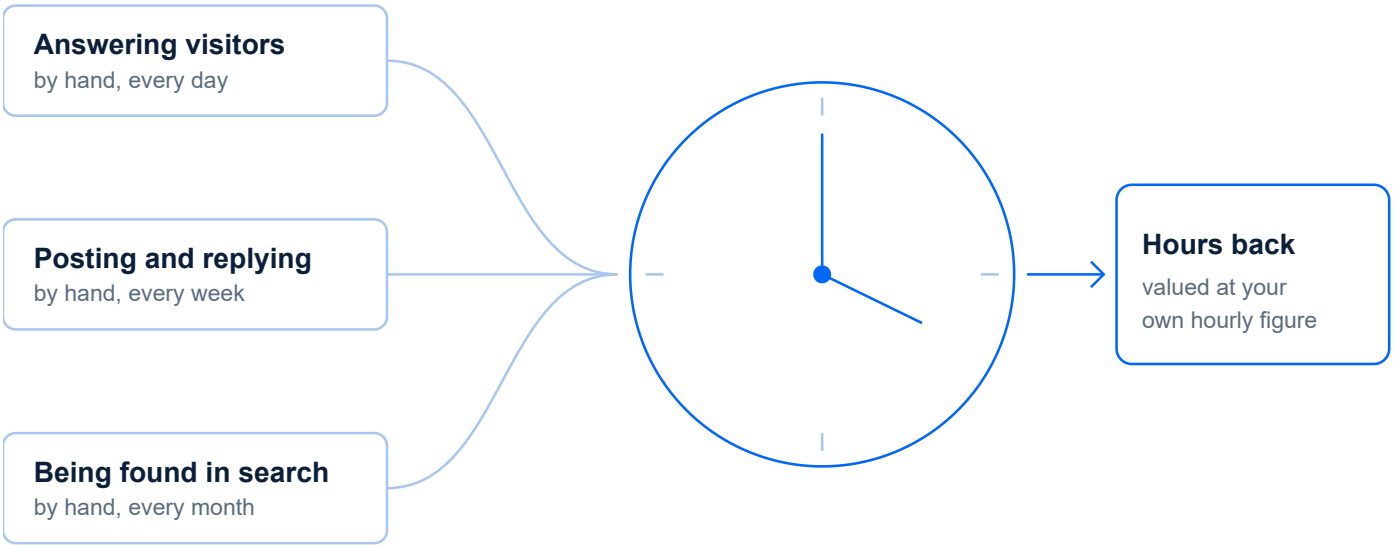

WHITE PAPER

What Your Time Is Worth

The hours a small business gets back with Xorventa, product by product, from assumptions you can change.

EXECUTIVE SUMMARY

Counted in hours, valued at your rate

A small business owner does the work of a receptionist, a social media manager and a web marketer on top of running the business. That work repeats every week, and it is paid for in the owner's own hours. This paper estimates, product by product, how many of those hours Xorventa gives back each month and what they are worth.

It counts time only, never new customers, sales or rankings. Every input is an assumption you can change, review time is always counted, and the examples value an hour at $40.

8.0 hours

Back a month with Xorventa Assist Basic: worth $320 at $40 an hour, 8.2× its $39 price.

11.2 hours

Back a month with Xorventa Social: worth $448, 6.5× its $69 price.

8.0 hours

Back a month with Xorventa SEO: worth $320, 8.2× its $39 price.

29.7 hours

Back a month with Xorventa Persona, 2.5 of them from coordination: 7.5× its $159 price.

Written for: small business owners deciding whether the time Xorventa saves is worth its price.

1. The result at a glance

Product	Price a month	Hours back a month	Value at $40/h	Net	Return
Xorventa Assist Basic	$39	8.0	$320	$281	8.2×
Xorventa Social	$69	11.2	$448	$379	6.5×
Xorventa SEO	$39	8.0	$320	$281	8.2×
Xorventa Persona (all three, plus coordination)	**$159**	**29.7**	**$1,188**	**$1,029**	**7.5×**

Return is the value of the hours back divided by the price. Net is the value minus the price. Every figure is an estimate from the assumptions in sections 3 to 6.

The value of an hour is the reader's own figure. The examples use $40 an hour, a modest value for an owner's time. If you would otherwise pay someone to do this work, use what you would pay them; the U.S. Bureau of Labor Statistics publishes pay by occupation (see References).

2. The method

For each product we list the recurring tasks it takes over, then compare two ways of doing each task. By hand: how long the task takes the owner, and how often it happens in a month. With Xorventa: the owner's remaining time, which is the time to review, approve or correct what Xorventa prepared. Xorventa does the drafting, answering, scheduling and checking; the owner keeps the decisions.

- **Hours back** = hours by hand − hours with Xorventa, rounded to one decimal
- **Value** = hours back × what an hour is worth to you
- **Net** = value − the product's monthly price
- **Return** = value ÷ price
- **Break-even** = price ÷ what an hour is worth: the hours Xorventa must save each month to pay for itself

Two rules keep the estimate conservative.

- **Review time is always counted.** No figure treats the owner's attention as free: every "with Xorventa" figure includes the time to look at what was done.
- **Only work the product does is counted.** Each section lists what is not included, so no hour is claimed twice.

3. Xorventa Assist: answering your website visitors

Assist answers the questions visitors ask on your website, such as hours, prices, services, policies and directions, at any hour, from the Business Facts you approved. When the facts do not support an answer, it declines and passes the question to you.

