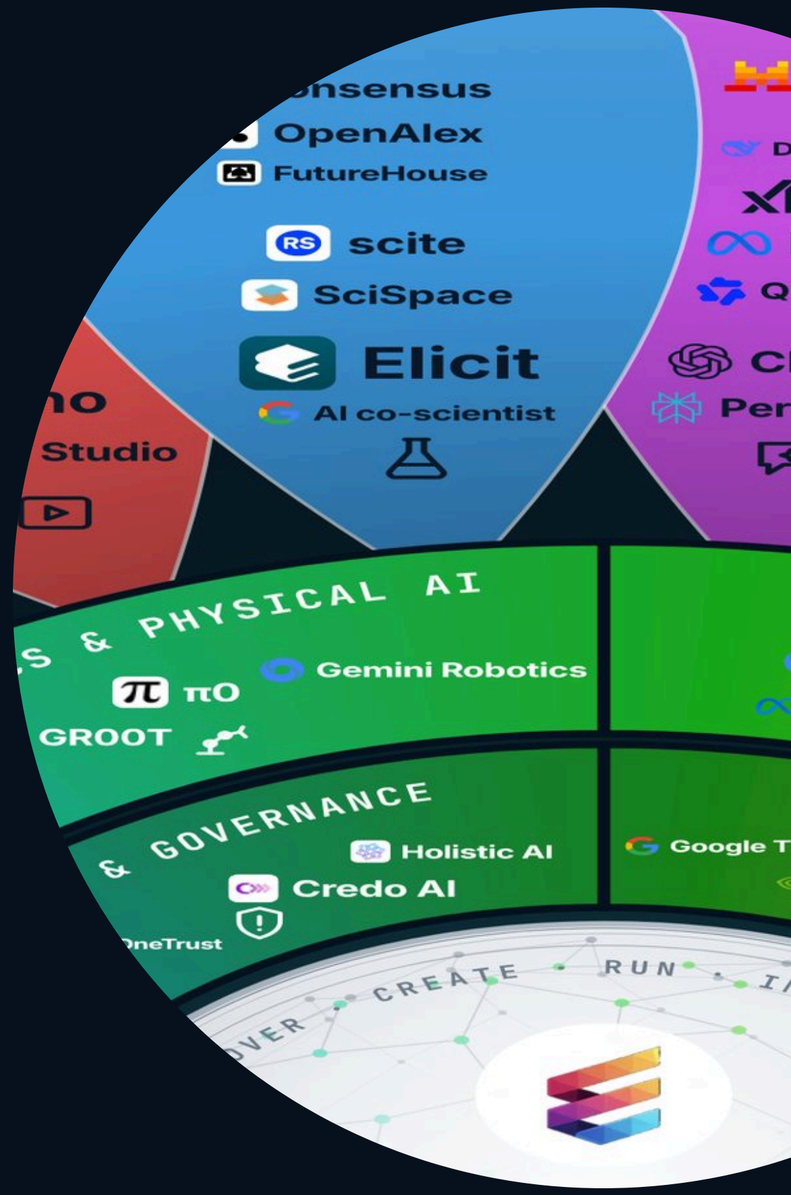
ETHORITY · COMPANY & OFFERS 2026/27

AI that fits your business – and keeps fitting.

ETHORITY makes AI work for your team, your project and your company, fits it to your customers and adapts it when your market or the rules change.



