**📊 Perpetual Licensing Pricing Plan (Refined)**

**For Recycling Businesses**

| **Tier** | **One-Time Price** | **What’s Included** | **Add-Ons** |
| --- | --- | --- | --- |
| **Solo Business** | **$399** | 1 facility, 1–3 seats, full feature access (Self-Assessment, REC Mapping, Scope Generator, Exports, Corrective Action Tracker, Training Center) | Extra seats: $50 each |
| **Team Business** | **$899** | **2 facilities**, up to 10 seats, all features + Business Admin Panel | Extra facilities: $400 each (adds +5 seats), Extra seats: $45 each |
| **Enterprise Multi-Site** | **$1,799** | 3 facilities, up to 25 seats, all features + internal oversight tools | Extra facilities: $400 each (adds +5 seats) |

**Facility Expansion Pricing (Large Enterprises)**

* **Extra Facility:** $400 each (adds +5 seats)
* **Bulk Facility Packs:**
  + 5–9 facilities: $350 each
  + 10–20 facilities: $300 each
  + 20+ facilities: Custom enterprise deal
* **Cross-Facility Oversight (Consultant Dashboard for Enterprises):** $1,000 one-time unlock
  + Enables corporate compliance managers to oversee all facilities in one pane of glass.

**For Consultants / Certifying Bodies**

| **Tier** | **One-Time Price** | **What’s Included** | **Add-Ons** |
| --- | --- | --- | --- |
| **Independent Consultant** | **$599** | Manage up to 5 client businesses, all toolkit features | Extra businesses: $100 each |
| **Agency Consultant** | **$1,199** | Manage up to 15 businesses, dedicated collaboration tools | Extra businesses: $90 each |
| **Enterprise Agency / CB** | **$2,499** | Manage up to 50 businesses, white-label branding & premium dashboards | Extra businesses: $75 each |

**Support & Services**

| **Package** | **One-Time Price** | **Scope** |
| --- | --- | --- |
| **Lite Support Pack** | **$500** | Email support for self-assessment review, 3-hour consultant Q&A block |
| **Full Guidance Pack** | **$1,750** | Dedicated consultant hours (up to 12 hrs), live video sessions, mock audit walkthrough |
| **Premium Hourly** | **$225/hr** | Rush or specialty consulting (Appendix B data sanitization, downstream vendor mapping, etc.) |

**Discounts**

* **Volume Discounts (automatic):**
  + 10% off at **10+ seats/facilities/businesses**
  + 15% off at **20+**
  + 20% off at **50+**
* **Promotional Discounts (strategic use):**
  + Launch promo (10% off first 100 customers)
  + Early-adopter consultant packages

**Why Team Business Works Now**

* **Perfect fit for mid-sized recyclers** who usually have more than one operational site (main + satellite).
* Bridges the gap between Solo (small operators) and Enterprise (big players).
* Provides real business utility (2 facilities, 10 seats) at a price that feels like a smart upgrade, not just a seat bump.

**🧭 Customer Journey Paths**

**1. Solo → Team → Enterprise (Recycling Businesses)**

**Solo Business ($399, 1 facility, 1–3 seats)**

* **Typical customer:**
  + Small, local recycler with **one warehouse**.
  + Example: A family-owned e-waste collection site that does basic dismantling and downstream vendor transfer.
* **Why they choose Solo:**
  + They only have 1–2 staff working on compliance.
  + They want to save money while still having access to the complete self-assessment toolkit.
* **Growth trigger to upgrade:**
  + Opens a second drop-off location or processing site.
  + Needs more than 3 staff users involved.

**Team Business ($899, 2 facilities, 10 seats)**

* **Typical customer:**
  + Regional recycler with **a main facility + one satellite site**.
  + Example: A recycler with one facility focused on **data destruction** and another handling **refurbishing/repair**.
* **Why they choose Team:**
  + Two different facilities need separate scope statements & gap tracking.
  + About 5–10 employees are involved (compliance manager, IT lead, warehouse manager, environmental lead, etc.).
  + They’re big enough to need structured workflows, but not yet at national scale.
* **Growth trigger to upgrade:**
  + Opens a third facility.
  + Staff count expands past 10, or they want stronger enterprise oversight.