3.1 Assumptions, for a small service business

Input	Value	Why
Visitor questions a month that would otherwise reach you by phone, email or a contact form	150	Well under the 250 conversations Assist Basic includes
Your time per question, by hand (read, look up, reply, follow up)	4 minutes	A short email or call, including the interruption
Share Assist answers fully from your Business Facts	85%	The rest are passed to you
Your time per question passed to you	4 minutes	The same as by hand
Your time a month keeping Business Facts current	30 minutes	Answering, once, the questions Assist could not; the answer is added for next time

3.2 Calculation

Hours a month	By hand	With Assist
Answering visitor questions	10.0	1.5
Keeping Business Facts current	—	0.5
Total	**10.0**	**2.0**

With Assist, only the questions passed to you take your time, at the same minutes each as by hand.

Hours back: **8.0**. Value at $40 an hour: **$320**. Net after $39: **$281**. Return: **8.2×**. Break-even: **1.0 hours** a month.

Not counted: the faster answer a visitor gets while you are closed, which reaches you only the next morning by hand (the time is in the questions above; the speed is not given a value); voice answering on your website (Assist with Voice, from $99 a month); and calls to your business phone (Phone Assist, sold separately).

What grows over time: each question you answer once is added to your Business Facts, so the share Assist answers without you rises and your review time falls.

4. Xorventa Social: posting and replying

Social writes posts from your Business Facts in your voice, prepares them for each network, schedules and publishes them, and drafts replies to comments and messages for your approval, or sends them under your settings.

4.1 Assumptions

Input	Value	Why
Posts a month	22	About five a week
Your time per post, by hand	30 minutes	Write, find or make an image, resize it, and post to each network, for example Facebook, Instagram and Google Business Profile
Your time per post, with Social	5 minutes	Review and approve the draft and its schedule
Answering comments and messages, by hand	3 hours a month	Reading, writing and sending each reply
The same, with Social	1 hour a month	Reviewing the replies Xora drafted

4.2 Calculation

Hours a month	By hand	With Social
Posting	11.0	1.8
Replies	3.0	1.0
Total	**14.0**	**2.8**

Hours back: **11.2**. Value at $40 an hour: **$448**. Net after $69: **$379**. Return: **6.5×**. Break-even: **1.7 hours** a month.

Not counted: the posts that keep going out in a busy week, when posting by hand usually stops. Consistency has a value; this paper does not put a number on it.

5. Xorventa SEO: being found in search

SEO audits your website for search readiness, keeps one prioritized list of what to fix, spots content gaps, drafts content from your Business Facts, checks how your business is listed where AI assistants and maps read it, and reports monthly.

5.1 Assumptions, on Xorventa SEO with up to 15 grounded drafts a month

Input	Value	Why
Checking the site and deciding what to fix, by hand	2 hours a month	Reading tools and working out priorities
Drafts a month (page text, descriptions, articles)	4	Well under the 15 included
Your time per draft, by hand	1.5 hours	Research and write
Your time per draft, with SEO	20 minutes	Review and correct
Reporting, by hand	1 hour a month	Pulling the numbers together
Checking how you appear in AI assistants and map listings, by hand	40 minutes a month	Comparing each listing with your own facts
Reading the report and the list of fixes, with SEO	0.3 hours a month	The audit and the listing check arrive in the report

5.2 Calculation

Hours a month	By hand	With SEO
Audit and priorities	2.0	In the report
Drafts	6.0	1.3
Reporting	1.0	0.3
AI assistant and map listings	0.7	In the report
Total	**9.7**	**1.7**

Hours back: **8.0**. Value at $40 an hour: **$320**. Net after $39: **$281**. Return: **8.2×**. Break-even: **1.0 hours** a month.

Not counted: any change in rankings or traffic. Search results depend on many things outside anyone's control, so this paper counts only the work.

6. Xorventa Persona: all of it, coordinated

Persona includes Assist, Social and SEO on one set of Business Facts, plus a coordination layer: one overview of everything waiting on you, one approved set of facts across every product, and one change that reaches everywhere.

6.1 The three products, from the sections above

Included product	Hours back a month
Assist	8.0
Social	11.2
SEO	8.0
Subtotal	**27.2**

6.2 What Persona adds

Input	By hand	With Persona	Why
Keeping the same facts current in three places	1.5 hours a month	0	Hours change, a price changes, a service is added; one approved change reaches every product
Checking three products for what needs you	1.5 hours a month	0.5 hours	One overview, first on the page

That adds **2.5 hours** a month.

6.3 Persona totals

Hours back: **29.7**. Value at $40 an hour: **$1,188**. Net after $159: **$1,029**. Return: **7.5×**. Break-even: **4.0 hours** a month.

Persona is chosen for the coordination: about $100 a month of it at $40 an hour, on top of the three products' hours, plus one overview and one set of facts.

7. Using your own numbers

A calculator on each product page asks one question first: what is your time worth an hour? It then uses the inputs above as starting points you can change: how often each task happens, how long it takes you by hand, and how long a review takes. It shows the hours back a month, the value of those hours, the net after the price, the return, and how many hours Xorventa must save to pay for itself. No sign-up or email is needed to use it, and its prices are the same current prices this paper uses.

> **How the result moves: at $25 an hour, with half the questions, posts, replies, drafts and checking time above, every product still pays for itself. Social, for example, returns 2.0× and breaks even at 2.8 saved hours a month.**

8. What this paper does not claim

- It does not claim new customers, sales, rankings or traffic. It counts the owner's time only.
- The figures are illustrations built from stated assumptions, not measurements of a particular business.
- Prices are Xorventa's current monthly prices; annual billing costs less.

References

For setting your own hourly figure.

- U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics
- U.S. Bureau of Labor Statistics, Occupational Outlook Handbook

THE PRACTICAL CONCLUSION

Count the hours you spend, value them at your own rate, and let the arithmetic decide.

Time only, never sales or rankings

Review time always counted

Your own numbers, in the calculator on each product page

Current prices, from the same catalog as checkout

Explore Xorventa at xorventa.ai