

# **WINGS ECONOMY — FINAL MVP SPEC (v2.1)**

## **0. Purpose of the Economy**

The Wings Economy exists to:

- Reward healthy, intentional dating behaviors rather than passive swiping.
- Give users early momentum so they can experience real value quickly.
- Introduce natural, understandable friction that converts into subscription upgrades instead of churn.
- Maintain fairness: Wings never affect match quality, ranking, or visibility.
- Prevent farming, hoarding, and exploitative behavior through expiry and gating.
- Keep all economic logic fully server-authoritative for integrity and auditability.

Every rule in this specification exists to support these outcomes.

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## **1. Subscription Plans and Allocations**

Subscriptions map directly to expected dating frequency and intent.

All subscription Wings:

- Are credited immediately on purchase.
- Expire at the end of their billing cycle.
- Do not roll over into subsequent cycles.

Earned Wings (streaks, referrals, feedback, etc.) are tracked separately and follow different expiry rules.

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## 1.1 Winged+ (Limited Wings)

Winged+ provides a recurring allowance of Wings intended to support consistent, thoughtful dating and agent usage without requiring constant budgeting.

### Pricing, Weekly Equivalents, Allocations, and Expiry

Plan	Price	Cost per Week	Wings Granted	Expiry
Weekly	€9.95	€9.95/week	15 Wings	Expires after 7 days
Monthly (Most Popular)	€24.95	€6.24/week	45 Wings	Expires after 1 month
3 Months	€59.95	€4.61/week	135 Wings	Expires after 3 months
6 Months (Best Value)	€89.95	€3.45/week	270 Wings	Expires after 6 months

### Allocation Rules

- Wings are granted immediately at the start of the subscription period.
- All Wings granted in a period share the same expiry (the period end).
- When a new billing cycle begins, any remaining subscription Wings are discarded and replaced with the new allocation.
- Earned Wings are not affected by subscription rollover and expire independently.

### Psychology

Weekly-equivalent pricing creates a clear value ladder and anchors longer commitments as objectively better value. Cycle-end expiry prevents hoarding and encourages steady engagement rather than binge usage.

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## 1.2 WingedX (Unlimited Tier)

WingedX removes all economic friction for users with high dating intent.

### Pricing and Structure

Plan	Price	Cost per Week	Wing Allocation	Notes
Weekly (Trial)	€39.95	€39.95/week	0 Wings	All actions free
Monthly	€54.95	€13.74/week	0 Wings	All actions free
3 Months	€149.95	€11.53/week	0 Wings	All actions free
6 Months	€199.95	€7.65/week	0 Wings	All actions free

## Rules

- Connect, schedule, and agent sessions all cost 0 Wings.
- WingedX users never receive Wings.
- Downgrading to Winged+ starts a fresh Winged+ billing cycle with a new allocation.

## Psychology

WingedX is positioned as the premium, “don’t think about it” tier. The absence of any metering reduces cognitive load entirely and appeals to users who want full freedom and momentum.

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## 2. Economy Rules (Spend, Earn, Expiry)

### 2.1 Spend Rules (MVP)

All Wing spending follows a simple per-action model.

#### Spend Table

Action	Free Users	Winged+	WingedX	Notes
Connect with profile	1 Wing	1 Wing	0	Charged on tap
Schedule a date	2 Wings	2 Wings	0	Charged on confirmation
Agent session (prep or debrief)	1 Wing	1 Wing	0	Charged on first message

An agent session is defined as a distinct conversational context, such as:

- pre-date preparation
- post-date debrief
- structured advice or analysis

### **Final Date Cycle Cost (Confirmed)**

- Connect: 1 Wing
- Schedule: 2 Wings
- Prep session: 1 Wing
- Debrief session: 1 Wing

**Total per date cycle: 5 Wings**

### **Psychology**

Low per-action costs reduce anxiety and make it feel safe to engage seriously. The full date cycle cost is easy to understand, predictable, and intentionally aligned with subscription allocations.

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## **2.2 Daily Check-In, Streaks, and Earn Rules (MVP)**

Daily check-in exists as a **UI action** and engagement ritual.

It does **not** grant Wings directly.

Wings are granted **only** through streak milestones.

### **Streak Tracking Logic**

Each time a user completes daily check-in:

- If already checked in today: no change.
- If last check-in was exactly yesterday: increment `streak_current_days`.

- If a day was missed: reset `streak_current_days` to 1.
- Update `streak_last_date` to today.
- Update `streak_longest_days` if exceeded.

Streak state is stored at the profile level.

