

**KCST**

KELSHAD CYBER SYSTEMS AND TECHNOLOGIES LLC

KST-MODEL-010-REV2026-10 · PUBLIC BRIEF

Business Models and Pricing Principles

ISSUED

2026-10-17

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SUPERSEDES

None. First issue.

CURRENT STATUS

KCST earns revenue in three ways: subscriptions to its own platforms, client services through the Development Studio and Novox, and partnerships. Novox tier pricing is published and payable through Stripe today. Platform subscriptions are offered only within the stage limits described in each platform's briefs. No revenue, customer count, or growth figure is claimed in this document.

1. Purpose

This brief explains how KCST makes money and the principles behind its pricing, so that clients, partners, and investors can understand the incentives at work. Detailed financial projections are shared only under a confidentiality agreement, on request.

2. Revenue Lines

LINE	WHO PAYS	HOW
Platform subscriptions	Clinics, pharmacies, housing organizations, and other organizations using a KCST platform	Recurring, organization-level subscriptions
Development Studio	Businesses commissioning a website, app, game, or platform	Project fee, quoted in writing by scope
Novox client services	Businesses buying branding, print, digital, merchandise, or growth advisory	Published tiers or a custom quote
Partnerships	Strategic partners	Negotiated case by case. None is represented here as executed

3. Platform Subscriptions

KCST builds and owns its platforms and offers them as subscriptions rather than one-time licenses. That keeps KCST responsible for security, maintenance, and improvement for as long as a customer uses the platform.

- **RxOmniMedLink** is in controlled private alpha. Early engagements are limited, time-boxed design partnerships under written agreement, on synthetic test data, with no commercial commitment on either side unless both choose to proceed. Pricing for these engagements is shared directly with prospective partners.
- **Light of Joshua** is pre-launch. Its model is designed around organizations, programs, and housing providers. Pricing will be published at launch.
- **Identity verification** is billed as a pass-through at the verification vendor's published cost, with no markup, and shown separately from subscription charges.

KCST does not sell, license, or monetize the data on any of its platforms. That is a binding mandate (see KST-PRIVACY-006), and it removes a revenue line many software companies rely on. We think that trade is worth making.

4. Novox Tier Pricing

Novox growth engagements are offered in three tiers. Each tier includes everything in the tier below it.

TIER	MONTHLY	QUARTERLY	SEMI-ANNUAL	ANNUAL	ONE-TIME
I. Market Presence	\$60	\$180	\$360	\$720	\$720
II. Corporate Fortification	\$135	\$405	\$810	\$1,620	\$1,620
III. National Dominance	\$175	\$525	\$1,050	\$2,100	\$2,100

Tiers can be booked and paid through Stripe on the Novox website. Recurring plans renew automatically and can be upgraded, downgraded, or cancelled at a billing cycle boundary. Enterprise, multi-entity, and custom scopes are quoted after intake. Prices are current as of the date of issue and may change; the price shown at checkout governs.

5. Development Studio Pricing

Websites, apps, games, and platforms are quoted per project after intake, based on scope, features, and timeline. Quotes are in writing before work begins. Tier clients can add development work to their engagement.

6. Pricing Principles

1. **Published where possible.** If a price can be standard, it is published.
2. **No hidden markups on pass-through costs.** Vendor costs we pass through are shown at cost.

3. **No surprise commitments.** Pilots are time-limited and written. Nothing becomes paid production work without both sides agreeing.
4. **Recurring means accountable.** Subscriptions keep us responsible for keeping the product secure and working.
5. **Data is never the product.** We charge for software and services, never for the data our customers trust us with.

7. Forward-Looking Statements

KCST's website describes a growth path from regional entry to multi-state expansion to national integration. That path is a strategy and an internal target, not a forecast or a promise. Nothing in this brief is an offer of securities or investment advice.

8. Document Control

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