961

AI offerings mapped, each with its source

GOOD AI PRISM, OCT 2026

24

topic areas on one map, by task and industry

GOOD AI PRISM V3.12

11

entry offers and services, from €195 net to monthly support

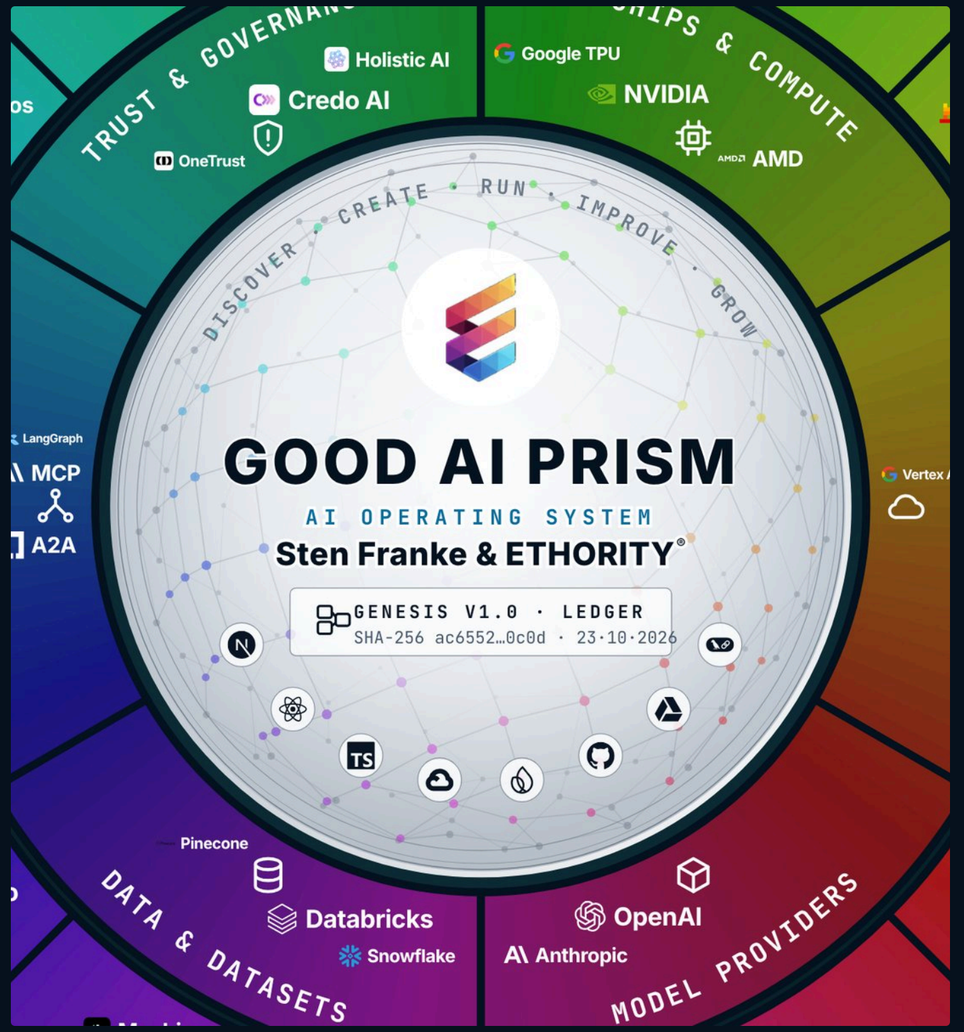
ETHORITY.AI OFFER PAGES, OCT 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

WHAT ETHORITY DOES

ETHORITY makes AI usable for a person, a project, an organisation or a team.

You may be choosing your first AI application, or your teams already use several. The Good AI Prism, our map of 961 AI offerings, shows you the options. We help you choose, build and run what fits your customers and your market.



Source · Good AI Prism, Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

THE FOUR QUALITIES

Good AI is effective, efficient, economic and responsible.

Compliance is part of responsible implementation. Responsibility goes further: a legally permitted application can still be badly designed or harm the people affected.



01

Effective

AI supports a concrete goal with results you can check.



02

Efficient

Effort, cost and human rework are counted.



03

Economic

A technical gain is tested for its real business value.



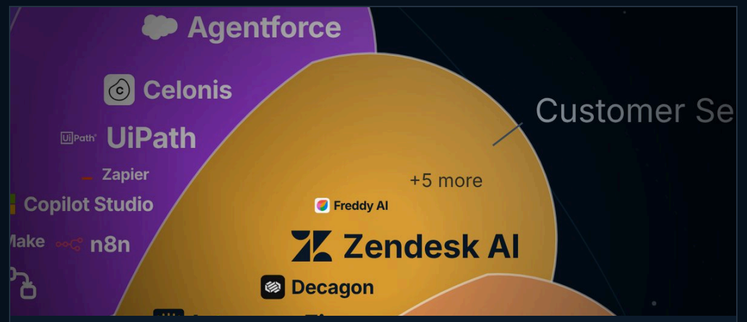
04

Responsible

People, rights, safety and ethical consequences are part of the decision.

