

# Cash Flow Visualizer

Product Roadmap & Pricing Strategy

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## PRICING TIERS

### Free Tier

Free forever

- Sankey diagram with full editing
- Single year — 12 months of data
- Data stored locally on device (localStorage)
- Save & Import via JSON file
- Share via URL
- Dark / Light mode

### Pro Tier

\$5–8 / month

- Everything in Free
- User account + email login
- Cloud sync — access from any device
- Multiple years of data
- Trend charts across months
- Budget targets per category
- Export to PDF / CSV

## Business Tier

\$15 / month

- Everything in Pro
- Multiple financial profiles (personal + business)
- Bank API integration — auto-import transactions (Plaid)
- Shared access & collaboration
- Priority support

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### STRATEGIC NOTES

#### → **Free tier must be genuinely useful**

People should adopt it naturally and want to upgrade — not feel locked out of basic features.

#### → **Cloud sync is the key upgrade driver**

Losing data when switching devices is painful. This is the #1 reason users will pay for Pro.

#### → **Bank API justifies the Business tier**

Auto-importing transactions is a power feature that saves significant time and justifies the higher price point.

#### → **Recommended tech stack**

Supabase (auth + database), Stripe (payments), Plaid (bank API connections).