

# PRD: Subscription Plans, Quotas, Billing, and Organic Growth Model

Product: DevBridge (working name) | Version: v0.1 | Date: 2025-12-25 (Asia/Dubai)

## 1. Overview

Item	Details
Goal	Implement Free/Pro/Team/Enterprise plans with entitlements, quotas, metering, billing lifecycle, and enterprise gates (SSO, audit, etc.).
Primary meter	Sessions per month (customer-facing).
Secondary limits	Apps/projects, environments, seats, retention days, localization keys, business config keys.
GTM constraint	No paid ads. Growth via SEO + social content + product-led distribution.

## 2. Plan Packaging

Plans stay simple for SMBs: one primary meter (sessions/month) plus a small number of secondary caps. Avoid billing on every micro-metric (requests, devices, data points).

Plan	Price	Included (apps/env/seats)	Sessions/mo	Retention	Key differentiators
Free	\$0	1 app / 1 env / 3 seats	10,000	7 days	POC only; limited dashboards; no alerts; basic masking.
Pro	\$199/mo	2 apps / 3 env / 10 seats	100,000	30 days	Exports; basic alerts; build filters; stronger quotas.
Team	\$499/mo	5 apps / 5 env / 30 seats	500,000	90 days	Full alerts; shared dashboards; higher quotas; overage allowed.
Enterprise	From \$2,500/mo (custom)	Custom	Custom	Custom	SSO/SAML, SCIM, audit exports, data residency, SLA, contract limits.

## 3. Feature Entitlements (High-level)

Capability	Free	Pro	Team	Enterprise
API Traces + Screen Flow + Timeline	Yes	Yes	Yes	Yes
Device registration + logs/crashes	Yes	Yes	Yes	Yes
Cost analysis + monetization dashboards	Limited	Yes	Yes	Yes
API monitoring dashboards	Limited	Yes	Yes	Yes
Alerting (thresholds)	No	Basic	Full	Full + custom routing
Exports (CSV/JSON)	No	Yes	Yes	Yes
Build versioning / release health	Limited	Yes	Yes	Yes
Advanced redaction policies	No	Limited	Yes	Yes

SSO/SAML + SCIM	No	No	No	Yes
Audit log export	No	No	Basic	Full
Data residency options	No	No	No	Yes

## 4. Quotas and Meters

Customer-visible meters must be few and predictable. Internal guardrails can be more detailed to protect costs.

Meter	Type	Reset	Enforcement	Notes
Sessions/month	Usage	Monthly	Hard stop (Free/Pro) or soft+overage (Team+)	Primary headline meter.
Apps/projects	Capacity	N/A	Hard stop	Block create beyond cap.
Environments	Capacity	N/A	Hard stop	Per app/project.
Seats	Capacity	N/A	Hard stop (v1)	Optionally add paid extra seats later.
Retention days	Feature	N/A	Hard expire	Auto-expire data older than plan retention.
Localization keys	Capacity	N/A	Hard stop	Meter by count of unique keys.
Business config keys	Capacity	N/A	Hard stop	Meter by count of unique keys.

Internal-only guardrails (not shown to SMB customers in v1):

Internal meter	Purpose	Enforcement
Captured request bodies count	Cost control + privacy	Sampling, capture-on-error, endpoint policies.
Log volume	Cost control	Rate limit + sampling by severity.
Storage/GB ingest	Cost control	Internal alerts; expose only in Enterprise later.

## 5. Overage Policy

Plan	Default behavior at session limit	Overage rate (suggested)
Free	Hard stop ingest; show upgrade banner	N/A
Pro	Hard stop by default; optional overage toggle later	\$4 per +1,000 sessions (optional)
Team	Soft limit + overage billing	\$3 per +1,000 sessions
Enterprise	Contract-defined	Custom

## 6. Billing Lifecycle

Flow	Required behavior
Signup	Org starts on Free. No credit card required.
Upgrade	Immediate access to paid entitlements. Prorate on upgrade.
Downgrade	Schedule to end of billing period (avoid refunds complexity).
Cancel	End-of-period cancel (default).
Payment failure	Grace period (e.g., 7 days) then downgrade to Free; retain data per retention policy.
Enterprise invoicing	Invoice flow with manual approval + contract limits in admin console.

## 7. Data Model (Minimum)

Entity	Key fields (minimum)
Org	org_id, owner_user_id, created_at
Plan	plan_id, name, is_public, interval, price
Subscription	sub_id, org_id, plan_id, status, period_start/end, provider ids
Entitlement	plan_id, feature_key, enabled
Quota	plan_id, meter_key, limit_value, enforcement_mode
Usage rollup	org_id, meter_key, period_start/end, used_value
Invoice	invoice_id, org_id, status, total, currency, issued_at
Audit event	event_id, org_id, actor_user_id, event_type, payload, created_at

## 8. Backend APIs (Minimum)

Endpoint	Method	Purpose
/billing/plans	GET	List public plans and prices.
/billing/subscription	GET	Get current subscription for org.
/billing/checkout	POST	Start checkout / upgrade.
/billing/downgrade	POST	Schedule downgrade at period end.
/billing/cancel	POST	Cancel at period end.
/billing/usage	GET	Usage vs quota rollups.
/billing/invoices	GET	Invoice list + download links.
/webhooks/billing	POST	Payment provider webhook receiver (idempotent).

