

PARTNER DOSSIER · 2026

From AI pilots to AI *performance.*

The gimmefy White Label AI Infrastructure Partner Programme.

Run the white-label AI infrastructure for marketing. Under your brand. Into your client work.

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01 · THE SITUATION

Where every agency, consultancy and solutions firm *finds itself in 2026.*

Marketing leaders agree on two things now. AI is non-negotiable. And getting it right has nothing to do with picking the latest model.

Every client conversation has an AI workflow question buried in it. Pitches are being benchmarked against productivity gains. Junior teams are quietly producing work that senior teams used to gatekeep. Retainers are being re-priced. Boards are asking what the AI strategy looks like — not as a curiosity, as a budget question.

And every firm we speak with is working out the same uncomfortable thing: the firms that win the next wave aren't the ones with the most subscriptions, the cleverest prompts, or the youngest team. The firms that win are the ones that put **infrastructure** in place. Anything less keeps you in the messy middle — and your clients in it with you.

This dossier is for any organisation that has worked that out, and is asking the next question — do we build the infrastructure ourselves, or do we join one that already exists.

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02 · WHAT IT TAKES

Leveraging AI properly is not a model choice. *It's an infrastructure choice.*

Models are an ingredient. Not a meal. Four things have to be present, working in concert, before AI starts producing real marketing outcomes.

- 01 An AI stack.** A current set of frontier models from multiple providers, kept up to date as the landscape shifts every month.
- 02 A knowledge and context system.** A way for the platform to hold your brand, your voice, your past work, your project — so every output is grounded, not generic.
- 03 Marketing-native capabilities.** Workflows built around how marketing actually gets done — strategy, creation, evaluation — not blank prompt boxes.
- 04 A governance layer.** Workspaces, role-based access, audit logs, isolation between clients, security at enterprise standards — so AI isn't a liability waiting to happen.

Together, these four are the **White Label AI Infrastructure for Marketing**. We've spent the last several years building it — first for our own marketing, then for the customers we work with directly, and now for the partners who run it under their own brands.

The choice isn't buy AI tools or wait. It's build the four layers yourself, or join an infrastructure that's already there.

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03 · THE FOUR LAYERS

What we've spent years building. *And what you'll be running.*

A short walk through the four layers, in the order they sit in the architecture — foundation up.

- 04 Governance & Collaboration.** Workspaces · RBAC · audit logs · 470+ row-level security policies · SOC 2 Type II · ISO 27001 · unlimited users on every plan. The eliminate-shadow-AI layer.
- 03 Capabilities.** Ten capability areas across Strategise, Build, Create and Evaluate. Studio · 17 Skills · 30+ Maestros · 28 Playbooks · Visual Hub · Video Hub · Audio Hub · Data Viz Hub · Focus Group · Model Council · 52 media apps · 29 languages.
- 02 Knowledge & Context.** Brand Vaults, Memory Vaults, Personal Vaults — up to 14 layers of context behind every reply. The central nervous system that makes every output brand-faithful by default.
- 01 AI Stack.** 48 frontier models from 10 providers, kept current automatically. Auto-routed to the model best suited to the job. When a new frontier model lands on Tuesday, your clients have it on Tuesday.

*Each layer matters on its own. The four together are what marketing actually runs on. **This is the only complete one we know of in the market** — and it has been in production with marketing teams across Asia, Europe and Australia for several years.*

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CURRENTLY IN USE AT

Brands and agencies *already* *running on it.*

gimmefy is in production with marketing teams, consultancies and agencies across Asia, Europe, Australia and the Americas — sometimes as gimmefy, often invisibly under our partners' brands.



White-label partners running their own AI marketing businesses on gimmefy — under their own brands, with their own pricing, with their own client books — operate today across Amsterdam, Australia, India and Singapore, on three continents. Most blend platform sales with their service layer; the strongest hit 5x ROAS within six months.

EXISTING PARTNER ROSTER · THREE CONTINENTS · RUN-RATE, NOT FORECAST

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04 · BY THE NUMBERS

The data behind *why now.*

Real research, recent data, no decoration.

