

# Handz V1 PRD — Chapter 25

## Monetization: Pricing, Trial, Paywalls, Upsells

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**Depends on:** CH05 (Screen Inventory), CH07 (Auth), CH08 (Entitlements), CH17 (Sharing), CH18 (Inbox), CH20–CH22 (Practice), CH29 (Storage & Limits), CH30 (Abuse Limits), CH33 (Analytics)

**Related:** CH01 (Scope), CH02 (Constraints), CH26 (Scientific Claims pages), CH31 (Error States), CH36 (Troubleshooting), CH37 (Vibe Coding Prompt Pack)

**Supersedes:** None (new chapter)

**Owned Decisions:** Price point + trial length; paywall placements & copy; free vs paid gating rules for monetized surfaces; credit refresh rules; downgrade/restore behaviors.

**Open Questions / Placeholders:** Annual plan pricing; intro offer beyond trial; Pro share-link daily cap; exact “Practice Demo” content pack; exact paywall creative variants (A/B) once analytics is live.

**Bundle Anchor:** Follow CH00 rules for stable IDs, no detail loss, and cross-references. Global locks referenced from CH00 §5.

### 1. Purpose and Non-Goals

This chapter defines the monetization model for Handz V1: what is free vs paid, where and how paywalls appear, and the exact UX/copy for upgrades. It is written to minimize user confusion while keeping the share/import funnel healthy.

**Non-goals:** This chapter does not define store screenshots, full App Store metadata, or marketing channels (owned elsewhere). It also does not re-define core Practice behavior; it references CH20–CH22 for practice mechanics.

### 2. Plan Model and Entitlements

Handz V1 ships with four plan states: Guest, Free, Trial, Pro. Trial behaves exactly like Pro for entitlements.

- Guest (no account)
  - Can browse the default move library (CH09) and view example/sample flows (owned by CH05/CH09).
  - Can build flows only as a sandbox draft *but cannot save anything* (no local save, no cloud save).
  - Can open unlisted share links in view-only mode (CH17) and view imported flows in Inbox (CH18), but cannot practice them and cannot “Save to Library”.
  - Hard conversion prompts appear at key moments (see §4.6).

- Free (account created)
  - Can create and save flows up to the Free cap (locked: 2 saved flows).
  - Can receive imports in Inbox up to the Free inbox cap (locked: 10). Free can view inbox items but cannot practice inbox items.
  - Practice is paywalled; Free receives 3 Practice Credits per month usable only on saved flows (not inbox items).
  - Cannot upload videos; links are allowed where applicable. (Uploads are Pro-only; total cap 2GB for uploaded media.)
- Trial (7-day free trial)
  - Trial has full Pro access for the duration.
  - Trial starts only via explicit user action on an upgrade surface; never auto-start silently.
  - Trial can be cancelled in Settings; behavior follows Apple subscription standards.
- Pro (subscription)
  - Full access to Practice Mode (no credit consumption).
  - Higher or removed caps compared to Free where specified (share-link creation, inbox storage, etc.).
  - Uploads enabled (Pro-only) with total per-account cap (locked: 2GB). Uploaded videos are private-only and are not included in share links.

Global locks referenced: Pricing direction \$9.99/mo with 7-day trial; Free saved flows cap 2; Free inbox cap 10; Practice paywalled with 3 monthly credits on saved flows; Uploads Pro-only with 2GB cap.

### **3. Pricing and Trial Rules**

**Locked (V1):** \$9.99 / month, auto-renewing subscription, with a 7-day free trial for new subscribers.

All pricing UI must use localized StoreKit product pricing (currency + region). Never hardcode '\$9.99' into UI strings; show "{localizedPrice}/month" where localizedPrice is returned by StoreKit.

#### **3.1 Trial start, billing, and cancellation behavior**

- Trial begins immediately after successful Apple subscription purchase confirmation (StoreKit).
- If user cancels during the trial, Pro entitlements remain active until the trial end date (Apple standard). After trial end, entitlements downgrade to Free automatically.
- If user is not eligible for a trial (previous trial/subscription), show "Start Pro" (no "Free trial" language).
- Always show a short disclosure line near the primary CTA: "Cancel anytime in Settings."
- Show the renewal disclosure under the CTA in small text: "Free for 7 days, then {localizedPrice}/month. Auto-renews until canceled."

