Q3 pricing review

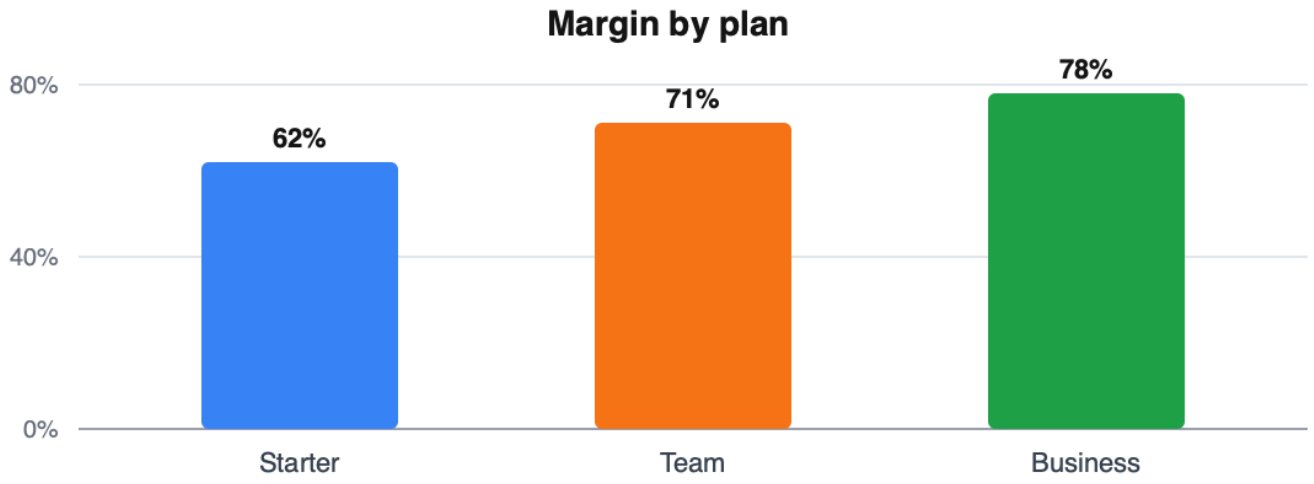
AI ChatGPT

Summary

Revenue grew across all three plans this quarter. **Team** is the best fit for most customers, and **Business** carries the highest margin at **78%**.

Plan comparison

Plan	Price	Seats	Margin
Starter	$9	1	62%
Team	$29	5	71%
Business	$99	25	78%



Break-even

A plan breaks even once the contribution per customer covers its fixed cost F:

$$Q^{*} = \frac{F}{p - v}$$

For **Team**, a fixed cost of 12,000 at a price of 29 and a variable cost of 8.4 breaks even at about **583 customers**.

Recommendations

1. Lead the pricing page with **Team**
2. Keep **Starter** as the way in for new customers
3. Review the **Business** price next quarter