



TOTALLY PRIVATE AI

Partner Program

Air-gapped AI for regulated industries.

How This Works

Who it's for: Consultants, advisors, and service providers working with regulated firms in finance, healthcare, and legal.

What we sell: Private AI infrastructure with complete data isolation. No internet connection, per-user encrypted chat data, single-tenant deployments.

What TPAI handles: Deployment, maintenance, technical support, and compliance documentation.

What partners do: Identify prospects, make introductions, support sales conversations, manage client relationships (varies by tier).

How you get paid: Referral fees (\$10K to \$25K), ongoing revenue share (20% of maintenance for life), or white label margin (set your own price).

Key Definitions

Air-gapped: No public internet egress. The deployment has no outbound access to public networks. User access is via private connectivity (VPN or private link) only. Air-gapped deployments apply to Enterprise and POC tiers.

Single-tenant: Dedicated infrastructure for one client. No shared resources with other organizations.

Multi-tenant: Shared infrastructure with logical separation between clients. Used for Pro and Teams tiers.

Client's environment: Deployment in the client's own AWS account. They control the infrastructure and pay AWS directly.

TPAI-hosted environment: Deployment in TPAI's AWS account (used for POC). VPN-only access, no public internet egress, per-user encrypted data.

Pro and Teams: Secure multi-tenant offerings with controlled access. Not air-gapped, but built with strong isolation and encryption controls.

Introduction

Totally Private AI (TPAI) provides air-gapped AI infrastructure for regulated industries including healthcare, legal, and financial services. Our platform enables organizations to deploy private large language models with complete data isolation.

We built TPAI for a specific tension: organizations face pressure to adopt AI for competitive reasons while compliance and data protection officers block adoption due to data leakage concerns. TPAI removes that objection.

Core security commitments:

- No internet connectivity in or out (air-gapped architecture)
- Per-user encrypted chat data
- User chat data is never used for model training
- Single-tenant Enterprise deployments in the client's own cloud environment

Why Partner with TPAI?

- **Solve a real client problem.** Your clients want AI but their DPOs say no. TPAI removes the compliance objection.
- **Differentiate your practice.** Position yourself as the consultant who can deliver AI-ready compliance solutions.
- **Earn meaningful revenue.** Our partner compensation is designed to reward long-term relationships, not just introductions.
- **Stay focused on what you do best.** We handle deployment, maintenance, and technical support. You manage the client relationship.

Ideal Partner Profile

- Consultants & advisors serving regulated industries (finance, healthcare, legal)
- Access to CISOs, CTOs, compliance leaders, or IT decision-makers
- Experience with GDPR, DORA, NIS2, EU AI Act, HIPAA, or similar frameworks
- Comfortable discussing enterprise deals (\$100K+ annual value)

Ideal Prospect Profile

- Organizations with 100+ potential AI users
- Operating in finance, healthcare, legal, or other regulated industries
- Under compliance pressure (GDPR, DORA, AI Act, HIPAA, etc.)
- Have AWS infrastructure or willingness to deploy on AWS

Product Offerings

TPAI offers a range of solutions designed to meet clients where they are and scale with their needs. All pricing is in USD.

Product Comparison

Offering	Seats	Deployment	Price	Best For
Pro	1 to 19	Multi-tenant, TPAI managed	\$299/seat/month	Individual users, AI advocates
Teams	20 to 99	Multi-tenant + admin features	\$250/seat/month	Departments, smaller orgs
POC	20 to 30	Single-tenant, TPAI AWS	\$30K one-time (6 weeks)	Enterprise validation
Enterprise	100 to 250	Single-tenant, client AWS	\$125K + \$30K/month	Mid-size regulated firms
Enterprise Plus	250+	Single-tenant, client AWS	\$150K + from \$120/seat	Large enterprises

About the POC

The Proof of Concept is a time-limited deployment to validate ROI before committing to Enterprise. It mirrors the Enterprise architecture in a TPAI-hosted environment.

- Single-tenant deployment (dedicated infrastructure)
- VPN-only access (no open internet)
- Per-user encrypted data
- Available in EU regions (AWS Frankfurt, Berlin)

The POC is the price of making the right decision. \$30K to de-risk a \$400K+ year-one commitment is 7.5% of the investment. At the end of six weeks, the client has real usage data, real feedback, and a clear yes or no.

Enterprise Pricing Details

Installation (one-time)	\$125,000
Monthly Maintenance	\$30,000/month
Year 1 Total	\$485,000

3-Year TCV

\$1,205,000

Custom Integration Services

Bespoke AI integration into legacy applications and workflows. Available to Enterprise and Enterprise Plus clients only.

- **Rate:** \$300 to \$600/hour depending on complexity
- **Scope:** API integrations, workflow automation, legacy system connections

ROI Snapshot

TPAI delivers measurable productivity gains. Here's the math:

Assumption	Value
Time saved per user	5 hours/week
Loaded cost of knowledge worker	\$100/hour
Monthly value per user	\$2,000

Enterprise Example (100 seats):

Monthly platform cost	\$30,000
Monthly productivity value	\$200,000
Net monthly benefit	\$170,000
ROI	~6.7x
Payback on Year 1 investment	~2.5 months

Actual results vary by use case and adoption. These figures reflect typical productivity gains for knowledge workers using AI for research, drafting, and summarization tasks.

Training Services

TPAI offers onboarding and workflow integration training to help clients move from AI adoption to AI proficiency. Training programs are tailored to client needs and can be delivered virtually or on-site. Details available upon request.