#### **3.2 Restore purchases and subscription state refresh**

- Settings includes a "Restore Purchases" action that triggers StoreKit restore flow.

- On app launch, and on returning to foreground, refresh entitlements from StoreKit (with caching to avoid excessive calls).
- If entitlement status is unknown (network issue), app must behave safely: default to Free entitlements but show a non-blocking banner “Checking subscription status...” and refresh in background (CH31).
- If refresh later confirms Pro, entitlements update immediately and the user is notified via subtle toast (no modal).

### **3.3 Placeholder: Annual plan**

PLACEHOLDER: Annual Plan • Owner: CH25 • Options: (A) none in V1, (B) add annual with % discount, (C) add annual + monthly • Default: A • Decide-by: after initial retention data (CH33).

## **4. Paywall Surfaces, Triggers, and UX**

Handz monetization is designed to maximize perceived value without blocking the share/import funnel. Users should frequently see what Pro unlocks, but only hit a hard wall at moments that clearly connect to value (e.g., starting Practice on their own saved flows, saving more than 2 flows, uploading video).

### **4.1 Monetized surfaces (authoritative list)**

- Practice Paywall (Primary)
  - Trigger: user taps “Start Practice” on a saved flow OR taps “Practice” tab and selects saved flow paths.
  - Free behavior: allow Practice only if user has a remaining Practice Credit OR if running the Practice Demo (see §4.4).
  - Guest behavior: cannot practice; show upgrade + account creation gating.
- Flow Save / Cap Paywall (Secondary)
  - Trigger: Free user attempts to create a 3rd saved flow, or tries to save an inbox import as a new flow when already at the 2-flow cap.
  - Behavior: show paywall with clear explanation and safe fallback (see §4.7).
- Video Upload Paywall (Tertiary)
  - Trigger: user taps “Add Video” on a move/sequence and is not Pro.
  - Behavior: show paywall; allow them to add a link instead (if feature supports links) and explain shareability difference (see §6.4).
- Share Link Creation Soft Gate (Optional / Anti-abuse)
  - Trigger: user hits daily link creation cap (cap values owned by CH17/CH30).
  - Behavior: show rate-limit message, not a paywall, unless product strategy later decides otherwise.

### **4.2 Paywall presentation pattern**

Use one consistent paywall component across the app (modal sheet or full-screen). The same component is reused with different “contexts” (Practice, Save Cap, Video Upload) to keep

implementation simple and reduce cognitive load.

- Header: context-specific headline (see §5 Copy Library).
- Subheader: 1-sentence value statement.
- 3–5 bullet benefits (context-specific, ordered strongest-to-weakest).
- Primary CTA: “Start 7-Day Free Trial” (or “Start Pro” if not eligible).
- Secondary actions: “Not now” (dismiss), “Restore Purchases” (small link), “See terms” (link).
- Disclosure: renewal and cancellation line under CTA (small text).

#### 4.3 Eligibility-aware CTA rules

- If eligible for trial: Primary CTA = “Start 7-Day Free Trial”.
- If not eligible: Primary CTA = “Start Pro”.
- Never show multiple CTAs that confuse users (no two large buttons).
- If a Pro price comparison is shown, it must be secondary and small (avoid clutter in V1).

#### 4.4 Practice Demo (value preview)

Goal: because Practice is the main paywall, we must allow a “taste” that teaches what Practice is, even if users don’t yet have a saved flow. This is separate from monthly Practice Credits.

- Demo is available to Guest and Free users from onboarding and from the Practice tab empty-state.
- Demo uses a predefined, Handz-authored “Sample Gameplan” pack (owned by CH20/CH05) with a small set of paths. Users can run Demo sessions without consuming credits.
- Demo sessions are logged as “Demo” and do not count toward mastery/maintenance progress. They may count toward a lightweight “first session complete” onboarding milestone.
- Demo content must not be editable by the user in V1 (no ‘Save as my flow’ from demo).

