SUPPORTING DETAIL

Appendix

Supporting detail for market sizing, financial model, pipeline, competition, product roadmap, and use of funds.

APPENDIX A1

Market Sizing Methodology & Sources

Methodology supporting the market opportunity presented in the core investor deck.

GLOBAL AI ORCHESTRATION MARKET

$30.2B by 2030

MarketsandMarkets projects the global AI orchestration market from $11.02B in 2025 to $30.23B in 2030, representing a 22.3% CAGR.

Grand View Research independently projects approximately 22.4% CAGR, a useful cross-check on category growth.

FLOWCHESTRA-ADDRESSABLE TAM

~$17B by 2030

$30.23B global market × 55% addressable share = $16.63B ≈ ~$17B TAM

The 55% addressability factor is a Flowchestra management assumption. It represents the portion of AI orchestration associated with governed workflow execution, business context, approvals, policy controls, observability, operational intelligence, and measurable workflow outcomes. It excludes pure model serving, infrastructure orchestration, data infrastructure, and unrelated AI applications.

Sensitivity: 45% = ~$13.6B · 55% base case = ~$16.6B · 65% = ~$19.6B

INITIAL SERVICEABLE MARKET

~$2.7B

Financial services $420M + legal $470M + healthcare $900M + AI service providers $875M = $2.665B, rounded to ~$2.7B

Financial services, ~$420M. Buyer universe includes SEC-registered investment advisers, FDIC-insured institutions, and federally insured credit unions.

Legal, ~$470M. Modeled around the US law-firm market with larger firms prioritized due to stronger AI adoption.

Healthcare, ~$900M. Modeled around approximately 6,100 US hospitals and approximately 400 health systems.

AI service providers, ~$875M. Modeled using a viable AI service provider population and approximately $25K average platform ACV.

The vertical dollar allocations, AI service provider population, and average platform ACV are Flowchestra assumptions.

EXTERNAL SOURCES

[MarketsandMarkets]
AI Orchestration Market, October 2025

[Grand View Research]
AI Orchestration Market
Approximately $9.76B in 2024 to $58.92B in 2033, 22.4% CAGR

[Kaseya]
2026 State of the MSP Report
Survey of 1,000+ MSPs worldwide

[SEC]
Investment Adviser Statistics

[American Hospital Association]
Fast Facts on U.S. Hospitals

FDIC
Official institution-count data

NCUA
Official federally insured credit-union data

FLOWCHESTRA ASSUMPTIONS

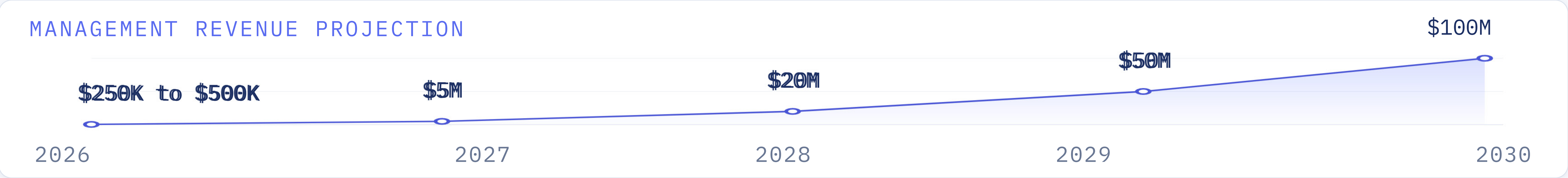
55% TAM addressability Financial services market allocation Legal market allocation Healthcare market allocation AI service provider population Approximately $25K average platform ACV

~22% CAGR: MarketsandMarkets 22.3%, Grand View 22.4%. 48% MSP statistic: Kaseya 2026, vendor-sponsored survey of 1,000+ MSPs.

APPENDIX A2

Financial Model Drivers

Operator-led distribution creates leverage as each relationship expands across multiple client environments.



YEAR	PROJECTED REVENUE	OPERATORS	OPERATOR CLIENTS	DIRECT CLIENTS	AVG ACV
2026	**$250K to $500K**	2 to 3	Initial deployments	3 to 5	~$64K
2027	**$5M**	~15	~75	~10	~$64K
2028	**$20M**	~30	~240	~20	$75K+
2029	**$50M**	~50	~500	~30	$88K+
2030	**$100M**	~70	~840	~40	$100K+

Operator leverage

One operator relationship expands across multiple client environments.

ACV expansion

Revenue grows as customers add workflows, users, and governed use cases.

Platform mix

Operator-led recurring platform revenue becomes the dominant motion as the network scales.

Gross margin target: 75 to 80% SaaS tier; 40 to 50% blended including services.

Management projections. Revenue scales with operator activation, downstream client deployment, direct customer growth, and ACV expansion.

APPENDIX A3

Pipeline & Commercial Detail

Early commercial activity is progressing before full GTM activation.

89
Leads generated

→

30
Prospects progressed beyond demo

→

4
Active negotiations

→

Up to $500K
Potential TCV targeted for 2026 close

STAGE DEFINITIONS

Lead. Target account or AI Service Provider contact tracked in the CRM.

Progressed beyond demo. Prospect completed a demo and advanced into fit review, workflow scoping, activation planning, commercial discussion, or a later stage.

