US EDITION

Totally Private AI

Partner Program

Air-gapped AI for regulated industries in the United States.

At a Glance

Who this is for	How to spot the opportunity
Consultants and advisors serving: • Financial services (banks, insurance, investment) • Healthcare and life sciences • Legal and professional services • Government innovation units (pilots) **With access to:** • CISOs, CTOs, compliance leads, or DPOs • Enterprise deals ($100K+ annual value) • Familiarity with HIPAA, SOC 2, NIST 800-53, or similar	***"We want AI but our security team blocked it."*** ***"Our DPO says we cannot put data in the cloud."*** ***"We had a data sovereignty audit and AI came up."*** ***"We are using ChatGPT informally but we know we should not be."*** **100+ potential users + regulated industry + compliance pressure = qualified prospect.** ***If they cannot approve public AI, they will either buy control or create Shadow AI.***

	Tier 1: Referral Make an introduction. Earn $10K (installation only) or $25K (Enterprise + Maintenance) after the client pays.	**Tier 2: Co-Sell** Stay in the deal. Earn 20% of monthly maintenance for as long as the client has a TPAI contract.	**Tier 3: White Label** Own the client. Set your own margin. Pay TPAI 80% of list.

No public internet egress Private subnets + VPC endpoints. Air-gapped by architecture, not by policy.	**Data residency controlled by client** Enterprise deployments in the client's own AWS account. TPAI has no routine access to customer data; any break-glass access is customer-controlled and explicitly enabled.	**Evidence packs available** Architecture diagrams, security controls documentation, DPA, and regional regulatory alignment summary on request.

Partner Talk Track

> *"Your teams want AI, but HIPAA, SEC rules, and your cybersecurity controls make public AI hard to approve."*
>
> *"TPAI gives you private AI inside your own AWS environment, with no public internet egress and full data residency control."*
>
> *"You get complete auditability and evidence packs for compliance diligence: HIPAA, SOC 2, NIST 800-53, NYDFS, and SEC aligned."*
>
> *"We start with a 6-week POC deployed on TPAI's infrastructure. Fast setup, low commitment, real data to make the decision."*

Introduction

The compliance professionals and CISOs who will lead AI adoption in regulated US industries are not the ones who blocked it. They are the ones who found a way to deploy AI safely, inside their own controlled environment, and made it defensible to auditors, regulators, and boards.

Totally Private AI (TPAI) exists for that specific moment. We provide air-gapped AI infrastructure for regulated industries including financial services, healthcare, legal, and government. Organizations deploy private large language models with complete data isolation, in their own cloud environment, with no data ever leaving their boundary.

We built TPAI for a specific tension: organizations face pressure to adopt AI for competitive reasons while compliance, data protection, and security officers block adoption due to data leakage concerns. TPAI removes that objection. Not with a promise. Not with policy. With an architecture.

Core Security Commitments

- No public internet egress (private subnets + VPC endpoints; egress policy enforced via SCPs where applicable)
- Per-user encrypted chat data
- User chat data is not used for model training under the AWS Bedrock deployment model and TPAI service terms

How This Works

Who it's for	Consultants, advisors, and service providers working with regulated firms in finance, healthcare, legal, and government innovation units across the United States.
What we sell	Private AI infrastructure with complete data isolation. No public internet egress, per-user encrypted chat data. POC deployments are single-tenant in TPAI's AWS account; Enterprise deployments are in the client's own AWS account.

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 or $25K after client pays installation), ongoing revenue share (20% of monthly maintenance for as long as the client has a TPAI contract), or white label margin. Partner compensation applies to Enterprise, Enterprise Plus, and Custom Integration. Pro does not carry partner compensation.

Key Definitions

Term	Definition
Air-gapped	No public internet egress. Private subnets and VPC endpoints; egress policy enforced via SCPs where applicable. User access is via private connectivity (VPN; AWS PrivateLink where applicable) only. Applies to Enterprise and POC tiers.
Single-tenant	Dedicated infrastructure for one client. No shared resources with other organizations.
Client's environment	Deployment in the client's own AWS account. They control the infrastructure and pay AWS directly. Used for Enterprise and Enterprise Plus.
TPAI-hosted	Deployment in TPAI's AWS account. Used for POC. VPN-only access, no public internet egress, per-user encrypted data. Enables fast deployment, typically live within days of contract execution.