83%

of enterprise AI projects fail to move past pilot stage. **The white-label platform is how you deliver to the 17%.**

GARTNER · 2025

11%

of teams have a unified AI marketing stack today. **The elite minority your clients want to be in.**

MCKINSEY DIGITAL · 2025

23%

of marketing time is spent re-explaining context to AI. **Brand, Memory and Personal Vaults take that tax to zero.**

HUBSPOT · 2025

-40%

adoption drop in teams larger than ten with per-seat pricing. **Why your clients get unlimited users on every plan.**

FORRESTER · 2025

12

tools the average marketing team uses. Only three of them share data. **The rest is the messy middle.**

CHIEFMARTEC · 2025

67%

of teams say AI hasn't improved quality — only speed. **The infrastructure layer is what fixes quality.**

CMI · 2025

23%

revenue cost of brand inconsistency across channels. **Brand-faithful by default isn't a feature — it's a P&L line.**

LUCIDPRESS

8

tools the average campaign touches before launch. **One platform, one workspace, one audit trail.**

SALESFORCE

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05 · WHAT YOU'LL BE RUNNING

Your platform. *Branded as yours. End to end.*

Day one, you receive a fully isolated, fully branded instance of the four-layer AI infrastructure — under your brand, on your domain, in your colours, with your name on every screen and every email.

Your client signs in to your platform. They see your logo, your hero, your typography, your support email, your terms. They cannot reach gimmeify. They will not know we exist. As far as they are concerned, the AI infrastructure they are using is yours — because it is.

Underneath that branded shell, your clients run on the full four-layer infrastructure. The complete platform. Nothing held back.

What's white-labelled — thirty-plus properties, eight categories

CATEGORY	WHAT YOU CONTROL
Brand identity	Company name · logo · favicon · custom domain
Visual theme	Primary colour · accent colour · background · font family · dark-mode default · custom CSS · login background
Hero & in-app messaging	Hero title · hero subtitle · welcome greeting · loading messages · error messages · sidebar footer
SEO & meta	Meta description · meta author · Open Graph title and description — link previews on Slack, LinkedIn, Teams are yours
Links & legal	Support email · support URL · help centre URL · terms of service · privacy policy
Email customisation	From name · from address · invite subject line · invite email body — every transactional email is from you
Content & features	Feature toggles · artistry prompt overrides · shared link footer — turn capabilities on or off per platform or per client

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CATEGORY

WHAT YOU CONTROL

Data isolation

Users, conversations, organisations, brand vaults and content scoped per partner via 470+ row-level security policies. No leakage between tenants. No leakage between you and any other partner.

This is not a skin on someone else's product. It is a multi-tenant infrastructure engineered ground-up so each partner gets a fully isolated, fully branded environment.

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What this does for *your client relationships.*

An AI infrastructure that carries your name changes the kind of partner you can be to a client.

Stickier relationships, naturally. Every client who builds a Brand Vault, accumulates memory, and runs their workflows inside your platform raises their own switching cost without you having to engineer one. The platform becomes their AI operating system; you are the firm that runs it for them. Switching means losing the work, not just the contract.

Co-creation, not vendor management. Onboarding a client onto your platform is a different conversation from sending them a software invoice. You sit alongside them, build their vault together, turn their methodology into a Maestro, encode their content rhythm into a Playbook. Ninety days in, you are not the agency they hired — you are the infrastructure their marketing team thinks with.

Pride. Yours, and theirs. When a client opens the AI workspace and sees your name across the top — your colours, your typography, your tone of voice — there is a quiet credit to the relationship. Your clients are happy to bring their teams onto the platform, and proud to introduce it inside their organisation. The platform reinforces your brand every time it is used.

A defensible product line. Custom Playbooks, Maestros and Skills built on top of your branded instance become IP no competitor can copy. They live inside your platform, not in a prompt library someone can screenshot. As your client work compounds, your platform compounds with it.

*When the client's AI infrastructure has your name on it, you stop being the agency they hire. **You become the foundation their marketing runs on.***

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07 · MAKE IT YOURS

Encode your methodology *into the platform's bones.*

A Maestro is a model with a job description. A Skill is a focused tool that does one thing brilliantly. A Playbook is a multi-step workflow that finishes itself.

The day-one platform comes with our standard library. The real differentiation comes from custom capabilities that encode your firm's intellectual property, methodology and points of view. **We are not building a prompt library a competitor can copy. We are encoding your IP into the platform's bones.** Bespoke builds, priced as one-time fees.

BUILD	AMOUNT	WHAT IT ENCODES
Custom Playbook	\$3,000 one-time	A multi-stage workflow that takes a brief and produces a complete deliverable, in your voice.
Custom Maestro	\$2,000 one-time	A persona-based strategic consultant holding your firm's point of view across every conversation.
Custom Skill	\$1,000 one-time	A single-purpose tool encoding a deliverable your team produces repeatedly.

No minimum, no obligation. You can launch with zero customisations and add them as client demand emerges. Each customisation is yours, deployed inside your platform, and not available to other partners.

