alchemy

THE SOFTWARE PARTNER PROGRAMME

A trusted route to *put your AI product* in front of the buyers I advise

No joining fee. Two ways to work together.



Who it is for

AI software vendors with a working product, seeking buyers in enterprise and the mid-market, without hiring a sales team.

Why work with me?

Buyers ask me what to buy and whom to trust. As their fractional CIO I see the real need first, so I bring a product forward only where it fits the buyer as well as it suits you, and I tell them what I earn.

1. INTRODUCE

10% of year-one contract value, 5% in year two, paid when you are paid

2. VENDOR-LED

£700 per half day, plus VAT and expenses at cost

8K+
LINKEDIN CONNECTIONS, 3,000+ AT DIRECTOR LEVEL OR ABOVE

74%
OF MY 8K+ FOLLOWERS ARE DIRECTORS, SENIOR LEADERS OR C-SUITE

100+
CIOs, CTOs AND CHIEF DATA OR AI OFFICERS IN MY NETWORK

1K+
CATALYST SUBSCRIBERS: CIOs, BOARD MEMBERS, INVESTORS, REGULATORS

Two ways to work together, from my lead to yours

1. INTRODUCE

I open the door

Our materials carry both logos. You contract directly with the buyer and I introduce you, with my fee disclosed. I take 10% of year-one contract value and 5% in year two, then nothing. Fees are paid when you are paid. If a buyer I introduce signs within 12 months, the fee applies.

Example: a £60,000 first year means a £6,000 fee to me.

2. VENDOR-LED

I carry your badge

You lead under your brand and bring me in as your senior CIO voice on buyer calls. This suits overseas vendors who need a resource in the UK. Time is booked in half days: preparation, the call, write-up and travel all count. A full day is £1,400.

Example: a one-hour buyer call is one half day, £700 plus VAT.

How it works

STEP 1

Screening call

30 minutes on your product, your evidence and two customer references. I take on few vendors and may decline.

STEP 2

Agree a track

Introduce, Vendor-led or something bespoke that suits your product, set out in a short written agreement.

STEP 3

Build our relationship

A monthly 30-minute pipeline catch-up, free during the engagement; we share opportunities where we might work together.

Where it can lead

Evolve to a GTM Sprint. This is a fixed-price, two-week project that gets your product ready for buyers, from £5,000 plus VAT. I act as a proxy-CIO buyer, helping you sharpen the proposition and pitch.

Evolve to Advisory. My name and reputation on your team sheet. A Fractional Board Advisor or NED, on a quarterly retainer.

Conflicts and confidentiality

I take on few vendors at a time.

I actively avoid conflicts of interest and I introduce only when the match is strong.

Buyers are told every fee and my role, in writing, before they decide.

Your materials and plans stay confidential.

David Viney built WPP Open, a $350m a year agentic AI platform. 30 years of technology leadership at WPP, Heathrow, BSI, Arup and the BBC. AIGAS board member. 150+ projects, 95% on time and on budget.

alchemy.consulting

FRACTIONAL CIO AND AI TRANSFORMATION