The Sales Ladder

TPAI is not a menu. It is a deliberate progression designed to eliminate the barriers to adoption one at a time. Most enterprise deals begin with a professional who needs AI today and follow a path to a full organizational deployment.

Step 1: Pro $299/seat/month · 1–19 seats · Multi-tenant

Individual professionals (a CISO, a compliance lead, a legal partner) who want to experience private AI before committing their organization. Pro is where the internal champion validates the concept personally. It is the fastest way to create an internal sponsor and prove demand before a POC.

For partners: Pro users become your best internal sponsors. They have already made the privacy argument to themselves.

▼ **The champion takes it to the organization**

Step 2: Proof of Concept (POC) $30K one-time · 20–30 seats · 6 weeks · TPAI-hosted

A single-tenant deployment (dedicated infrastructure, not shared) in TPAI's AWS account. It mirrors the Enterprise security posture and workflow, with VPN-only access and per-user encrypted data. Because it deploys in TPAI's account, it can go live within days of contract execution.

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 organization has real usage data, real user feedback, and a clear yes or no.

For partners: the POC removes the single biggest objection to Enterprise: "we have not seen it work in our environment." After six weeks, that objection is gone.

▾ **The organization commits**

Step 3: Enterprise $125K + $30K/month · 100–250 seats · Client AWS

A single-tenant deployment in the client's own AWS account. The client controls the infrastructure, pays AWS directly, and holds the encryption keys. TPAI has no routine access to their environment.

Installation includes: private network connectivity (AWS Direct Connect / dedicated fiber integration), SAML 2.0 enterprise authentication connected to the client's existing identity provider, and basic data integration to connect the platform to the client's internal systems and document stores.

Monthly maintenance ($30,000/month) covers: uptime monitoring, incident response, security patch management, software upgrades, model updates via AWS Bedrock, cloud cost management, and ongoing compliance documentation. The maintenance contract is what keeps the platform current, secure, and defensible over time.

For partners: Enterprise is where the recurring revenue lives. A single Enterprise client at standard maintenance rates generates $6,000/month for a Co-Sell partner, 20% of whatever monthly maintenance the client pays, for as long as that client has a contract with TPAI.

Enterprise Plus (250+ seats): same architecture, priced at $150K + from $120/seat/month. Contact us for large-deployment structuring.

Pricing Summary

Offering	Price
Pro	$299/seat/month (single seat license)
Proof of Concept	$30,000 one-time (20-30 seats, single-tenant, 6 weeks)
Enterprise	$125,000 installation + $30,000/month maintenance
Enterprise Plus	$150,000 installation + from $120/seat/month
Year 1 Enterprise Total	$485,000
3-Year Enterprise TCV	$1,205,000

ROI at a Glance

Five hours recovered per knowledge worker per week at $100/hour is $2,000/month per seat in productivity value. At 100 seats, Enterprise delivers $200,000/month in recovered productivity against a $30,000/month platform cost. Net monthly benefit: $170,000. Payback on the Year 1 investment: approximately 2.5 months.

AWS infrastructure costs are paid directly by the client to Amazon and are not reflected above. Request the TPAI Enterprise Cost Model for a full breakdown by seat count, usage profile, and region.

For a full cost comparison and interactive ROI model: totallyprivate.ai/build-vs-buy and totallyprivate.ai/roi

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 delivered virtually or on-site.

Custom Integration Services

Bespoke AI integration into legacy applications and workflows, available to Enterprise clients only. $300 to $600/hour depending on complexity. Covers API integrations, workflow automation, and legacy system connections.

Roadmap

Coming for Enterprise clients: API access for agent workflow integration, email connectors, web search with citation, additional domain-specific models, and advanced research capabilities. Contact us to discuss how the roadmap aligns with your clients' needs.

Why Partner with TPAI?