THREE WAYS IN

Three questions lead you to the AI that fits your decision.

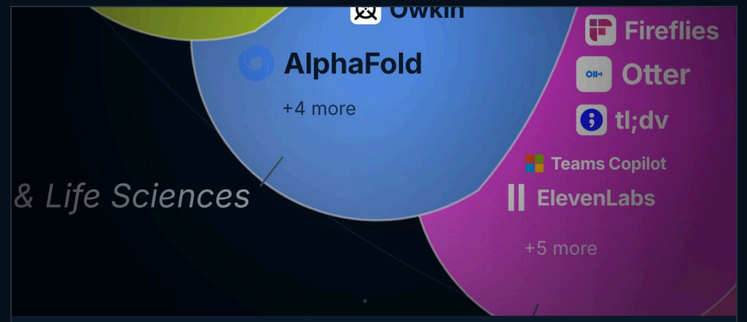


01

Where does AI help in my work?

Choose a business function, such as customer service or finance.

→ Uses and matching offers



02

What does AI change in my industry?

Choose an industry, such as health, logistics or manufacturing.

→ Industry study, cases, relevant providers



03

Which AI fits our decision?

Search a task or a provider.

→ Profile → Compare → economics → next step

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

05

FIVE ENTRY OFFERS · SEVEN SERVICES

Start with a sound decision, then put AI to work effectively, efficiently, economically and responsibly.

Five entry offers answer one question each, from a written comparison for €195 net to a six-week pilot. Seven services carry the work that follows, from a readiness check with one workshop day to monthly support.



Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

FIVE ENTRY OFFERS · NET PRICES

Five entry offers answer your question before you commit a larger budget.

COMPARE	Compare up to three AI offerings on dated facts before you buy.	**AI Decision Brief**	**€195 net · one-time**
PLAN	Turn one business goal into an AI plan for the next 90 days.	**AI Business Blueprint** Delivery date agreed before the work starts	**€495 net · one-time**
ASSESS	Get a clear answer on one AI system: pilot, redesign, expand or stop.	**AI Trust Record** 10 working days from receipt of the agreed inputs	**€4,500 net · one-time**
TEST	Run one AI use case under real conditions, with stop rules agreed upfront.	**AI Trust Pilot** Six weeks	**€25,000 net · one-time**
INVEST	Know what would make an AI investment of about €200,000 or more pay.	**AI Opportunity Case** Standard 4 weeks · Extended 6 weeks	**Priced after scoping**

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

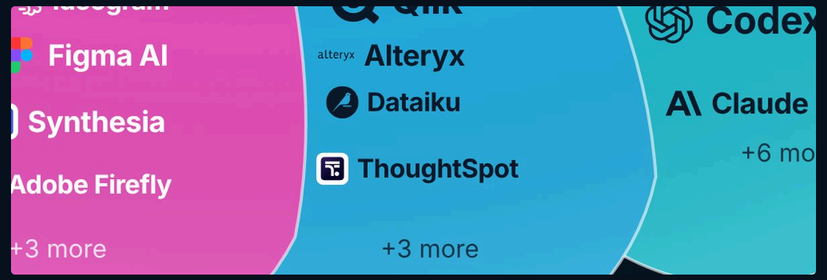
ENTRY OFFER · ONE-TIME · UP TO 3 OFFERINGS

Decide between up to three AI offerings with the facts side by side.

AI Decision Brief

€195

net · one-time · request by email through the offer page · reviewed before delivery



WHAT YOU GET

01 Up to three offerings from your comparison list, side by side

02 Price, data location, integrations and limits, each with source and date

03 The questions to ask each provider before you sign

04 A cost sketch based on your own volumes

NEXT STEP **Request a Decision Brief**
https://ethority.ai/offers/ai-decision-brief

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

ENTRY OFFER · ONE-TIME · ONE BUSINESS GOAL

Turn one business goal into an AI plan for the next 90 days.