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08 · HOW IT WORKS COMMERCIALLY

You basically *pay for usage.*

All four layers of the infrastructure for one usage fee. What you do with it commercially — bundle it, charge for it, mix it with your service layer — is up to you.

Mostly, you pay us for what your clients actually do. There is a small monthly minimum that includes a generous credit bundle, additional credits billed on actuals, and a tiny per-active-user count that scales in step with your client book. No long lock-ins. No hidden minimums. No surprise overages. You can see consumption in real time.

LINE	AMOUNT	WHAT IT COVERS
Monthly Usage (the main one)	\$2,500 / month	Includes 20,000 credits . Covers the entire white-label AI infrastructure under your brand — AI stack, vaults, capabilities, governance. All four layers, one fee.
Additional credits	\$0.10 / credit	Billed on actuals only when your monthly bundle is exceeded.
Per active user	\$10 / user / month	A small partner-side count of how many seats are active across your client book — paid by you, not your clients.

*What's actually included in that usage fee. 48 frontier AI models from 10 providers, kept current. Brand, Memory and Personal Vaults — the entire context system. All ten capability areas. Workspaces, RBAC, audit logs, 470+ row-level security policies, SOC 2 Type II, ISO 27001. Hosting, uptime, model upgrades, security patches, infrastructure. Setup configuration, your branded subdomain, partner admin panel. **You pay for usage. Everything else is taken care of.***

There is also a small one-time setup to stand the platform up under your brand and a modest annual licence that unlocks reselling rights and the partner admin panel. Indicative figures are sized to the client book and capability mix you have in mind, and shared in the term sheet that follows the alignment call.
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Whatever pricing model fits your business will fit ours. Bundle the platform inside your retainers. Sell it as a standalone subscription. Charge per project. Charge by outcome. Pair it with strategy days. Your client

never sees how we charge you. We never see how you charge them. **The only thing we ask: that the platform is presented as yours. Which is exactly how we set it up.**

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09 · THE SHAPE OF THE OPPORTUNITY

How big *can this become?*

As big as your client book, your geography, and the value you bring to a client engagement. Three things drive the size of the opportunity.

- 01 The size of your client book.** A boutique agency with twenty clients runs at one shape; a regional consultancy with two hundred runs at another. The platform scales with both — same infrastructure, same per-credit cost, same governance.
- 02 Your geography and your client mix.** A partner in a high-margin market selling to enterprise CMOs prices very differently from one in a high-volume market serving SMB founders. Both are succeeding on the same platform. Your pricing freedom is total.
- 03 The depth of your service layer.** Pure platform sales produce platform margin. Bundled with your strategy, creative direction or methodology, the engagement produces platform margin plus service margin plus custom-capability margin plus retention value. Four streams, compounding.

Because you pay us only for usage, there is no risk on the wholesale side. No big up-front bet to recover before you see margin. Sign one client and the platform earns. Sign a hundred and it scales with you. Lose a few and the bill shrinks the same way. Your wholesale cost stays in step with your book — every month, every year.

The Amsterdam and Australian partners running the bundled-service model hit 5× ROAS within six months — not as a forecast, as a run-rate. The platform did not produce that on its own. The service layer did. But the platform made the service layer dramatically more efficient: designers who used to spend seven hours resizing assets now spend ten minutes; strategists who used to draft frameworks from scratch now refine outputs from a Maestro that already holds the firm's point of view.

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10 · BUILD VERSUS JOIN

What this would cost you to *build* yourself.

The honest comparison isn't buy gimmefy or buy a competitor. It is join us, or build the same four layers in-house.

Building the four layers to a standard you would put in front of an enterprise client is not a project. It is a programme. Here is the rough shape of what it asks of an organisation, drawn from partners who weighed the option seriously before joining us.

IF YOU BUILT IT YOURSELF

IF YOU JOINED THE AI INFRASTRUCTURE PARTNER PROGRAMME

Hire AI engineers, MLOps, security and infrastructure leads. A standing team of six to twelve, in perpetuity.

No team to hire. We are the team.

Integrate and re-integrate forty-plus frontier models from ten providers as they ship, deprecate and shift in price.

Forty-eight models, kept current automatically.

Build vaults, brand-context retrieval, memory accumulation, role-based ownership, vault toggling — from scratch.

The full Knowledge & Context layer, day one, in your colours.

Encode marketing-native workflows — Studio, the four media hubs, Playbooks, Maestros, Skills, Focus Group, Model Council. Hundreds of edge cases, thousands of tests.