- **Solve a real client problem.** Your clients want AI. Their DPOs say no. TPAI removes the data sovereignty objection with an architecture, not a promise.
- **Differentiate your practice.** Position yourself as the advisor who delivers AI-ready compliance solutions in regulated US markets, not the one who said "wait and see."
- **Earn meaningful revenue.** Co-sell partners earn 20% of monthly maintenance for as long as the client has a TPAI contract. At current rates, one Enterprise client generates $6,000/month. Three clients: $216,000/year in recurring revenue.
- **Stay focused on what you do best.** We handle deployment, maintenance, and technical support. You manage the client relationship. We do not compete with you on services.
- **One Enterprise client can become a permanent annuity stream for your practice.** Multiply that across three or five clients and you have a revenue line that pays regardless of whether you win new work that month.

Ideal Partner Profile

- Consultants and advisors serving regulated industries in the United States, serving financial services, healthcare, legal, and other regulated industries
- Access to CISOs, CTOs, compliance leaders, data protection officers, or IT decision-makers
- Experience with HIPAA, SOC 2, NIST 800-53, NYDFS, SEC, FINRA, FTC, or similar frameworks
- Comfortable discussing enterprise deals ($100K+ annual value)

Ideal Prospect Profile

- Organizations with 100+ potential AI users
- Operating in financial services, healthcare, legal, or other regulated industries
- Under compliance pressure (HIPAA, SOC 2, NIST 800-53, NYDFS 23 NYCRR 500, SEC, FINRA)
- Have AWS infrastructure or willingness to deploy on AWS
- Concerned about data sovereignty and cross-border data flows

> *Government is a fit primarily for innovation units and pilots initially. Production government deployments often require additional security accreditation and contracting structure. We are happy to discuss specific opportunities case by case.*

Partner Tiers

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

> *Partner compensation applies to Enterprise, Enterprise Plus, and Custom Integration engagements. Pro is a direct sales channel and does 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:

Installation only (no maintenance contract)	$10,000
Enterprise + Maintenance contract (any term length)	$25,000

Payment: Paid after the client pays their installation invoice. Net 30 from client payment.

> *The referral fee rewards the introduction, not the contract length. A 1-year or 3-year deal pays the same ($25,000) because the hard work is getting the client across the line.*

Tier 2: Co-Sell Partner

You stay involved in the sales process and earn ongoing revenue for the lifetime of the client relationship.

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 (at the current standard maintenance rate of $30,000/month) for as long as the client has

	an active TPAI contract, while the partner remains in good standing under the partner agreement.

> *Example: One Enterprise client at $30,000/month maintenance generates $6,000/month to the partner ($72,000/year). Three clients at this level: $216,000/year in recurring partner revenue. The math compounds with every client you bring in.*

"Good standing" means not in material breach of the partner agreement, not actively competing with TPAI in the same deal, and maintaining basic responsiveness to joint client matters.

"For as long as the client has an active TPAI contract" means revenue share continues through renewals and expansions. This applies to our founding partner cohort as a deliberate commitment: the partners who help TPAI launch deserve to share in the revenue they helped create, regardless of how active they remain.

If a partner is acquired or changes control, TPAI will continue making payments as directed; the partner should ensure that their acquisition agreement accounts for ongoing TPAI revenue flows to the right recipient.

Payment: Paid by TPAI to the partner monthly, in arrears, net 30.

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: TPAI invoices the partner monthly for 80% of list price, net 30. The partner invoices their client directly at whatever margin they choose.

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 to satisfy the United States data protection and cybersecurity requirements.

Hosting & Data Residency

Enterprise deployments run in the client's own AWS account, giving the client full control over region selection and data residency. US Regions (us-east-1 Virginia, us-west-2 Oregon, and others) are available. For POC deployments, region selection is discussed at time of engagement.