AI Business Blueprint

€495

net · one-time

DELIVERY Date agreed with you before the work starts



WHAT YOU GET

01 A one-page decision: the problem, three opportunities, three unknowns, three actions

02 A map of today's work and where AI could change it

03 What AI may do, what people decide, and when it would pay off

04 Two to four options and a 30/60/90-day roadmap

NEXT STEP **Request a Blueprint**
https://ethority.ai/offers/ai-business-blueprint

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

ENTRY OFFER · ONE NAMED AI SYSTEM

Get one clear answer about one AI system before you rely on it.

AI Trust Record

€4,500

net · one-time · standard scope; complex scope quoted separately

DELIVERY 10 working days from receipt of the agreed inputs



WHAT YOU GET

01 A decision: pilot, redesign, expand or stop, with its conditions

02 A Trust Chain: one page linking outcome, owner, data, AI and human approval

03 A register of facts, evidence, assumptions and open points

04 A review plan with triggers for the next 90 days

NEXT STEP **Request a Trust Record**
https://ethority.ai/offers/ai-trust-record

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

ENTRY OFFER · ONE USE CASE

Test one AI use case under real conditions and decide on evidence.

AI Trust Pilot

€25,000

net · one-time · one use case in one accountable department

DURATION Six weeks



WHAT YOU GET

01 Goals, limits and stop rules agreed before the start

02 The AI Trust Record as the starting structure

03 Independent review of changes and open points during the pilot

04 A final decision: continue, redesign, expand or stop

NEXT STEP **Discuss a pilot**
https://ethority.ai/offers/ai-trust-pilot

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

LARGE INVESTMENTS · PRICED AFTER SCOPING

Know what would make a large AI investment pay, with every assumption written down.

AI Opportunity Case

Priced after scoping

net · for AI investments of about €200,000 or more · scope by agreement

DURATION Standard 4 weeks · Extended 6 weeks



WHAT YOU GET

01 An independent business case built on your volumes

02 A comparison with real alternatives, including doing nothing

03 A clear recommendation: start, change, test first or stop

04 A signed decision record

NEXT STEP **Discuss your investment**
https://ethority.ai/products/enterprise-services/opportunity-case

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

SEVEN SERVICES · NET PRICES

Seven services take you in four steps from a first check to AI that runs.

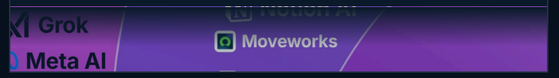
01 · CHECK

Check

Know where you stand and what the rules require.

AI Readiness & Maturity Check
€3,500

AI Act Readiness Sprint
from €6,900
Enterprise €19,500



02 · DECIDE

Decide

Set the rules, map your AI, price the big bet.

AI Governance Setup
from €19,500

AI Estate Audit & Mapping
Focus €25,000
Group €45,000 · Group+ €75,000

AI Opportunity Case
Priced after scoping

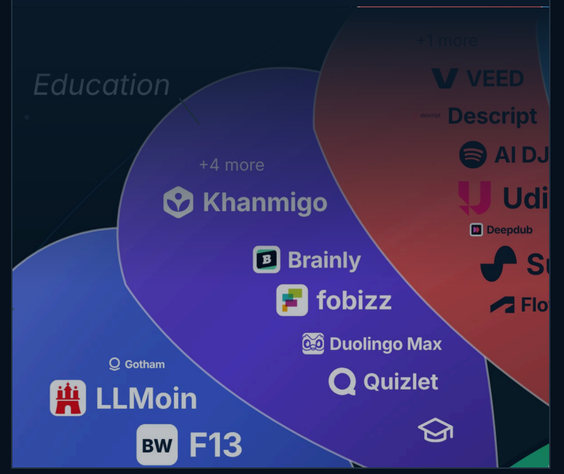


03 · ENABLE

Enable

Your team uses AI well and safely.