Modular Add-Ons (Roadmap)

TPAI is developing additional capabilities for Enterprise clients. These are planned features, not yet available:

- API access for workflow integration
- Email connectors
- Web search with citation
- Additional models (including domain-specific models for healthcare)
- Advanced research capabilities

Contact us to discuss the roadmap and how it aligns with your clients' needs.

Partner Tiers

TPAI offers three partnership models. Choose the level that fits your practice and client relationships.

Note: Partner compensation applies to Enterprise, Enterprise Plus, and Custom Integration engagements. Pro and Teams are direct sales channels and do not carry partner compensation.

Tier 1: Referral Partner

You introduce us to qualified prospects. We handle everything else.

Your role: Identify potential clients and make warm introductions.

TPAI handles: Sales conversations, deployment, maintenance, support.

Compensation:

1-year Enterprise contract	\$10,000
3-year Enterprise contract	\$25,000

Payment: One-time payment at contract signing, net 30.

Tier 2: Co-Sell Partner

You stay involved in the sales process and earn ongoing revenue for the life of the contract.

Your role: Introduce TPAI to qualified prospects, participate in sales conversations, help navigate client stakeholders and procurement.

TPAI handles: Technical sales, deployment, maintenance, support.

Compensation: 20% of monthly maintenance fees for the lifetime of the contract.

Example: An Enterprise client at \$25,000/month maintenance generates \$5,000/month to the partner (\$60,000/year). Three clients at this level equals \$180,000/year in recurring partner revenue.

Lifetime means: As long as the customer continues paying maintenance and the partner remains in good standing. Payments continue through renewals. Standard termination clauses apply.

Payment: Monthly, in arrears.

Tier 3: White Label Partner

You own the client relationship completely. TPAI powers the solution behind the scenes.

Your role: Sell, contract, invoice, and manage the client relationship.

TPAI handles: Deployment and technical maintenance. You remain the client's primary contact.

Pricing: You pay TPAI 80% of list price. You set your own margin with the client.

Example (Enterprise):

Item	Partner Pays TPAI	Potential Margin
Installation	\$100,000	\$25,000+
Monthly Maintenance	\$24,000	\$6,000+/month
Year 1 Total	\$388,000	\$97,000+

Payment: Partner invoiced monthly by TPAI, net 30.

Custom Integration Referrals

Partners who refer Custom Integration engagements receive 10% of total engagement value, paid at project completion.

Compliance & Assurance

TPAI is designed for regulated industries. We provide the documentation and technical controls your clients need.

Hosting & Data Residency

- Enterprise deployments run in the client's own AWS account
- EU regions available: AWS Frankfurt (eu-central-1), AWS Berlin (eu-central-2)
- POC deployments available in EU regions upon request

Data Handling

- Air-gapped architecture for Enterprise and POC: no public internet egress
- Per-user encrypted chat data
- User data is never used for model training

GDPR Roles

- Client-owned deployments with TPAI maintenance: Client is controller, TPAI is processor, client contracts directly with AWS
- Client-owned deployments (self-managed): Client is controller, TPAI has no ongoing GDPR role after deployment
- TPAI-hosted deployments (POC): Client is controller, TPAI is processor, AWS is TPAI's subprocessor
- DPA available upon request

EU Contracting

We understand EU clients may have concerns about US jurisdiction. TPAI is establishing an EU entity so European contracts will be governed by EU law, with local data processing agreements and support.

Documentation Available

- Architecture diagrams and data flow documentation
- Security controls documentation (aligned with NIST 800-53 and ISO 27001 frameworks; not yet certified)
- Data Processing Addendum (DPA) available upon request
- Security questionnaire responses and evidence pack

Maintenance & Support

Monthly maintenance includes:

- Uptime monitoring
- Incident response
- Software upgrades

- Cloud cost management

Regulatory Questions

TPAI provides compliance documentation and technical guidance. Partners and clients remain responsible for their own regulatory determinations.

Partner Benefits

Sales Enablement

- Discounted TPAI Pro access (\$199/month) for personal use and client demonstrations
- One-pager, demo video, and compliance evidence pack
- Talk tracks and positioning guidance for regulated industry conversations

Co-Marketing Support

- Partner listing on TPAI website (Founding Partners section)
- Co-branded materials with your logo
- Joint case studies for closed deals
- Webinar and event support (TPAI provides content, you bring the audience)

Getting Started

Ready to partner with TPAI? Here's how to begin:

1. Schedule a call to discuss your practice and client base
2. Choose your partnership tier
3. Receive your sales enablement materials
4. Start introducing TPAI to your clients

Deal Registration

To protect your pipeline, TPAI operates a deal registration process:

5. Submit leads via email to partners@totallyprivate.ai (company name, contact, opportunity description)
6. TPAI confirms registration within 48 hours
7. First partner to register a qualified lead owns it for 90 days
8. If no meaningful progress in 90 days, lead becomes open again

Multi-Region Expansion

If a client expands beyond the originally registered scope (e.g., from regional to global deployment), TPAI will review contribution history and work with all contributing partners to determine fair attribution. Factors considered include: which partner originated the initial relationship, which partners supported the expansion, and the relative value of each contribution. If partners disagree with the determination, they may request a written explanation and propose an alternative within 15 business days.

Contact

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Schedule a call: <https://calendly.com/rcastillo-totally-private>

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