & Support	$1,200	$2,600	$4,500
Knowledge Assistant	$2,200	$3,900	$5,900
Documents & Back Office	$1,500	$2,900	$4,800

Also available: AI Automation Audit $750 · Care plans from $390/month · Custom projects from $3,500

WHO WE ARE

Dancing Ghost is an independent, founder-led AI automation studio based in Dhaka, Bangladesh, serving B2B teams worldwide. Founded by Iftisum Shihab, we build workflow automations and AI assistants with n8n, Python, APIs, retrieval-augmented generation (RAG) and messaging channels.

We are a new studio, so you will not see borrowed logos, invented statistics or testimonials we have not earned. What you get instead: written scope, written acceptance tests, founder-led delivery, a documented handover and an Acceptance Guarantee.

INCLUDED IN EVERY BUILD

The Dancing Ghost Standard

The difference between a quick workflow and a system your team can rely on is in the parts nobody sees. These come with every package, at no extra cost.

- Discovery call and a one-page process map
- Written scope and acceptance test plan, agreed before the build starts
- Built in your own accounts wherever possible
- Error handling, retry logic and failure alerts on every production workflow
- Execution logging, so problems can be traced
- Human review for AI-generated external messages and important actions
- AI disclosure wording wherever people interact with an AI assistant
- Secure credential handling and least-privilege access
- One consolidated in-scope revision round
- Acceptance report showing every test case and result
- Handover document plus a recorded walkthrough video
- 30 calendar days of free defect correction after acceptance

ACCEPTANCE GUARANTEE

If it doesn't pass the agreed tests, you don't pay for the build.

Before we start, we agree numbered acceptance tests with you. If a deliverable fails those tests and we cannot make it pass within two correction rounds, you may cancel that order and receive a refund of everything you have paid for that build, except the 15% discovery portion. Full wording: Commercial Terms, clause 11.

AN HONEST NOTE ON QUALITY

No supplier can promise software or AI that never makes a mistake: AI models can be wrong and third-party services change. What we promise is measurable: your build passes the tests you approved, defects are fixed free for 30 days, people stay in control of important actions, and everything is documented.

Not sure where to start?

Book a free 30-minute fit call, or begin with the AI Automation Audit (page 8).

HELLO@DANCINGGHOST.COM

SOLUTION 01 / 04

Lead Response

Capture every inquiry, qualify it fast and move the right leads to the next sales step.

Scope basis: one lead source and one CRM.

Lead Capture Essentials

For teams losing leads between the form and the CRM.

$1,200

Founding price **$900**
5–8 business days

OUTCOME

Every lead lands in your CRM, deduplicated, with the owner notified.

INCLUDES

- Lead source mapped to your CRM
- Duplicate detection rule
- Owner alert by email or Slack
- Tested with 15 sample leads

MEASURE IT BY

Leads reaching the CRM; duplicates caught.

NOT INCLUDED

AI scoring, booking.

RECOMMENDED

Lead Response System

For teams that need fast, qualified follow-up.

$2,400

Founding price **$1,800**
10–15 business days

OUTCOME

Leads are qualified, scored and answered quickly, with a person in control.

INCLUDES

- Everything in Lead Capture Essentials
- AI qualification and scoring with a human review queue
- Approved first-reply draft or instant acknowledgement
- Routing to the right owner
- Slack or email alerts
- Tested with 30 sample leads
- **First month of Care included**

MEASURE IT BY

Time to first response; share of leads qualified.

NOT INCLUDED

Booking, ad platforms.

Lead-to-Booking System

For teams that sell through booked calls.

$3,900

Founding price **$2,925**
15–22 business days

OUTCOME

Qualified leads book themselves and your pipeline updates automatically.

INCLUDES

- Everything in Lead Response System
- Calendar booking with reminders
- Pipeline stage updates
- One extra intake channel
- Weekly lead digest
- Tested with 40 sample leads
- **Two months of Care included**

MEASURE IT BY

Lead-to-booked-call rate; manual scheduling removed.

NOT INCLUDED

Paid ads, outbound campaigns.

All three packages include the Dancing Ghost Standard (page 3). Prices are fixed for the scope shown and exclude third-party costs such as software subscriptions, AI usage and messaging fees.