AI Literacy & Adoption
from €2,400

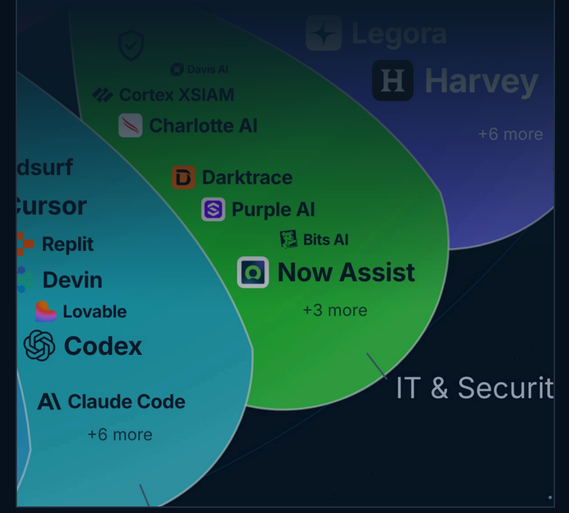


04 · RUN

Run

Keep your AI rules and decisions up to date.

AI Governance Retainer
from €2,500 / month



Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

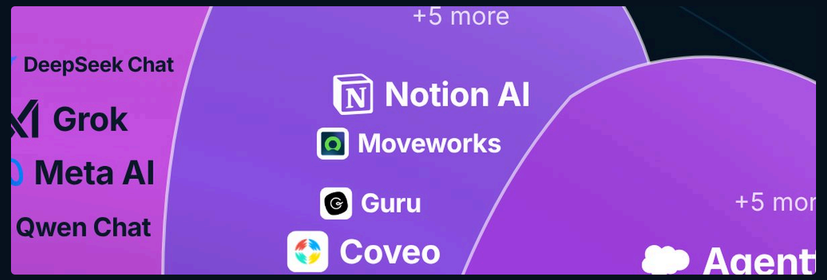
ADVISORY SERVICE · FIXED PRICE · ONE WORKSHOP DAY

Where you stand with AI: one workshop day, then a written assessment.

AI Readiness & Maturity Check

€3,500

net · one workshop day and a written assessment · date and place by agreement



WHAT YOU GET

01 A scored maturity profile with written reasoning

02 Your five most valuable AI uses, ranked by value, feasibility and risk

03 A draft 90-day plan for leadership review

04 One workshop day with up to 8 people from your team

NEXT STEP

Request a check

https://ethority.ai/products/enterprise-services/readiness-maturity-check

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

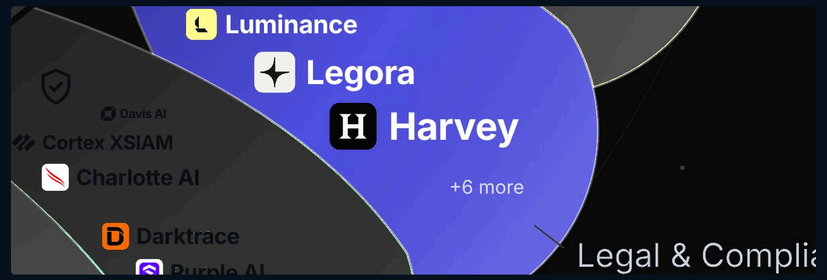
ADVISORY SERVICE · FIXED PRICE · 2–3 WEEKS

Know which AI you use and what the EU AI Act requires of you.

AI Act Readiness Sprint

from €6,900

net · mid-sized companies: 2 weeks, up to 15 AI uses · Enterprise €19,500: 3 weeks, up to 40 systems



WHAT YOU GET

01 Your AI systems classified under the EU AI Act

02 Gaps and a costed plan to 2 Dec 2027

03 The facts your legal team needs, prepared

04 A briefing for the board or management

NEXT STEP **Request a 30-minute scoping call**
https://ethority.ai/products/enterprise-services/ai-act-readiness-sprint

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

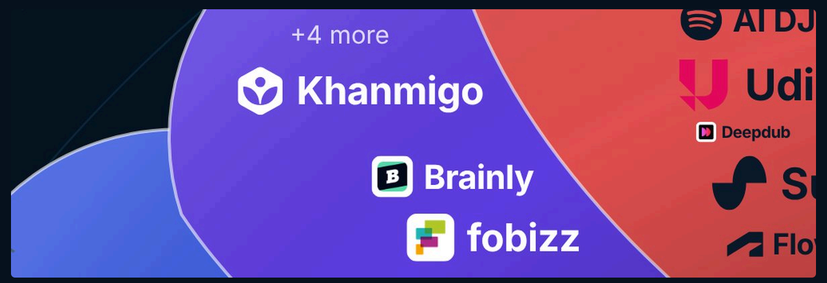
TEAM OFFER · HALF DAY OR ONE DAY

Your team learns to use AI well and safely in daily work.