**Enterprise Multi-Site ($1,799, 3 facilities, 25 seats)**

* **Typical customer:**
  + Large, multi-facility recycler.
  + Example: A company like **ERI Direct** with **multiple specialized facilities** (e.g., refurbishing, shredding, downstream vendor management).
* **Why they choose Enterprise:**
  + Needs to manage multiple scope statements in parallel.
  + Large compliance teams (20+ staff) across facilities.
  + Corporate oversight required across sites.
* **Growth trigger to expand:**
  + Beyond 3 sites → add facility packs ($300–400 each).
  + Corporate compliance wants the **consultant dashboard unlock** ($1,000).

**2. Consultant Journey**

**Independent Consultant ($599, up to 5 clients)**

* **Typical customer:**
  + Freelance R2v3 consultant helping a handful of recyclers.
  + Example: An ex-auditor offering pre-cert assessments to small recyclers.
* **Upgrade trigger:** Consultant’s client list grows past 5.

**Agency Consultant ($1,199, up to 15 clients)**

* **Typical customer:**
  + Boutique consulting firm with a regional footprint.
  + Example: A firm managing compliance for a dozen recyclers in a state or province.
* **Upgrade trigger:** Expands to national scale.

**Enterprise Agency / CB ($2,499, up to 50 clients)**

* **Typical customer:**
  + Large consulting agencies or **Certifying Bodies** (CBs).
  + Example: A CB that wants to use your app for pre-assessment scoring and gap validation across dozens of recyclers.
* **Upsell trigger:** 50+ clients → custom enterprise deal.

**3. Visual Flow (Simplified)**

* **Small recycler (Solo)** → adds site → **Team** → scales further → **Enterprise** → adds dashboard + packs.
* **Freelance consultant (Independent)** → builds reputation → **Agency** → scales nationally → **Enterprise Agency/CB**.

This journey structure does two things for you:

1. **Captures every customer stage** without gaps — from mom-and-pop shops to ERI Direct to certifying bodies.
2. **Encourages natural upsells**: the moment they grow, the next tier feels like the logical step rather than a forced jump.

Here’s a **side-by-side feature comparison grid** you can use to show customers what they gain at each step. This doubles as a sales/marketing tool and makes the upgrade path obvious.

**📋 Feature Comparison by Tier**

| **Feature** | **Solo Business** | **Team Business** | **Enterprise Multi-Site** |
| --- | --- | --- | --- |
| Facilities | 1 | **2** | **3+ (expandable)** |
| Seats (users) | 1–3 | **Up to 10** | **Up to 25 (expandable)** |
| Self-Assessment Module | ✅ | ✅ | ✅ |
| REC Mapping (readiness dashboard) | ✅ | ✅ | ✅ |
| Scope Statement Generator | ✅ | ✅ | ✅ |
| Export to PDF, Excel, Word | ✅ | ✅ | ✅ |
| Audit Prep Toolkit | ✅ | ✅ | ✅ |
| Mock Audit Simulator | ✅ | ✅ | ✅ |
| Corrective Action Tracker | ✅ | ✅ | ✅ |
| Training Center (tutorials, glossary, knowledge base) | ✅ | ✅ | ✅ |
| Business Admin Panel (role-based access, logs) | ❌ | ✅ | ✅ |
| Internal Oversight Tools | ❌ | ❌ | ✅ |
| Expansion (add facilities/seats) | Limited | Moderate | **Full (packs & dashboard)** |
| Price (one-time) | $399 | **$899** | **$1,799** |

**How This Looks in Practice**

* **Solo** → for very small recyclers or pilot projects.
* **Team** → “sweet spot” for regional recyclers with a **main + satellite facility** and 5–10 staff involved in compliance.
* **Enterprise** → for large operators like **ERI Direct**, with multiple facilities and bigger teams.

This grid makes it **crystal clear**:

* **Solo** is entry-level.
* **Team** is the most common “realistic” tier (2 facilities is what most mid-sized recyclers have).
* **Enterprise** is for serious national/multi-facility players.