Founding price = 25% off the build fee for our first 5 clients who sign before 31 March 2027 (see page 10). “Care included” months use the Care plan ($390/month value), start on acceptance and do not commit you to a paid plan.

SOLUTION 02 / 04

AI Inbox & Support

Sort the inbox, prepare grounded reply drafts and give customers fast answers, with a person in control.

Scope basis: one shared mailbox.

Inbox Organizer

For teams drowning in a shared inbox.

$1,200

Founding price **$900**
5–8 business days

OUTCOME
Your inbox is sorted and urgent messages surface first.

INCLUDES
- Triage labels and priority rules
- Urgent-message alerts
- Daily digest
- Tested with 30 sample emails

MEASURE IT BY
Time to triage; urgent emails missed.

NOT INCLUDED
Reply drafting.

RECOMMENDED

AI Inbox Assistant

For teams answering the same questions every day.

$2,600

Founding price **$1,950**
10–15 business days

OUTCOME
Accurate reply drafts, ready for a person to approve and send.

INCLUDES
- Everything in Inbox Organizer
- Reply drafts grounded in up to 10 approved documents
- Tone guide for your brand voice
- Escalation rules for sensitive cases
- Tested with 50 sample cases
- **First month of Care included**

MEASURE IT BY
Drafts approved with light edits; reply time.

NOT INCLUDED
Customer-facing assistant, automatic sending.

Inbox + Customer Assistant

For teams that also need a customer-facing assistant.

$4,500

Founding price **$3,375**
18–25 business days

OUTCOME
Customers get instant answers on one channel, with handoff to a person.

INCLUDES
- Everything in AI Inbox Assistant
- Website chat or WhatsApp assistant (one channel)
- Answers from up to 20 documents / 100 pages
- Human handoff route
- AI disclosure for users
- Tested with 60 sample cases
- **Two months of Care included**

MEASURE IT BY
Questions resolved without handoff; reply time.

NOT INCLUDED
Voice, payments, more than one channel.

All three packages include the Dancing Ghost Standard (page 3). Prices are fixed for the scope shown and exclude third-party costs such as software subscriptions, AI usage and messaging fees.

Founding price = 25% off the build fee for our first 5 clients who sign before 31 March 2027 (see page 10). “Care included” months use the Care plan ($390/month value), start on acceptance and do not commit you to a paid plan.

SOLUTION 03 / 04

Knowledge Assistant

Give your team cited answers from your own approved documents, inside the tools they already use.

Scope basis: approved, readable documents. Scanned files, multilingual content and regulated data are scoped separately.

Knowledge Pilot

For teams testing AI search on their own documents.

$2,200

Founding price **$1,650**
8–12 business days

OUTCOME
Proof that cited answers work on your own content.

INCLUDES
- Up to 20 documents / 100 pages
- Answers with source citations
- One interface
- 25-question evaluation report

MEASURE IT BY
Correct, cited answers on the evaluation set.

NOT INCLUDED
Scheduled refresh, chat-tool integration.

RECOMMENDED

Knowledge Assistant

For teams that want a reliable internal answer desk.

$3,900

Founding price **$2,925**
15–20 business days

OUTCOME
Staff get cited answers inside the tool they already use.

INCLUDES
- Everything in Knowledge Pilot
- Up to 60 documents / 300 pages
- Scheduled knowledge refresh
- Slack, Microsoft Teams or Telegram
- Source-based access groups
- 50-question evaluation report
- Feedback logging
- **First month of Care included**

MEASURE IT BY
Answer accuracy; time staff spend searching.

NOT INCLUDED
Actions in other systems.

Knowledge + Actions

For teams that want the assistant to complete approved tasks.

$5,900

Founding price **$4,425**
20–30 business days

OUTCOME
The assistant answers and completes approved actions.

INCLUDES
- Everything in Knowledge Assistant
- Up to two approved actions (e.g. create a ticket, update a CRM record)
- Human confirmation before every action
- Audit log
- 75-question evaluation report
- **Two months of Care included**

MEASURE IT BY
Approved tasks completed; errors caught before action.

NOT INCLUDED
Autonomous actions without confirmation.

All three packages include the Dancing Ghost Standard (page 3). Prices are fixed for the scope shown and exclude third-party costs such as software subscriptions, AI usage and messaging fees.