AI Literacy & Adoption

from €2,400

net · half-day executive workshop or one-day team training



WHAT YOU GET

01 Role-based training for leaders, specialists and teams

02 A usage policy your staff can follow

03 Training records for the EU AI Act literacy duty (Article 4)

NEXT STEP **Plan a training**
https://ethority.ai/products/enterprise-services/literacy-adoption

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

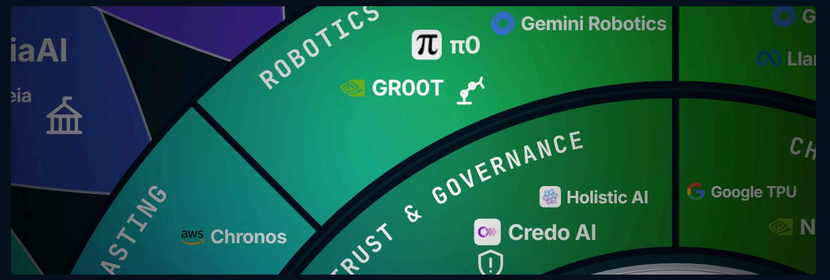
GOVERNANCE · 4 WEEKS

You set the rules for AI: who decides, who checks and when.

AI Governance Setup

from €19,500

net · 4 weeks



WHAT YOU GET

01 Roles and decision rights for every AI use

02 An approval path from request to go-live

03 An AI register and usage policies

04 Limits for what AI agents may do alone

NEXT STEP **Discuss your setup**
https://ethority.ai/products/enterprise-services/governance-setup

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

YOUR AI ESTATE · 4–8 WEEKS

See the AI systems you use, what they cost and who is responsible for them.

AI Estate Audit & Mapping

from €25,000

net · Focus €25,000 · Group €45,000 · Group+ €75,000 · 4–8 weeks



WHAT YOU GET

01 A review of your AI tools, agents, pilots and licences within the agreed scope

02 Cost, owner and dependencies for each system

03 A decision per system: scale, fix, consolidate or stop

04 A register handed to the people who govern your AI

NEXT STEP **Request a scoping call**
https://ethority.ai/products/enterprise-services/estate-audit

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

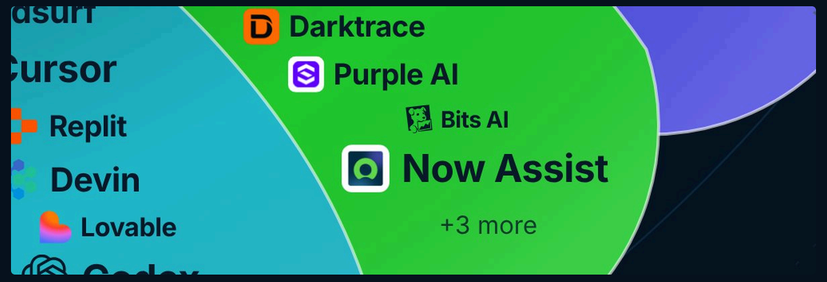
ONGOING · MONTHLY · SIX-MONTH MINIMUM

Monthly support keeps your AI rules and decisions up to date.

AI Governance Retainer

from €2,500

net per month · six-month minimum



WHAT YOU GET

01 Upkeep of your AI register

02 A watch on regulation and providers

03 A review of every new AI use

04 A quarterly report

NEXT STEP

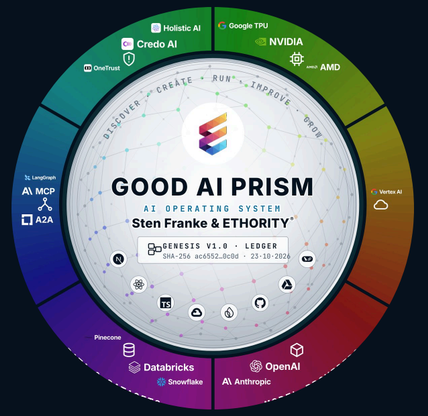
Discuss ongoing support
https://ethority.ai/products/enterprise-services/governance-retainer

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered

HOW THE WORK RUNS

ETHORITY works in a loop of five steps, and each step ends with a clear decision.