#### 4.5 Practice Credits (Free)

- Free users receive 3 Practice Credits per month.
- Credits refresh monthly on the user’s local calendar date (local time zone).
- Credits can be spent only on **saved flows** (not Inbox items).
- Each Practice session consumes exactly 1 credit when the session is started (not when completed).
- If user force-closes or is interrupted, the session is saved as “Interrupted” (CH21/CH22) and the credit remains spent (prevents abuse).
- If the user never actually starts (backs out before countdown begins), do not spend a credit.

#### 4.6 Conversion prompts (Guest -> Account -> Pro)

Guest users should be offered account creation at moments of high intent, but we keep prompts simple (no complex branching dialogs).

- Before building a flow (entry)

- If user enters Flow Builder as Guest, show a one-time banner at top: “Guest mode: flows won’t be saved. Create an account to save your work.” with buttons: “Create account” and “Continue as guest”.
- If user continues as guest, do not re-show for that session.
- When tapping “Save” (or auto-save attempt)
  - Hard gate: show modal “Create an account to save this flow.” Options: “Continue with Apple”, “Continue with Google”, “Continue with Email”, “Not now”.
- When attempting Practice
  - Hard gate: Guest cannot practice. Show Paywall that includes account creation step, or a combined “Create account + Start trial” flow (implementation choice).

#### **4.7 Cap handling (Free saved flows cap = 2)**

- If Free user is at cap and taps “Create Flow”: allow them to build in a temporary draft state but warn: “You’re at your Free limit (2). Upgrade to save more.”
- When they attempt to save the new flow: show the Save Cap Paywall (context = ‘Save more flows’).
- If Free user receives an import and is at cap: Inbox item remains view-only; “Save to Library” action shows paywall. Also offer: “Replace an existing saved flow” (optional) so they can still adopt imports without paying, but must stay within 2. If we include ‘Replace’, it must be explicit and reversible (CH11/CH34).
- Never delete user content automatically. Always require confirmation for any replacement.

### **5. Upsell Copy Library (Context-Specific, Minimal & Modern)**

Tone: minimal, modern, confident. Avoid cringe fight-talk. Copy should feel like a calm training tool, not a hype app.

#### **5.1 Practice Paywall Copy (Primary)**

**Headline options (choose 1 for V1, keep others as future A/B):**

- Turn your flows into reactions.
- Drill your gameplans on a timer.
- Practice the paths you mapped.

**Recommended V1 headline:** Turn your flows into reactions.

**Subheader (V1):** Practice mode guides reps, timing, and tracking so your decisions get automatic.

**Bullet benefits:**

- Choose exactly which paths to drill (even across multiple flows).
- Run timed sets with rest and automatic logging.
- Track what you actually practiced (paths, reps, and consistency).
- Unlock mastery + maintenance plans (coming next in Handz).

## **Primary CTA: Start 7-Day Free Trial**

**Disclosure:** Free for 7 days, then {localizedPrice}/month. Cancel anytime in Settings.

### **5.2 Save Cap Paywall Copy (Free max flows)**

**Headline (V1):** Save unlimited flows.

**Subheader (V1):** Free accounts can save 2 flows. Pro removes the cap and unlocks Practice.

- Keep every gameplan you build.
- Duplicate and evolve flows over time.
- Practice any saved flow without credits.

### **5.3 Video Upload Paywall Copy (Pro-only uploads)**

**Headline (V1):** Add private video clips.

**Subheader (V1):** Upload short clips to your moves and sequences to capture technique details.

- Save videos inside Handz (up to 2GB total).
- Keep uploads private to your account.
- Share flows via links — links share the plan even if videos stay private.