Founding price = 25% off the build fee for our first 5 clients who sign before 31 March 2027 (see page 10). “Care included” months use the Care plan ($390/month value), start on acceptance and do not commit you to a paid plan.

SOLUTION 04 / 04

Documents & Back Office

Turn recurring documents into validated data in your business systems, with exceptions flagged for review.

Scope basis: readable digital documents. Handwriting and damaged scans are excluded.

Document Capture

For teams retyping invoices or forms by hand.

$1,500

Founding price **$1,125**
7–10 business days

OUTCOME
Document data extracted into a spreadsheet, ready to review.

INCLUDES
- One document type
- Up to 2 layouts
- Extraction to a spreadsheet
- Exception flags
- Tested with 20 sample documents

MEASURE IT BY
Fields extracted correctly; hours of retyping saved.

NOT INCLUDED
Posting into business systems.

RECOMMENDED

Document-to-System

For teams posting documents into accounting, CRM or ERP.

$2,900

Founding price **$2,175**
12–18 business days

OUTCOME
Validated data posted into one system, with exceptions flagged.

INCLUDES
- Everything in Document Capture
- Up to 4 layouts
- Validation rules
- Review queue for low-confidence fields
- Posting to one system
- Exception alerts
- Tested with 40 sample documents
- **First month of Care included**

MEASURE IT BY
Documents posted without manual entry; exceptions flagged.

NOT INCLUDED
Approval routing, a second system.

Back-Office Workflow

For teams that want the full approval or reconciliation loop.

$4,800

Founding price **$3,600**
18–25 business days

OUTCOME
Documents processed end to end across two systems.

INCLUDES
- Everything in Document-to-System
- Approval routing or reconciliation report
- Two connected systems
- Weekly summary
- Tested with 60 sample documents
- **Two months of Care included**

MEASURE IT BY
Processing time per document; reconciliation errors.

NOT INCLUDED
Accounting or tax decisions.

All three packages include the Dancing Ghost Standard (page 3). Prices are fixed for the scope shown and exclude third-party costs such as software subscriptions, AI usage and messaging fees.

Founding price = 25% off the build fee for our first 5 clients who sign before 31 March 2027 (see page 10). “Care included” months use the Care plan ($390/month value), start on acceptance and do not commit you to a paid plan.

START HERE · EXTEND LATER

Audit & Add-ons

The Audit is the lowest-risk way to start. Add-ons extend any package without a full custom quote.

BEST FIRST STEP

AI Automation Audit

For teams who know they are losing time but are not sure what to automate first.

- 60–90 minute discovery session
- Review of up to 5 processes
- Written opportunity map: effort, risk and estimated time saved (estimates, clearly labelled)
- Recommended first build and a fixed quote

$750

Founding price **$500** · 5 business days

100% credited to any build ordered within 30 days.

ADD-ONS — AVAILABLE WITH ANY PACKAGE

ADD-ON	PRICE
Extra channel (WhatsApp Business API, website chat or Telegram)	**$900**
Extra integration or system connection	**from $750**
Extra 20 documents / 100 pages for a knowledge assistant	**$500**
Second language (e.g. Arabic), with its own test set	**$600**
Self-hosted n8n on your server (Docker, backups, update guide)	**$1,200**
n8n Cloud setup and workspace hardening	**$750**
AI quality evaluation (25 extra test cases + report)	**$900**
Diagnosis of an existing workflow	**$450**
Repair of an existing workflow	**from $750**
Team training session (60–90 minutes, recorded)	**$450**

Add-on prices are one-time fees, added to the Order Form of the package they extend; delivery time is confirmed in the Order Form. Founding discounts do not apply to add-ons. Available on request, quoted after a short call: content and research pipelines, MCP tool proof of concept, AI model comparison, Flowise integration.

AFTER LAUNCH · BEYOND THE PACKAGES

Care Plans & Custom Projects

Automations need looking after: providers change APIs, prompts drift and your processes evolve. Care plans keep your systems healthy and improving.

