PROMPTUGAL.NEWS · CUSTOMERS@PROMPTUGAL.DINIS · 6 NOVEMBER 2026

What we could sell, and how it would run

Prepared, not launched. In the back pocket until someone asks. One thing is on sale today: the 5 pound reading top-up.

For Dinis to decide. Every price except the 5 pounds is a proposal.

See it, ask for more, pay for it

1. They see something we made	2. They ask	3. We send a link or a bill	4. We make it	5. They ask for changes
a company page, the Brazil story, a graph, the vault	"can I have more of these?" "can you change this?" "can you do this for me?"	a Stripe Payment Link, or an invoice, sent by a person	agents do the work, a person checks, a person hands it over	and a change has a price

The first five or six are one-off jobs. When a seventh person asks for the same thing, it becomes a package with a link.

Dinis: "we do it for 5 or 6. And then if we have the 7 asking, we just have ... a sale."

WHAT WE DO NOW THAT PEOPLE WOULD PAY FOR

The site is the demonstration

WHAT EXISTS TODAY	SIZE	WORTH MOST TO
Companies as sourced profiles, every fact with its source and date read	120	a company, an investor, a sales team
The programme as data: events, places, topics, people as listed	226 · 80 · 17 · 249	an attendee deciding where to be
The graph and the articles written from it	11 signed articles	a delegation, a journalist, a researcher
The Brazil story as a method: map, connect, evidence, visualise, review	1 story	any group that is a delegation
Infographics, every word checked against its article	61 files	a company with a story
Agents with written policies, budgets, a hold and a record	the team	a company that wants to run agents this way
The reading meter and the vault	meter live	a reader who wants a plan kept

We publish public data, so we do not sell the data. We sell the work on top: the match, the schedule, the brief, the check, the change.

counts from data/ on 6 November 2026

THE MAP

Five families to sell, one list to refuse

FAMILY	WHAT IS IN IT	STATUS
A. Readers pay	5 pound top-up · the vault month · bigger top-ups	TOP-UP LIVE
B. Made for you	personal schedule · delegation schedule · changes · a graph	DESIGNED
C. Professional services	Starter · Team · Build, with partners; a workshop	DESIGNED
D. Data you can use	match your own list to the graph, in your own browser	PARKED
E. The days and after	summit brief · a QR at the door · post-summit pack · a standing brief	DESIGNED
X. Set aside	ads · paying for coverage · selling readers · a paywall	NEVER

23 rows in the register: 19 to sell, 4 set aside on principle.

The top-up and the vault month

5 pound top-up LIVE

One payment on Stripe's page; credit kept in the reader's browser; the meter never blocks a page.

Open: the link is newsroom.sgit.ai's and returns there. A static page cannot verify a payment, so the credit is a screen's word: fine at 5 pounds, wrong for more.

Vault month DESIGNED

Proposal: 5 pounds per 30 days, raised as the market shows. A key to create and update as many vaults as you like; vaults made earlier still open and read afterwards.

Missing: issuing the key. By hand first (Dinis sends it); a small function behind a Stripe webhook later, built by dev@. Whether tokens can expire is not known to us.

The price is a setting in Stripe: raising it needs no release. Decide up front whether early buyers keep a founding price.

A thing we do for everyone, made for one person

PACKAGE	WHAT IS IN IT	PROPOSED
Your schedule	a personal summit plan from the programme and the graph, in your vault, with a calendar file; 3 changes included	£50
Your delegation's schedule	the Brazil formula for up to ten people: per person, per group, a graph, the JSON; 10 changes included	£500
A change, small	words, data, order, one view; in a day	£25
A change, medium	a new view, section, graph or feed; in two days	£100
A graph or infographic	from your data, every word checked, with the data behind it	£250 · £1,000 for five

Changes are where the value shows: "they like it so much, they want changes." Included changes keep the first sale clean.

needs the personal-schedule pass; Brazil done for real first

Three sizes, as Dinis said

Starter £500

One agentic workflow looked at, written down and running once, in a week.

Team £1,500

Three workflows, or one to a team's standard: the agents, their written policies, the review steps, a hand-over. Two weeks.

Build £5,000

A book, a deck or a small newsroom by the multi-pass method, with a hand-over of how it was made.

The model: PrompTugal.news is the shop window and takes the order; the named partner delivers with this team's agents; a person signs it off.

Not done by me: the partners' own offers, in their words. **First to settle:** which legal entity invoices.