### **5.4 Segment-specific microcopy (used in onboarding/paywall footers)**

- Fighters
  - “Map your opponent’s habits. Drill the counters.”
  - “Build a fight-night gameplan and rehearse branches.”
- Coaches
  - “Turn combinations into shareable plans for your athletes.”
  - “Standardize drilling without losing flexibility.”
- Students / hobbyists
  - “Never forget what you learned in class.”
  - “Build a personal library of setups you actually use.”

## **6. Paywall-Adjacent Education and Transparency**

Because Handz introduces a new concept (flows), monetization must be paired with education. Users should understand what they get before paying.

### **6.1 Where education appears**

- Onboarding screens (CH05/CH07): 1–2 cards explaining Flow -> Practice -> Mastery.
- Practice tab empty-state: includes “Try Demo” and “Why Practice?” link.
- Paywall: one short line only; deeper explanation lives on a separate info screen (CH26).
- Settings: “How Pro works” page with plan summary and caps.

## 6.2 Scientific claims are owned by CH26

This chapter does *not* define scientific numbers or citations. Any claim like “2x faster” must be specified and cited in CH26, then referenced here. The paywall should link to the CH26 Education page titled “Why this works”.

## 6.3 Shareability and “funnel health” rules

- Accepting imports should not be paywalled. Free users may view inbox items and optionally save within their 2-flow cap (or hit paywall when over cap).
- Practice is paywalled. Free cannot practice inbox items. This prevents the import funnel from becoming a full workaround.
- If a coach shares a flow link to a Free user, the Free user can view it and can choose to save it (if under cap). To actually drill it, they must spend a Practice Credit or upgrade.

## 6.4 Links vs uploads disclosure

When users add media, they must understand what will and won’t share.

- On “Add Video” screen: “Uploads are private to your account. If you want others to see the clip, paste a video link instead.”
- On Share screen: if flow contains uploaded videos, show a notice: “This share link will not include your private uploads.” Include “Learn more” linking to a short explanation modal.
- On Import screen: if incoming flow references private uploads, omit them; show “Some private uploads were not included.”

# 7. Screen and Route Specifications (Monetization Only)

Full screen inventory is owned by CH05. This section specifies only monetization-related screens, their routes, and every interactive element on those screens.

## 7.1 Routes (authoritative IDs)

- MODAL.Paywall(context)
  - context ∈ {Practice, SaveCap, Uploads, Generic}
  - Entry params: sourceScreen, eligibility (trialEligible boolean), featureName (string), ctaOverride (optional).
  - Exit: dismiss back to sourceScreen.
- SCREEN.ProBenefits
  - Static page describing Pro benefits + plan caps + link to CH26 “Why this works”.
  - Entry: from Paywall ‘Learn more’, from Settings, from Onboarding.
- SCREEN.ManageSubscription
  - Shows current plan status (Free/Trial/Pro), renewal date if Pro/Trial, and buttons for restore purchases and managing subscription in Apple Settings.
- MODAL.CreditConfirm

- Shown when Free user is about to spend a Practice Credit. Confirms 1 credit will be used and shows remaining credits after spend.

## 7.2 Paywall UI spec: MODAL.Paywall(context)

- Header region
  - Title (context headline from §5).
  - Close (X) button top-right: dismisses modal.
- Body region
  - Subheader (context-specific).
  - Benefits list (3–5 bullets).
  - Optional: small inline link “Why this works” -> SCREEN.ProBenefits (not a modal).
- CTA region
  - Primary CTA button: “Start 7-Day Free Trial” or “Start Pro”.
  - Secondary text button: “Not now”.
  - Small link buttons: “Restore Purchases”, “Terms”, “Privacy”.
- Disclosure region
  - Localized renewal line (small).
  - “Cancel anytime in Settings.” (small).

## 7.3 Credit spend UI spec: MODAL.CreditConfirm

- Title: “Use 1 Practice Credit?”
- Body: “You have {creditsRemaining} credits left this month. Credits only work on saved flows.”
- Primary: “Start Practice” (spends credit and begins session).
- Secondary: “Not now” (dismiss, no spend).
- Small link: “Upgrade to Pro” -> MODAL.Paywall(Practice).