Care

$390/month

- Up to 3 workflows
- Monthly health check
- Monitoring of failure alerts
- 2 hours of change and improvement time
- Short monthly note
- Response target: 2 business days

RECOMMENDED

Growth

$890/month

- Up to 8 workflows
- Health check every two weeks
- Monitoring of failure alerts
- 6 hours of change and improvement time
- Monthly health and usage report
- Prompt and knowledge refresh
- Response target: 1 business day

Managed AI Ops

from $1,900/month

- Up to 20 workflows
- Weekly health check
- Monitoring of failure alerts
- 15 hours of change and improvement time
- Monthly report + quarterly roadmap session
- Prompt and knowledge refresh
- Response target: same business day for critical issues

Minimum term 3 months, then month to month with 30 days' notice. Billed monthly in advance. Included hours do not roll over. Response targets are first-response targets in agreed business hours, not resolution times or uptime guarantees. Care plans are billed at standard prices (no Founding discount).

Every Care plan covers

- Workflows we built or have audited and accepted into Care
- Fixes after provider, API or model changes
- Small improvements within the included hours

Not covered by Care

- New builds or new workflows (separate Order Form)
- Third-party outages and provider fees
- 24/7 or emergency response, unless agreed in writing

CUSTOM PROJECTS

BAND	TYPICAL SCOPE	PRICE
Focused	One complex workflow or assistant beyond the packages	**$3,500–$7,500**
Connected	Several linked workflows across three or more systems	**$7,500–$15,000**
Department	A team's core process set, with change management	**from $15,000**

Custom projects start with the Audit or a paid discovery and receive a fixed quote. We do not currently build systems that make or materially drive decisions on hiring, credit, insurance, education access, medical treatment or other high-risk uses.

COMMERCIAL ESSENTIALS

Founding Clients, Payment & Exclusions

Simple, written commercial terms. The full Commercial Terms & Conditions apply to every Order Form.

5 PLACES ONLY

Founding Client Program

ELIGIBILITY & EXPIRY
Our first 5 clients who sign an Order Form before 31 March 2027. The program closes when 5 places are filled or on that date, whichever comes first.

BENEFIT
25% off the build fee of any package or custom project (e.g. Lead Response System $1,800 instead of $2,400). Audit $500 instead of $750. Add-ons and Care plans at standard prices.

IN RETURN
A 30-minute feedback call after acceptance and permission to describe the project in an anonymised case study. A public review is welcome if you are satisfied, never required.

SAME STANDARD
Founding clients receive the full Dancing Ghost Standard, the Acceptance Guarantee and the same delivery as every other client.

Payment stages

ORDER VALUE	PAYMENT SCHEDULE
Under $1,000	100% at kickoff
$1,000–$4,999	50% at kickoff · 50% on acceptance
$5,000 and above	40% at kickoff · 40% at an evidenced demo milestone · 20% on acceptance

Invoices in USD; quotes in EUR, GBP, AUD or AED on request, fixed for 14 days. Payment by international bank transfer or another method named on the invoice. Transfer fees on your side are paid by you. Invoices are due within 14 days. Care plans are billed monthly in advance.

Not included unless stated in your Order Form

- Software subscriptions and hosting
- AI model usage fees
- WhatsApp / Meta message charges
- Domains
- Data cleaning beyond the agreed samples
- Content writing
- Legal or compliance advice
- Guaranteed business results (sales, rankings or savings)

Changes to scope are always quoted in writing before any extra work starts.

HOW WE WORK

Six steps, no surprises.

Every engagement follows the same written process, so you always know what happens next and what you are paying for.

1 Discover
A free 30-minute fit call, or the paid AI Automation Audit.

2 Scope
An Order Form with deliverables, numbered acceptance tests, timeline and price.

3 Kickoff
Kickoff payment, secure access set-up and the process map confirmed.

4 Build & test
A progress update every 3–5 business days and a demo before acceptance.

5 Accept
You run the acceptance tests with us; one consolidated revision round is included.

6 Hand over & care
Documentation, recorded walkthrough, 30-day defect correction and an optional Care plan.

What we need from you

- One named decision-maker
- Secure access to the systems in scope
- Realistic sample data for the acceptance tests
- Feedback within 5 business days of a request

Let's find your first automation.

Iftisum Shihab, Founder · Dancing Ghost
hello@dancingghost.com · dancingghost.com

This guide describes standard packages. The signed Order Form and the Commercial Terms & Conditions govern each engagement. Prices valid for Order Forms issued from November 2026 until replaced by a newer edition.