**MRR Pricing Strategy**

**For Service Providers (Multi-client Clinics)**

**Base Platform MRR:**

* R37,500 - R54,000 per month
* Annual equivalent: R450,000 - R650,000
* Includes core platform functionality
* Supports up to 5 client clinics initially

**Per-Client Add-on MRR:**

* R5,800 - R8,300 per additional client clinic per month
* Annual equivalent: R70,000 - R100,000 per clinic
* Volume discounts:
  + 10+ clinics: R5,200 - R7,500 per clinic per month
  + 20+ clinics: R4,900 - R7,000 per clinic per month

**Implementation Fee:**

* One-time implementation: R250,000 - R350,000 (can be financed/amortized)
* Additional client implementation: R100,000 - R150,000 per client
* Optional: Split into monthly payments over 12-24 months to reduce upfront costs

**Maintenance & Support:**

* Included in the MRR pricing (no separate maintenance fee)

**For Direct Clients (Single Clinic Operators)**

**Complete Solution MRR:**

* R25,000 - R33,300 per month
* Annual equivalent: R300,000 - R400,000
* Includes all functionality and support

**Implementation Fee:**

* One-time fee: R350,000 - R500,000
* Optional: Finance over 12-24 months (R14,600 - R41,700 additional monthly)

**Optional Add-ons MRR:**

* Advanced analytics: R8,300 per month
* Patient portal enhancements: R6,250 per month
* Additional integrations: Priced per integration

**MRR Strategy Benefits & Considerations**

1. **Contract Terms:**
   * Minimum 12-month contract required
   * Early termination fee: 50% of remaining contract value
   * Auto-renewal with 60-day cancellation window
2. **Annual Prepayment Option:**
   * Offer 5-10% discount for annual prepayment
   * Improves your cash flow while providing savings to clients
3. **Tiered Usage Model:**
   * Base fee includes up to X patients/month
   * Additional fee per patient/month beyond threshold
   * Scales naturally with client growth
4. **Implementation Fee Handling:**
   * Option 1: Keep as separate one-time payment
   * Option 2: Amortize over 12-24 months and add to monthly fee
   * Option 3: Waive partially for 3+ year contracts

**Application for Your Current Client**

For your service provider with 30 clients:

1. **Initial Engagement (First Client):**
   * Base platform MRR: R33,300 per month (includes founding partner discount)
   * Implementation: R200,000 one-time or R16,700 additional monthly for 12 months
   * Total first-year MRR: R33,300 - R50,000 per month depending on implementation payment choice
2. **Expansion to Additional Clients:**
   * Per-client MRR: R5,800 per additional client per month
   * Implementation: One-time R90,000 per client or R7,500 additional monthly for 12 months
   * Progressive volume discounts as they add more clients
3. **Full Portfolio Incentive:**
   * If they commit to all 30 clients within 24 months:
   * Reduced per-client MRR to R5,000 per client
   * Base platform fee reduced to R30,000 per month
   * Implementation fees for clients 15-30 reduced by 25%

**Optimizing Your MRR Model**

1. **Focus on Annual Customer Value (ACV):**
   * Track and optimize for total client annual value
   * Target ACV growth of existing clients through add-ons
2. **Minimize Churn:**
   * Build in switching costs through deep integration
   * Provide exceptional support to first clients
   * Regular check-ins and success reviews
3. **Expansion Revenue:**
   * Create clear path for clients to add services
   * Develop account management process to grow accounts
4. **Initial vs. Growth Pricing:**
   * Start with competitive pricing to gain market share
   * Plan for modest price increases (3-5%) annually
   * Add premium features over time to justify higher MRR