Active negotiation. Prospect is discussing commercial terms, deployment scope, contract structure, procurement, or agreement and launch.

Potential TCV. Total contract value represented by active opportunities targeted to close in 2026.

TCV reflects total contract value, not 2026 recognized revenue.

PIPELINE SCOPE

Metrics include only **1 Direct Sales** and **2 Operator & Channel Partners / Leaders** . Other CRM pipelines are excluded from the reported metrics.

SUPPORTING SIGNALS

~12 calls in 14 days from 64 targeted LinkedIn reaches

$750 per month outreach program

90% of ICP prospects advance after the first meeting

Full commercial GTM activation planned following the October commercial launch

Source: Flowchestra CRM and outreach tracking, August 2026.

CRM counts are a point-in-time snapshot and may vary slightly as opportunities are added or stages are updated.

APPENDIX A4

Where Flowchestra Sits

Many solutions solve a piece of the AI operating problem. Flowchestra is the operational layer that connects business context, governance, workflow execution, and measurable outcomes.

AI Interfaces & Automation Platforms

OpenAI ANTHROPIC
Copilot n8n

PRIMARY ROLE

Models, copilots, agent workflows, automation, and productivity

WHAT FLOWCHESTRA ADDS

Flowchestra adds business context, governance, workflow execution, and outcome visibility across the organization.

Governance & AI Security

KNOSTIC credo ai
Cisco AI Defense

PRIMARY ROLE

Policy, monitoring, access controls, and risk management

WHAT FLOWCHESTRA ADDS

Flowchestra embeds governance into workflow execution, connecting controls to how AI-supported work actually runs.

AI Service Provider Platforms

Hatz SYNTHREO

PRIMARY ROLE

Agent building, deployment, and AI service delivery

WHAT FLOWCHESTRA ADDS

Flowchestra adds the governed operating layer for multi-client execution, observability, and measurable outcomes.

Flowchestra

SECURE AI OPERATIONS PLATFORM

The operational layer for governed AI execution

- Business context
- Governance by default
- Workflow orchestration
- Human approval gates
- Multi-client operations
- Observability
- Operational intelligence
- Measurable outcomes and ROI

CATEGORY VALIDATION OpenAI's push into enterprise deployment and partner enablement reinforces that the bottleneck is operationalizing AI inside real business workflows, not simply accessing better models.

Flowchestra is the operational layer across AI access, governance, service delivery, and business execution.

APPENDIX A5

Product & Roadmap Detail

Flowchestra is live today with governed AI controls, with workflow orchestration and enterprise readiness expanding next.

LIVE / AVAILABLE TODAY

- Governed multi-model access
- Organizational controls
- Policy enforcement
- Tenant isolation
- Role-based access
- Provider and model controls
- Privacy and budget controls
- User and model usage attribution
- Enterprise SSO
- Cost and adoption analytics
- Controlled system actions

Live foundation for governed AI access, policy enforcement, usage visibility, and controlled execution.

ROADMAP / NEAR-TERM

- Multi-step workflow orchestration
- Connector-driven execution
- Native human approval gates
- Comprehensive workflow auditability
- End-to-end execution observability
- Expanded connector coverage
- Packaged governed workflows for operator delivery
- SOC 2 Type 1 in progress
- SOC 2 Type 2 completion
- Ongoing third-party penetration testing program

Extends the live governed AI foundation into repeatable workflow execution, operator delivery, and enterprise readiness.

WHY THIS MATTERS

REPEATABILITY

Package governed workflows that can be deployed repeatedly across organizations and client environments.

OPERATOR SCALE

Enable AI Service Providers to deliver governed AI across multiple clients without rebuilding the operating model each time.

ENTERPRISE READINESS

Strengthen workflow auditability, approvals, security, and operational visibility for regulated buyers.

Live platform capabilities and roadmap items are presented separately. Roadmap timing is subject to product development and customer validation.

APPENDIX A6

Use of Funds & Milestones

The $1M round funds GTM activation, product maturity, and enterprise readiness.

GO-TO-MARKET ACTIVATION

Launch operator commercialization and partner enablement

Convert qualified AI Service Providers into downstream client opportunities

Secure selective direct deployments in financial services and other high-fit regulated organizations

Generate workflow validation, customer evidence, and reusable proof points

Support full commercial GTM activation following the October launch

PRODUCT DEVELOPMENT

Harden the workflow orchestration layer

Expand governance workflows and approval structures

Increase connector coverage

Package 2 to 3 repeatable governed workflows for operator delivery

Priority use cases: document review, client onboarding, compliance-sensitive knowledge retrieval, and approval workflows.

SECURITY READINESS

Complete SOC 2 Type 1, currently in progress

Complete SOC 2 Type 2 within the funding period

Maintain ongoing third-party application penetration testing

Strengthen tenant isolation, access controls, data controls, and enterprise security readiness

Support security and compliance requirements for regulated customers and AI Service Providers

TARGET MILESTONES

5 to 13
Paying clients or equivalent operator-delivered deployments

$750K to $1M
ARR by Q1 2027

2 to 3
Repeatable governed workflows packaged for operator delivery

SOC 2 Type 2
Completed within the funding period

This round is designed to prove repeatable commercialization, strengthen enterprise readiness, and establish the foundation for operator-led scale.