## 7.4 Manage Subscription: SCREEN.ManageSubscription

- Plan status card
  - Shows: currentPlanLabel (Guest/Free/Trial/Pro).
  - If Trial/Pro: shows renewal date and price.
  - If Free: shows caps summary: saved flows 2; practice credits 3/month; uploads locked.
- Actions
  - Button: “Manage in Apple Subscriptions” (deep link).
  - Button: “Restore Purchases”.
  - Link: “How Pro works” -> SCREEN.ProBenefits.
  - If Pro/Trial: show “Cancel” instruction copy (cannot cancel in-app; link to Apple).

## 8. Entitlement Transitions and Edge Cases

### 8.1 Upgrade flow (Free/Guest -> Trial/Pro)

- User triggers a paywall (Practice, SaveCap, Uploads).
- User taps primary CTA.
- If StoreKit purchase succeeds: immediately unlock Pro; dismiss paywall; show toast “Pro unlocked”.
- If user came from a blocked action (e.g., Start Practice), automatically proceed into that action after unlock.
- If purchase fails/cancelled: stay on paywall; show non-blocking error message (CH31) and allow retry.

### 8.2 Downgrade flow (Pro -> Free)

- On entitlement refresh, if Pro expired: immediately revert to Free caps and gates.
- If user now exceeds Free caps (e.g., has >2 saved flows): do not delete anything. Mark extra flows as “Locked (Pro)” and make them view-only until user upgrades again or manually deletes down to cap.
- Practice: Pro-only sessions cannot be started; if user is mid-session when downgrade occurs, allow session to finish but mark future practice as gated.

### 8.3 Offline behavior

- If user is Pro and goes offline: allow Pro entitlements for a grace window (e.g., 24 hours) using last-known entitlement timestamp. After grace, treat as Free until refresh succeeds. (Exact grace window is a PLACEHOLDER; owner CH28/CH08.)
- If user is Free: credit count and cap checks use locally cached values; if mismatch occurs after sync, resolve conservatively (do not grant extra credits).
- Paywalls should not block the app from opening; only block the monetized action.

## 9. Abuse Prevention & Rate Limits (Monetization-Adjacent)

Primary abuse vectors related to monetization: share-link spam, import spam, and attempts to circumvent practice paywall via inbox/imports. Anti-abuse ladder is owned by CH30; this section defines only what monetization needs.

- Share link creation
  - Daily creation limits are enforced (values owned by CH17/CH30).
  - When a limit is hit: show a rate-limit message, not a paywall (unless strategy changes).
- Inbox import spam
  - Free inbox cap is locked at 10. When full, new imports still arrive but are queued as “Overflow” and not visible until space is freed, OR we reject with a polite error shown to sender (implementation choice owned by CH18/CH30).
  - Free cannot practice inbox items, removing the main circumvention path.

- Credit abuse
  - Credits spend on session start; interruptions do not refund.
  - Credits are tied to account and reset monthly; changing device time does not change server-side credit reset (CH28/CH29).

## 10. Analytics Hooks (Monetization Only)

Full analytics spec lives in CH33. This section lists the minimum events monetization needs so we can measure paywall performance.

- event: paywall\_viewed {context, sourceScreen, planState, trialEligible}
- event: paywall\_cta\_tapped {context, trialEligible}
- event: purchase\_success {productId, trialUsed}
- event: purchase\_failed {reason}
- event: credit\_confirm\_viewed {creditsRemaining}
- event: credit\_spent {flowId, pathsCount}
- event: upgrade\_completed\_then\_auto\_resumed\_action {actionType}