1

Discover

Find where AI can help your business and what the market offers for it.

2

Create

Choose the option and build the solution, including its costs, data and responsibilities.

3

Run

Operate the system day to day, with named owners and agreed checks.

4

Improve

Measure the result against the starting point and adjust what does not work.

5

Grow

Extend what works to more teams, sites or countries.

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · commercial use by licence on request · data and third-party marks not covered



WHO LEADS YOUR PROJECT

Sten Franke leads every project.

STEN FRANKE · FOUNDER & CEO · CHIEF AI ARCHITECT

> “I help you make sense of the AI market, take sound decisions and shape the implementation — combining market intelligence, systems architecture and economic evaluation.”

2009
the first German Social Media Prisma

961
AI offerings on the Good AI Prism

11
entry offers and services with a clear scope

Source · ETHORITY company history · Good AI Prism, Oct 2026 · ethority.ai offer pages, Oct 2026

NEXT STEP

Discuss your case with Sten Franke.

CHECK AI Readiness & Maturity Check: one workshop day, then the written assessment · €3,500
https://ethority.ai/products/enterprise-services/readiness-maturity-check

CALCULATE Test your own case with the AI calculators
https://ethority.ai/solutions/calculators

READ The Global Market Study 2026/27 (90 pages)
https://ethority.ai/research

E-MAIL sten@ethority.ai
Sten Franke

Company & Offers · EN · v1.3 · 27 Oct 2026 · Good AI Prism by Sten Franke & ETHORITY® · since the first Social Media Prisma in 2009 · roots: ETHORITY.AI and STEN.AI · text © 2026 ETHORITY & STEN.AI LLC

Source · ethority.ai offer page · net price plus VAT where applicable · Oct 2026



Sten Franke

FOUNDER & CEO · CHIEF AI ARCHITECT, ETHORITY

sten@ethority.ai · ethority.ai

This presentation online
https://ethority.ai/research/publications/company-full-en

Connect with Sten Franke
https://www.linkedin.com/in/stenfranke

CONTINUE ON ETHORITY.AI

Every page, offer and study in this deck is one click away.

PAGES

Home
https://ethority.ai/

Good AI Prism
https://ethority.ai/ai-prism

Registry of AI offerings
https://ethority.ai/explore/registry

Compare offerings
https://ethority.ai/explore/compare

Company
https://ethority.ai/company

Founder & network
https://ethority.ai/company/team

Contact
https://ethority.ai/contact

FIVE ENTRY OFFERS

Overview →

AI Decision Brief
https://ethority.ai/offers/ai-decision-brief

AI Business Blueprint
https://ethority.ai/offers/ai-business-blueprint

AI Trust Record
https://ethority.ai/offers/ai-trust-record

AI Trust Pilot
https://ethority.ai/offers/ai-trust-pilot

AI Opportunity Case
https://ethority.ai/products/enterprise-services/opportunity-case

SEVEN SERVICES

Overview → · AI Opportunity Case: see entry offers

AI Readiness & Maturity Check
https://ethority.ai/products/enterprise-services/readiness-maturity-check

AI Act Readiness Sprint
https://ethority.ai/products/enterprise-services/ai-act-readiness-sprint

AI Literacy & Adoption
https://ethority.ai/products/enterprise-services/literacy-adoption

AI Governance Setup
https://ethority.ai/products/enterprise-services/governance-setup

AI Estate Audit & Mapping
https://ethority.ai/products/enterprise-services/estate-audit

AI Governance Retainer
https://ethority.ai/products/enterprise-services/governance-retainer

STUDIES, ARTICLES, TOOLS

Global Market Study 2026/27
https://ethority.ai/research/publications/market-global-en

All studies
https://ethority.ai/research/publications

Articles
https://ethority.ai/articles

AI calculators
https://ethority.ai/solutions/calculators

Glossary
https://ethority.ai/learn/glossary

Method
https://ethority.ai/methodology

Source · Pages as published on ethority.ai, Oct 2026