## 9. UI Screens (Minimum)

Screen	Must show	Actions
Plan & Billing	Current plan, renewal date, payment status	Upgrade, downgrade, cancel, update payment
Usage dashboard	Sessions MTD, apps used, seats used, retention, keys used	Set alerts, upgrade CTA, export usage
Invoices	Invoice list, status, downloadable file	Download invoice/receipt
Quota exceeded states	Reason + what is blocked	Upgrade CTA, contact sales
Enterprise contact	Request form	Request quote / sales pipeline

## 10. Organic Growth (SEO + Social) Requirements

No paid ads. Acquisition is product-led and content-led. The product must include content primitives (docs, templates, examples) to rank and convert.

Workstream	Requirement	Definition of done
Docs & developer guide	SEO-friendly docs site (versioned)	Each SDK has install, examples, troubleshooting; pages indexable; fast load.
Comparison pages	Competitor comparisons (fair, technical)	Pages like 'Sentry vs DevBridge', 'Postman vs DevBridge', 'Lokalise vs DevBridge' with tables.
Use-case landing pages	Problem-first pages	'Mobile API tracing', 'Session timeline debugging', 'Cost per API request'.
Templates / assets	Downloadable assets	OpenAPI mock templates, redaction policy templates, cost model examples.
Changelog	Public changelog with RSS	Each release adds indexable content; links to docs.
Social distribution	Short technical posts	3-5 posts/week: screenshots, one feature, one metric, one use-case.

## 11. Revenue Model (Organic-only) - 12 Month Projection

This projection assumes growth comes from SEO + social. It is a planning model; inputs are adjustable.

Assumption	Base scenario value
Starting organic visits/month	1,000
Monthly organic traffic growth (SEO compounding)	20%
Visit -> signup conversion	2%
Signup -> active project (SDK sends sessions)	60%
Active -> paid conversion	8%
Paid plan mix (Pro/Team/Enterprise)	60% / 35% / 5%
Monthly churn (Pro/Team/Ent)	4% / 2% / 1%
Overage (Team): % customers w/ overage + avg	10% at \$50/mo

Sensitivity (month 12 run-rate):

Scenario	MRR at Month 12 (\$)	ARR run-rate at Month 12 (\$)
Conservative	1130	13565
Base	14813	177758
Aggressive	73295	879539

Base scenario projection (end of each month):

Month	Visits	New Paid	Pro Cust	Team Cust	Ent Cust	MRR (\$)	ARR (\$)
1.0	1000.0	0.96	0.58	0.34	0.05	404.0	4848.0
2.0	1200.0	1.15	1.24	0.73	0.11	880.0	10555.0
3.0	1440.0	1.38	2.02	1.2	0.17	1441.0	17296.0

4.0	1728.0	1.66	2.94	1.76	0.25	2107.0	25282.0
5.0	2074.0	1.99	4.02	2.42	0.35	2897.0	34765.0
6.0	2488.0	2.39	5.29	3.21	0.47	3837.0	46045.0
7.0	2986.0	2.87	6.8	4.15	0.61	4957.0	59487.0
8.0	3583.0	3.44	8.59	5.27	0.77	6294.0	75524.0
9.0	4300.0	4.13	10.72	6.61	0.97	7890.0	94679.0
10.0	5160.0	4.95	13.26	8.21	1.21	9798.0	117577.0
11.0	6192.0	5.94	16.3	10.12	1.49	12081.0	144970.0
12.0	7430.0	7.13	19.93	12.42	1.84	14813.0	177758.0

## 12. Acceptance Criteria (Definition of Done)

Area	Done means
Metering accuracy	Session counts match ingestion logs; idempotent; rollups within 1 hour.
Quota enforcement	Apps/env/keys/seats blocked at limit; clear UI errors; SDK backoff on ingest reject.
Billing reliability	Webhooks verified + idempotent; subscription states consistent; invoice history available.
Upgrade UX	Upgrade completes in <2 minutes; entitlements active immediately.
Downgrade/cancel UX	Scheduled correctly; enforced at period end; user notified.
Security	RBAC on billing endpoints; webhook signature verification; audit of plan changes.

## 13. Risks and Mitigations

Risk	Impact	Mitigation
Over-metering	Lower conversion; billing anxiety	Keep 1 primary meter + few secondary caps; hide internal meters.
PII capture backlash	Deal blocker	Default masking; endpoint allow/deny; role-based access to bodies.
SEO takes time	Slow pipeline	Ship docs/comparison pages early; build 'templates' and 'examples' library; publish weekly.
Churn from weak onboarding	Lost revenue	Developer guide + sample apps + integration checklist per SDK.

## 14. Milestones

Phase	Deliverables
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Phase 1	Plan configs + entitlements + quotas + usage dashboard
Phase 2	Payment provider checkout + invoices + webhook flows
Phase 3	Overage billing (Team+), 80%/100% quota notifications, downgrade/cancel flows
Phase 4	Enterprise pack gates: SSO, SCIM, audit export, contract limits