

Vaada Infrastructure Costs — Scaling Analysis

Current Stack (Free Tier) — 0-500 Users

Service	Plan	Limit	Monthly Cost
Privy (Auth + Wallets)	Developer	500 MAU	\$0
Vercel (Hosting)	Hobby	Low traffic	\$0
Supabase (DB)	Free	500MB DB, 1GB storage	\$0
Alchemy (RPC)	Free	300M compute units/mo	\$0
Fitbit API	Free	Rate limited	\$0
Base (Gas)	N/A	~\$0.001/tx	~\$0
Domain (vaada.io)	Annual	—	~\$2.50
Total			~\$0/mo

Growth Phase — 500-2,500 Users

Service	Plan	Monthly Cost
Privy	Core (500-2,499 MAU)	\$299
Vercel	Pro	\$20
Supabase	Pro	\$25
Alchemy	Growth	\$0-49
Total		~\$350-400/mo

Scale Phase — 2,500-10,000 Users

Service	Plan	Monthly Cost
Privy	Scale (2,500-9,999 MAU)	\$499
Vercel	Pro + usage	\$20-50
Supabase	Pro	\$25
Alchemy	Growth	\$49-199
Total		~\$600-750/mo

Key Takeaways

1. Privy is Your Biggest Cost

Privy jumps from \$0 → \$299/mo the moment you pass 500 MAU. This is your first real scaling wall.

2. Revenue vs. Infra at 500 Users

- 500 users × \$5 stake = \$2,500 TVL
- If 20% forfeit new user challenge = \$500 treasury (one-time)
- Morpho yield on \$2,500 TVL @ 4.9% APY = ~\$10/mo
- **You need more revenue streams to cover \$299/mo Privy at this stage**

3. Revenue Levers

- Higher stakes (move beyond \$5)
- More frequent goals (daily/weekly recurring)
- Platform fee on winnings (e.g., 5% of loser pool)
- Premium features (custom goals, private groups)

4. Cost Reduction Options

- **Privy startup credits** — apply through their startup program, especially as a Base ecosystem project
- **Alternative auth** — Dynamic, Thirdweb Auth, or custom auth (saves \$299/mo but costs dev time)
- **Self-host Supabase** — saves \$25/mo but adds ops burden (not worth it early)

5. Break-Even Analysis

Users	Monthly Forfeitures (20%)	Morpho Yield	Total Revenue	Infra Cost	Net
100	\$100 (one-time)	~\$2	~\$2/mo	\$0	+\$2
500	\$500 (one-time)	~\$10	~\$10/mo	\$299	-\$289
1,000	\$1,000 (one-time)	~\$20	~\$20/mo	\$350	-\$330
5,000	\$5,000 (one-time)	~\$100	~\$100/mo	\$600	-\$500

Note: Forfeitures are one-time per user, not recurring. You need a recurring revenue model (fees, premium, or higher-stakes goals) to sustainably cover infra past 500 users.

Recommendation

1. **0-500 users:** No cost. Focus on growth.
2. **At ~400 users:** Apply for Privy startup credits. Explore Base ecosystem grants.
3. **At 500 users:** Must have a revenue model beyond forfeitures. Consider 5% platform fee on goal payouts.
4. **At 2,500+ users:** If revenue is healthy, Privy Scale at \$499/mo is fine. If not, evaluate alternatives.

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