

Delegation without loss of control.

WHAT IT IS

Axiosera lets enterprises safely delegate commercial decisions to AI. PriceStrike, the first product, applies that infrastructure to pricing: generating recommendations, enforcing approved policy, executing accepted decisions and measuring the commercial outcome.

THE PROBLEM

AI can make commercial decisions faster than organisations can safely govern them. No CFO delegates a consequential decision without knowing what the system may do, which policy governed it, who approved that policy, and how to stop it in one action.

Autonomy without governance is a demo. Governance is the product.

THE PRODUCT

PriceStrike runs the governed loop: Monitor, Predict, Recommend, Explain, Govern, Approve or Delegate, Execute, Measure. Every decision is evaluated against approved policy, routed by the customer's autonomy level, recorded in the Decision Ledger, executed with rollback, and linked to its commercial outcome. Autonomy is earned: L1 recommend-only, L2 approve-to-execute, L3 auto-within-bounds.

THE PROOF: LIFT, AUTONOMY, ZERO

Lift - measured margin or revenue improvement versus an agreed holdout. Autonomy - share of eligible decisions executed without individual human approval. Zero - out-of-policy executions. Pilot targets: three 90-day design-partner pilots, 30%+ decisions auto-within-bounds, zero out-of-policy executions.

THE BUSINESS MODEL

Transaction-based. No subscriptions, no seat pricing, no minimums. Recommendation Transaction: EUR 0.005 per recommendation generated. Commercial Decision Transaction, charged only when a recommendation is accepted and applied: EUR 0.09 / 0.19 / 0.29 fixed by value tier, plus 0.025% of the applied value.

Trust -> autonomy -> more applied decisions -> more transaction revenue -> deeper Decision Ledger.

THE PLATFORM

Pricing is the wedge. The same primitives - Decision, Policy, Autonomy, Execution, Ledger, Outcome - generalise to promotions, markdown, inventory allocation, rebates and discount authority without rebuilding governance. The moat is not the model; it is the accumulated, outcome-linked record of governed commercial decisions.

WHERE WE ARE

Platform prototype live, with policy enforcement returning 412s on bound breaches. Governed V1 programme concentrating the platform around Decision, Policy, Ledger, Execution, Outcome. First buyers: high-volume retail and e-commerce (GBP 50M-1B revenue, 10,000+ active price points, a named pricing owner).

THE ASK

GBP 2.5M seed to fund the transition from an existing platform to repeatable commercial evidence: three design partners, published proof numbers, secure governed execution, a repeatable pilot motion, and the evidence base for Series A.

Steve Burke, Founder · sburke@axiosera.com

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