

**Jobber Price Change Brief**

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| **Project Name** | Jobber Pricing Model Change |
| **Project Description** | The project is about moving Jobber features pricing model to a user driven pricing model. It will involve transitioning old customers to a new price plan based on number of users. Future users by be using the new pricing plan. |
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| **Project Sponsor** | VP Finance |
| **Requested by** | CEO |
| **Key Stakeholders** | CEO, COO, VP Finance, VP Marketing, VP Customer Success, VP Analytics, VP IT |
| **Estimated Size** | Large |
| **Planned Project Start Date** | September 5 2018 |
| **Planned Project End Date** | December 5 2018 |
| **Project Value** | The price change is to help Jobber become more competitive in the SaaS space. Furthermore, it will keep the company revenue positive from a customer perspective |
| **Impact of not performing project** | Losing out on potential revenue based on the company’s growth trajectory. |
| **Proposed Approach** | Application Enhancement |
| **Project Cost** | 100000 CAD |

**Financial Modelling Summary**

From the dataset the total MRR for the old pricing model is $57960. The MRR for the new pricing model is $124,860.00. This would have a positive impact on Jobber Financial as the difference is 115% in total MRR. The potential downside is that 94% of customers would see an increase in their monthly cost. 70% of current users will have to pay twice the amount they are currently paying per month.

Based on the financial model, revenue would increase by 11%, 10% and 11% between year 1, 2 and 3 respectively.

The outcome for the next 3 years is shown in the output below.

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| **Year** | **1** | | **2** | | **3** | |
|  | **# of customers** | **MRR** | **# of customers** | **MRR** | **# of customers** | **MRR** |
| **Core** | 323 | 22,610 | 367 | 25,690 | 411 | 28,770 |
| **Connect** | 767 | 99,710 | 1378 | 179,140 | 2003 | 260,390 |
| **Unlimited** | 661 | 71,860 | 107 | 417,820 | 2530 | 657,800 |
| **Total** | **1751** | **294180** | **1852** | **622650** | **4944** | **946960** |

The number of customers and MRR continue to increase year over year even though there is a decline in unlimited customers in year 2.