> *For regulated workloads, we always recommend designing for regional disruption regardless of region. Tested backups and a documented failover plan are part of our standard Enterprise deployment guidance.*

Data Handling

- Air-gapped architecture for Enterprise and POC: no public internet egress (private subnets + VPC endpoints)
- Per-user encrypted chat data
- User chat data is not used for model training under the AWS Bedrock deployment model and TPAI service terms
- Client-owned deployments support data residency objectives; cross-border transfer exposure is controlled by the client's AWS configuration and operational choices

US Regulatory Alignment

Framework	Relevance to TPAI Deployments
HIPAA	Health Insurance Portability and Accountability Act. TPAI client-owned deployments keep PHI within the client's own AWS environment. Business Associate Agreements available. Air-gapped architecture prevents unauthorized PHI egress.
SOC 2 (Type II)	Security, Availability, and Confidentiality trust principles. TPAI architecture supports access control, monitoring, and audit logging controls aligned with SOC 2 requirements. Third-party assessment in progress.
NIST 800-53	Federal security and privacy controls framework. TPAI architecture is aligned to NIST 800-53. Security controls documentation available on request. Applicable to FedRAMP-adjacent regulated environments.
NYDFS 23 NYCRR 500	New York Department of Financial Services cybersecurity regulation for covered financial institutions. Air-gapped architecture, audit logging, access controls, and encryption support NYDFS compliance posture.
SEC / FINRA	Securities and Exchange Commission and FINRA information security and record-keeping requirements. Air-gapped deployment and immutable audit trail support compliance with electronic communications and supervision requirements.

Framework	Relevance to TPAI Deployments
FTC Safeguards Rule	FTC Safeguards Rule for non-bank financial institutions. TPAI's air-gapped architecture and encryption controls support Safeguards Rule compliance for qualifying institutions.
ISO 27001 / NIST CSF	Internationally recognized security frameworks widely used in US enterprise security programs. TPAI architecture is aligned to both. Documentation available on request.

Data Roles and Responsibilities

Client-owned (TPAI maintenance): Client is controller and AWS account holder. TPAI is a Business Associate (HIPAA) or service provider. Client contracts directly with AWS.

Client-owned (self-managed): Client is controller. TPAI has no ongoing data processing role after deployment.

TPAI-hosted (POC): Client is controller. TPAI is service provider / Business Associate. AWS is subprocessor. BAA and DPA available on request.

US Contracting

TPAI is a Delaware C-Corporation. US contracts are governed by US law. Business Associate Agreements (BAA) are available for HIPAA-covered entities. Data Processing Addenda and security questionnaire responses are available on request.

Documentation Available

- Architecture diagrams and data flow documentation
- Security controls documentation (aligned with NIST 800-53 and ISO 27001; formal certification in progress)
- Data Processing Agreement available upon request
- Security questionnaire responses and evidence pack
- US regulatory alignment summary (HIPAA, SOC 2, NIST 800-53, NYDFS)

Regulatory Note

TPAI provides compliance documentation and technical guidance. Partners and clients remain responsible for their own regulatory determinations under applicable US federal and state law.

Partner Benefits

Sales Enablement

- Discounted TPAI Pro access ($199/month) for personal use and client demonstrations
- One-pager, demo video, and compliance evidence pack (including the United States regulatory alignment summary)
- Talk tracks and positioning guidance for regulated industry conversations in US markets
- Build vs. Buy analysis and interactive ROI calculator for client 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)
- Support for presentations at US financial services, healthcare, and cybersecurity events

Getting Started

Ready to partner with TPAI?

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:

1. Submit leads via email to partners@totallyprivate.ai (company name, contact, opportunity description)
2. TPAI confirms registration within 48 hours
3. First partner to register a qualified lead owns it for 180 days
4. If active negotiations are ongoing at the 180-day mark, the registration is automatically extended until negotiations conclude
5. If no meaningful progress in 180 days and no active negotiations, the lead becomes open again. Meaningful progress includes active meetings, a scoped use case, a security review underway, or documented procurement steps.

Multi-Region Expansion

If a client expands beyond the originally registered scope, TPAI will review contribution history and work with all contributing partners to determine fair attribution. Partners may request a written explanation and propose an alternative within 15 business days.

Contact

Robert Castillo

Founder & CEO, Totally Private AI

Email: rcastillo@totallyprivate.ai

Partner inquiries: partners@totallyprivate.ai

Web: totallyprivate.ai

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

Deal registration: partners@totallyprivate.ai

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