Anchor: one UK job-board median for an AI consultant is about £662 a day (directional; a search summary, page not opened).

Sell in the days; follow up after

PACKAGE	WHEN	PROPOSED
Summit brief for a company or an investor: the field, the sessions, who connects to whom, what is not known, each fact sourced	now to 12 Nov	£500
A QR at the door: the business cards already carry one; pay 5 pounds, get a plan in minutes	9 to 12 Nov	£5
Post-summit follow-up pack: what happened for you, with a follow-up list and the sources	13 to 30 Nov	£500
A standing brief, monthly, one field PARKED	after	£750 / month
Match your list to the graph, in your own browser PARKED	when a tool exists	£250

A schedule is worth most on 8 November and little on 20 November. The meter says the same about pages.

The personal newsreel

A calendar and a newsreel for anyone, at the summit or not: the core ideas, the videos worth watching, a debrief, each point with its source, sealed to your own vault.

Built on a **map of everything published** about the summit and its past editions: videos, summaries, articles, public posts, linked to our events, companies and topics.

The honest bits

Verified: Web Summit publishes text session summaries (Lisbon 2025 index read). Its YouTube channel exists; its contents are not yet read.

Rules: public and no login; link and cite, never copy; a post is a person; click-to-load, not a standard embed.

Worth? A guess: £25 a person, £250 a slice. Tests: the ask, a pay-what-you-want link, a free first day.

Risk: the organiser already publishes much of it free.

THE LINE THAT LETS EVERYTHING ELSE EXIST

What we never sell

A buyer can buy a service made for them. They can never buy what the publication says.

No coverage. No ranking. No removal of a fact. No favourable article. The editors decide what is published, and the page that offers any service says so in one sentence.

- **No ads.** "We have no ads."
- **No selling readers.** Privacy first: no cookies, no tracking.
- **No paywall.** The meter never blocks.
- **No private facts.** Public and professional only; no contact details, ever.
- **No agent sends a bill.** A person does.

HOW IT RUNS

"We just send them a bill"

An ask logged by type and date, no name	**On the menu?** a package row, or a new scoped row	**Quote** one page, drafted from the row	**Dinis sends** Payment Link or invoice	**Dinis sees it paid** in Stripe, not on a screen
The job a task file, a run budget	**Review** sherpa, security, journalist	**Hand-over** by a person	**Changes** priced from the row	**Close** hours and tokens measured

GREEN steps are done by this team; the rest are a person's.

Fixed scope, fixed price, a change policy and a one-page quote template are in operations.md.

Two tools, two kinds of sale

Payment Link: the menu

Reusable; anyone with the link can pay. One-time or subscription; customer-chooses-price; adjustable quantity; receipts and refunds without code. A subscription's buyer can cancel in Stripe's customer portal.

For: top-ups, the vault month, B1, B3, B4, E1 to E3.

Invoice: the named job

For one customer. Can start from a quote, take part payments, be emailed from the dashboard or shared as a link.

For: the delegation schedule, a graph, the professional services packs, a workshop.

A Payment Link's address is public by design and may sit in the register. **A Stripe key, a webhook secret or a customer's detail never does.**

docs.stripe.com/payment-links · docs.stripe.com/customer-management

Back pocket first, live on the seventh ask

1. **Dinis's yes**, in the session.
2. The row's **"needs before live"** cleared or accepted.
3. A **Stripe link** (menu) or an **invoice template** (named job), its public address in the register.
4. **One sentence on the site**: what it is, what is not included, that nothing buys coverage.
5. A line in **REALITY.md** once it runs. The site says only what runs.

My suggestion: the vault month (by hand) and your schedule first, as they are the smallest and Dinis's own; a summit brief the moment someone asks; the rest on the seventh ask.

Ten decisions

1. **Currency:** pounds or euros?
2. **Seller:** which entity invoices (VAT, terms, liability)?
3. **The vault key:** by hand first? who sends it? can tokens expire?
4. **Stripe links** of our own: you make them, I prepare the rows.
5. **Which rows go live**, and when.
6. **The partners' offers**, in their words.
7. **A private place** for names, quotes and negotiated prices. This repository is public.
8. **Public or not:** the newsroom page shows the menu; say the word and it comes down.
9. **A line on the participant disclosure:** services are sold; nothing buys coverage.
10. **The press pass:** does selling services matter to becoming a publication?