## 11. Acceptance Test Checklist (Chapter 25)

- Pricing & trial
  - Paywall shows “Start 7-Day Free Trial” when trialEligible=true; shows “Start Pro” when false.
  - Renewal disclosure contains localized price and mentions auto-renew + cancel-in-settings.
  - User can complete purchase; entitlements flip to Pro immediately; paywall dismisses; user returns to intended action.
- Practice paywall + credits
  - Free user with creditsRemaining>0: tapping Practice on a saved flow shows CreditConfirm; starting practice spends exactly 1 credit.
  - Free user with creditsRemaining=0: tapping Practice shows Practice Paywall.
  - Free user cannot start practice from Inbox items; tapping Practice shows Practice Paywall (or disabled button with upsell).
  - Credits refresh monthly based on server/local calendar and do not double-refresh via time changes.
- Flow save cap
  - Free user can save exactly 2 flows.
  - Attempting to save a 3rd flow triggers Save Cap Paywall.
  - If user upgrades from the Save Cap Paywall, the save succeeds without forcing them to re-enter the flow name.
- Guest gating

- Guest can build a flow but cannot save; tapping Save triggers Auth modal.
- Guest attempting Practice triggers combined account + paywall path (or paywall first, per implementation), but cannot start without account.
- Uploads paywall
  - Free tapping Add Video triggers Upload Paywall.
  - Pro can upload; total uploaded bytes tracked and blocked at 2GB with clear error message.
- Restore purchases
  - Restore Purchases updates entitlements and UI without requiring app restart.
  - If restore fails due to network, the app shows a non-blocking error and remains usable.

## 12. Replit Build Prompt (Implement CH25 Only)

Copy/paste into Replit Agent:

You are implementing Handz V1 PRD Bundle (Bundle ID: HZ-V1). You have CH00 + CH25 loaded.

Implement ONLY Chapter 25 (Monetization: Pricing/Trial/Paywalls/Upsells). Treat cross-references as dependencies:

- CH08 for plan states/entitlements
- CH17/CH18 for share + inbox rules
- CH20-CH22 for practice behavior

Do NOT invent new product behavior. If something is missing, write it into a 'PRD Assumptions (CH25)' comment block and stop that feature.

Build requirements:

- 1) Create a single reusable Paywall component that supports contexts: Practice, SaveCap, Uploads, Generic.
- 2) Integrate StoreKit subscription product (monthly) with 7-day trial eligibility handling.
- 3) Implement plan state model: Guest, Free, Trial, Pro. Trial behaves as Pro.
- 4) Enforce locks:
  - Free saved flows cap = 2
  - Free inbox cap = 10 (view-only; cannot practice inbox items)
  - Practice paywalled: Free has 3 monthly Practice Credits usable only on saved flows; 1 credit per session start
  - Uploads Pro-only; total upload cap = 2GB; uploads are private-only and not included in shared links
  - Pricing direction: \$9.99/mo with 7-day trial, but UI must display localized price from StoreKit
- 5) Add screens/routes:
  - MODAL.Paywall(context)
  - MODAL.CreditConfirm
  - SCREEN.ManageSubscription
  - SCREEN.ProBenefits (stub; content can be placeholder and will be filled by CH26 later)
- 6) Add analytics events listed in CH25 §10.

Deliverables:

- Working paywalls for the 3 triggers: Practice, SaveCap, Uploads
- Credit spend + monthly refresh (implement server-truth when backend exists; for now store with secure local persistence + timestamp)
- Restore Purchases flow
- Downgrade behavior: do not delete; lock extra flows if over cap
- Basic error handling per CH31 patterns (show banners/toasts; avoid crashes)

## 13. Troubleshooting Notes (CH25)

- Paywall shows wrong CTA
  - Check trial eligibility flag from StoreKit and that you don't cache eligibility incorrectly.
  - Verify you're not hardcoding "Start trial" for returning users.
- Credits not refreshing

- Ensure you store a lastRefreshMonth key (YYYY-MM) in persistent storage.
- If using server sync later, treat server as source of truth and ignore device time changes.
- Users can practice inbox items on Free
  - Confirm gating logic checks practiceSource == 'inbox' and blocks for Free/Guest.
  - Add unit tests around gating conditions.
- Downgrade hides too much
  - Downgrade must not delete flows. Extra flows become locked/view-only until user reduces count or upgrades.
- Localized price missing
  - Ensure StoreKit product fetch happens before rendering paywall; show a placeholder (e.g., "Loading price...") rather than hardcoding.