### **Streak Rewards**

Milestone	Wings	Limit	Purpose
7 consecutive days	+2	Once per streak run	Short-term habit reinforcement
30 consecutive days	+6	Once per streak run	Long-term commitment reward

If a streak breaks, users may earn these rewards again by rebuilding the streak.

### **Other Earn Actions**

Earn Action	Wings	Cap	Purpose
Submit date feedback	+2	1 per date	Improves model quality
Referral reward	+4	5 lifetime invites	Growth via engaged users
App Store rating	+3	Once	Distribution
Personalization completion	+1	Once	Improves matching
New user bonus	+5	Once, 30-day expiry	Enables one full date

### **Rules**

- All earns flow through `earn_wings`.
- Feedback rewards are enforced by a unique constraint per date.
- Streak rewards are milestone-based only.

### **Psychology**

Streaks create identity (“I show up consistently”) without cheapening value. Milestone rewards feel earned and meaningful, while daily check-in reinforces routine without inflation.

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## 2.3 Expiry Rules

- All earned Wings expire 30 days after being granted.
- Subscription Wings expire at the end of their billing cycle.
- WingedX has no Wings, no expiry, and no spend costs.

### Psychology

Expiry prevents hoarding and keeps engagement current. Users are nudged to act now rather than defer indefinitely.

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## 3. Referral System (MVP)

Referrals are a controlled growth lever.

### Rules

- Each user receives 5 lifetime invites.
- Each activated referral grants +4 Wings.
- A referral activates only when the invitee:
  - completes onboarding, and
  - performs one paid action (connect or schedule).
- Referral Wings expire after 30 days.

### Psychology

Limited invites create exclusivity, while paid-action gating ensures referrals bring real participants, not passive signups.

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## 4. Anti-Farming and Anti-Hoarding

To protect the economy:

- Earned Wings expire after 30 days.
  - Subscription Wings expire at cycle end.
  - Referral rewards require paid action.
  - Streak rewards require real daily presence.
  - Scheduling Wings are refunded if the other user cancels within 24 hours.
  - Wings are refunded automatically for bots or banned accounts.
  - All balance mutations are server-side only.
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## 5. Data Model (Supabase)

### Core Tables

#### **profiles**

- id
- tier
- phone\_verified
- created\_at
- streak\_last\_date
- streak\_current\_days
- streak\_longest\_days

## **wings\_ledger**

- id
- user\_id
- type (earn / spend)
- source
- amount
- expires\_at
- meta
- created\_at

## **view\_balances\_active**

- user\_id
- balance

## **subscription\_snapshots**

- user\_id
- period\_start
- period\_end
- tier
- wings\_granted

## **referrals**

- id
- referrer\_id

- invite\_code
- invitee\_id
- status

#### **wings\_ecn\_agent\_message\_threads**

- thread\_id
- user\_id
- created\_at
- type

#### **Constraint**

- Unique feedback reward per user per date.
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## **6. Server Logic (Edge Functions)**

### **earn\_wings**

- Validates source.
- Sets expiry:
  - 30 days for earned Wings.
  - Billing cycle end for subscription Wings.
- Inserts ledger entry.
- Updates counters as needed.

### **spend\_wings**

- If tier = WingedX → cost = 0, action still logged.
- Otherwise:
  - check active balance.
  - insert negative ledger entry.

## **grant\_subscription\_allocation**

- Called on subscription start/renewal.
- Inserts subscription Wings with expiry = period\_end.

## **daily\_checkin**

- Updates streak state.
- Awards Wings at 7-day and 30-day milestones only.

## **qualify\_referral**

- Activates referral after invitee paid action.
- Awards +4 Wings to referrer.

## **Crons**

- Expiry cleanup.
  - Subscription renewal allocations.
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## **7. iOS Integration**

- Client never mutates balances.

- Daily check-in endpoint drives streak logic.
  - Out-of-Wings modal upsells Winged+ and WingedX.
  - Agent session charge triggered on first message in that session.
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## 8. MVP Spend Scenario Matrix

Scenario	Free	Winged+	WingedX
Connect	1	1	0
Schedule	2	2	0
Prep session	1	1	0
Debrief session	1	1	0
One full date	5	5	0

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## 9. Tier-Based Behavioral Expectations

### Free

- One guaranteed real date via new user bonus.
- Streak rewards extend engagement slightly.
- Friction appears quickly → conversion pressure.

### Winged+

- Predictable monthly dating cadence.
- Agent becomes habitual.
- Best value tier for most users.

## **WingedX**

- No budgeting or limits.
  - Designed for high-intent daters.
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## **10. Psychological Foundations**

- Momentum → friction → upgrade.
- Streaks build identity and consistency.
- Rewards reinforce effort, not volume.
- No pay-to-win preserves trust.
- Expiry keeps the system alive and honest.