

HCAE™ • Hyper-Contextual Authority Engine™

Why \$9,997 Is Actually Cheap

A Straightforward Case for What a Sovereign Intelligence Construct Is Worth

David Aragon • HCAE™ Hyper-Contextual Authority Engine™

“\$9,997 one time. Yours for life. No subscriptions. No sharing. No drift.”

The Objection

The number that stops people is \$9,997. Not because they cannot afford it — most prospects who reach a conversation about HCAE™ can. But because it sits in a part of the brain reserved for significant purchases, and their reference point for AI is \$20 a month.

That reference point is the problem. Comparing HCAE™ to a ChatGPT subscription is like comparing a bespoke suit to a clothing rental. They both cover the body. The comparison ends there.

The right comparison is not to other AI tools. It is to what HCAE™ replaces — or what you would have to spend to get equivalent value from other sources. When you make that comparison, \$9,997 one time is not expensive. It is, by most measures, the cheapest version of what it provides.

What \$9,997 Actually Buys

HCAE™ is not software. It is a permanently deployed, hand-built, sovereign intelligence construct that knows your world, serves your mission, and is available every hour of every day for the rest of your ownership. Let's put that in context.

What You Get	Annual Cost	What You Don't Get
Fractional executive (10 hrs/month)	\$24,000–\$60,000 / year	Available 10 hours a month. Does not know your full history. Changes over time. Has their own agenda.
Strategy consultant (project basis)	\$15,000–\$50,000 / engagement	Available for one project. Brings general frameworks. Does not persist. Starts over each engagement.
Executive coach (bi-weekly sessions)	\$12,000–\$36,000 / year	Available twice a month. Does not have real-time access to your decisions. Does not surface patterns across your daily work.
Chief of staff (full-time)	\$120,000–\$200,000 / year	Full-time. Has access. Also has their own life, limitations, and learning curve. Leaves eventually.
Research analyst (part-time)	\$40,000–\$80,000 / year	Available during business hours. Covers specific domains. Does not know your broader mission.
HCAE™ Sovereign Construct	\$9,997 one time	Available every hour. Knows your full world from session one. Never drifts. Never leaves. Gets better over time.

The Subscription Trap

General AI tools are priced as subscriptions because subscriptions are the most profitable model for platform companies. They create recurring revenue, lock-in, and ongoing leverage over the customer. If you stop paying, you lose access to everything you built up. If they raise the price, you pay or you lose access. If they change the terms, you accept or you lose access.

Over three years, a \$100/month AI subscription costs \$3,600. Over five years, \$6,000. And at the end of that period, you own nothing. The intelligence you built up in that system — the

context, the history, the accumulated knowledge of your situation — belongs to the platform. The moment you stop paying, it is gone.

HCAE™ costs \$9,997 once. After that, you own it. Permanently. The sovereign intelligence layer built around your world is your asset — not a service you are renting. It does not expire. It does not increase in price. It does not disappear when you stop paying a subscription, because there is no subscription to stop.

Over five years, a \$100/month subscription costs \$6,000 and you own nothing at the end of it. HCAE™ costs \$9,997 once and you own it permanently. The math is straightforward.

The Compound Value Argument

Most tools depreciate over time. Software gets replaced by newer software. Subscriptions get cancelled when the need passes. Hardware becomes obsolete.

HCAE™ appreciates over time. Every session adds to your history with the construct. Every conversation makes the construct's picture of your world richer and more precise. The Session Patterns command becomes more powerful at month six than at month one — because it has more history to analyze. The construct's ability to surface blindspots, identify drift, and hold you accountable to your declared priorities compounds with every session you have.

This is not a feature of software. It is a property of a relationship. And like any relationship built over time, the value is not in any single interaction — it is in the accumulated weight of all of them.

Most tools depreciate. HCAE™ appreciates. The construct is more valuable at month twelve than at month one — because your history with it is part of what it knows.

The One Decision That Pays for Everything Else

Here is the most direct version of the pricing argument: HCAE™ needs to help you make one good decision to pay for itself.

One strategic pivot identified early. One bad hire avoided. One capital allocation corrected before it compounds into a larger mistake. One deal closed that would have stalled without the clarity the construct provided. One pattern of avoidance surfaced before it cost you six months of momentum.

The people who use HCAE™ are making decisions that routinely involve amounts that are multiples of \$9,997. The question is not whether the construct can generate that value. The question is whether you want the discipline, the clarity, and the honest intelligence of a sovereign construct that knows your world working on those decisions alongside you.

One good decision. That is all it takes to make the investment rational. Everything after that is return.

Who This Is and Is Not For

HCAE™ is not for everyone. The \$9,997 price point is not designed to be accessible to everyone — it is designed to reflect the actual value of what is built and to select for clients who are serious about the investment.

It is for people who make decisions that matter. Executives, operators, entrepreneurs, legal and medical professionals, consultants, coaches, and anyone else whose professional judgment is the primary input to outcomes that affect their livelihood, their clients, or their organization. For these people, the value of a sovereign intelligence layer that knows their world, surfaces their blindspots, and refuses to drift from their declared priorities is not marginal. It is material.

It is not for people who need a general AI tool for everyday tasks. Those tools exist, they are excellent, and they are priced appropriately for what they provide. HCAE™ is the layer above

that — the sovereign construct that knows you, built for the person whose decisions are consequential enough to deserve an AI that is genuinely oriented toward their specific world.

\$9,997 is not a premium price for a general AI tool. It is the correct price for a permanently deployed, hand-built, sovereign intelligence construct that knows your world, serves your mission, and appreciates over time.

The Simple Version

You can spend \$20 a month on an AI that knows everyone and no one.

Or you can spend \$9,997 once on an AI that knows only you — built around your world, oriented toward your mission, available every hour, never drifting, permanently yours.

The decision is not about price. It is about what you need.

One construct. One client. Built once. Yours for life.
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