Ten capability areas live on day one.

Engineer multi-tenant governance — RBAC, audit logs, hundreds of row-level security policies, SOC 2 Type II, ISO 27001, GDPR, CCPA, zero-retention APIs. Separate compliance team. Annual audits.

Layer 04 is already there. Compliance held. Audits passed.

Stand up the front-end, the partner admin panel, the multi-tenant data isolation, the white-label theming engine. Maintain it forever.

Your branded admin panel configured in weeks. Maintained by us, indefinitely.

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IF YOU BUILT IT YOURSELF

Twelve to eighteen months before the first client touches it. Investment running into the millions before launch. Tech debt the day after launch.

IF YOU JOINED THE AI INFRASTRUCTURE PARTNER PROGRAMME

Branded instance live in weeks. No upfront capital. You pay for usage.

The build-versus-join calculus is not a close call. We've done the build. You get to join.

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A structured launch. *And an embedded partner for the first ninety days.*

From signing to first client, in a clear sequence. From the client's perspective, this is your platform — your brand on the screen, your domain in the URL, your support email in their inbox. We stay invisible by design.

PHASE	WHAT HAPPENS
Weeks 1–2 · Configuration	We collect your brand assets, configure all 30+ properties, stand up your subdomain, integrate your domain, run an internal QA pass on the entire platform under your brand. You sign off before any client sees it.
Weeks 3–6 · Team enablement	Product training, capability deep-dives, demo coaching. Within six weeks, your team can demo the platform without us in the room.
Months 1–3 · Joint client onboarding	For your first cohort of clients, our customer success team is on the call to support pitches, run live onboarding and handle the strategic handholding while your team builds confidence. After three months, your team owns it.
Month 4 onward · Steady state	Your team owns Tier 1 and client success. We handle Tier 2 technical support, model upgrades, security and infrastructure, all under a defined SLA. Quarterly reviews surface adoption, customisations and roadmap alignment.

Tier 1 is you. Tier 2 is us.

A client emails you with a problem. If it is strategic or usage-related, you handle it as the expert in their brand and their workflow. If it is technical, you raise it with us through your dedicated partner channel. We diagnose and fix. You communicate the resolution back to the client, in your voice, on your timeline. **The client never sees an escalation. The client never sees us.**

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12 · WHAT YOUR CLIENTS EXPERIENCE

A platform that *already knows them.*

Day one, branded as yours. Behind every reply, the platform draws on up to 14 layers of context — your client's brand, their team, their project, what they just attached.

Your client signs in to your platform and lands in a workspace branded as yours. They open Studio and start a conversation with their AI agent — using the Brand Vault you helped them set up, which contains their voice, their products, their audience, their messaging pillars. Every output is brand-faithful by default, because it is grounded in their context, not a generic prompt.

When they need a campaign, they run a Playbook — perhaps a custom one your firm built that encodes the methodology they hired you for. When they need a strategic perspective, they consult a Maestro. When they need a polished deliverable, they pull in a Skill. When they need a visual, video or audio asset, they go to the relevant Hub and the platform routes to the model best suited to the job.

If they get stuck, they email your support team. If they have a strategic question, they email your account manager. If they want training, they book a session with your team. **To them, this is your product.** The fact that there is a four-layer white-label AI infrastructure underneath, maintained by us, is irrelevant — and invisible.

Enterprise-grade security, by default

- **SOC 2 Type II** and **ISO 27001** — both currently held.
- **GDPR and CCPA** compliant by design.
- **AES-256** encryption at rest and in transit.
- **470+ row-level security policies** — every table holding client data is scoped per partner, per organisation, per workspace, per project.
- **Zero-retention APIs** with foundation model providers — no client data leaves the platform to train external models.

Shadow AI is what happens at organisational scale without infrastructure. Your branded platform is how you make sure it never happens to your client engagements.

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Every prompt, every model call, every output — across every user, across every client — is logged in one place, under your control. When a client asks "how is our data being handled?" you have an auditable answer. When a regulator asks, you have evidence.

PARTNERS IN AMSTERDAM · AUSTRALIA · EUROPE · INDIA · 5× ROAS IN SIX MONTHS · SOC 2
TYPE II · ISO 27001

"The *kettle* is on."

*We're in the messy middle too, sometimes. We just have a better way out.
If you'd like to see what running this looks like under your brand — three
doors, five minutes, same-day reply.*

Talk to us →

THREE DOORS · FIVE MINUTES · SAME-DAY REPLY · NO AUTO-RESPONDERS

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