

Pencil Free

- Create a business
- Manage one calendar
- Edit appointments
- See basic graphs of appointments
- One time slot per calendar

Pencil Premium (All of the free features included)

- Custom calendars and dashboards?
- Deeper calendar customization (different time slots, types of appointments etc.)
- Deep Gamification
- Promoted or Pinned businesses
- Ability to manage a chain of businesses
- Ability to manage the individual staff of a business
- Better Data analytics and visualization
- Payment options?
- Notification options?
- Payment Plans?
 - Month by month
 - Yearly?
 - One time early adopter fee?