**PAY AND GO - Pricing Model**

**STORES:**

* For our two-sided market, our paying customers will primarily be stores.
* We aim to employ a customized subscription model based on the quantified value proposition for the store.
* In our best case, our quantified value proposition is $180K per year in saved costs.

| Costs saved per month | $36000 |
| --- | --- |
| 20% of QVP | $3000 |

* For stores with over 12 employees, we will charge ~$3000 per month per store. For stores with lower employees, our pricing model will be accordingly adjusted.
* Early adopters sign up to an initial trial period to test the product
* Our early customers sign an agreement where their pricing terms are kept confidential.

**USERS**

* Incentivize users to refer customers through a point-based system
* Incentivize users to shop more through a reward system that commensurates cost of basket and translates to free goodies