

My Hockey Recruiting

Pricing & Packaging Model (FINAL)

1. Account States & Lifecycle

Each family account exists in **one and only one** state:

1. **30-Day Starter Access**
2. **Free**
3. **Paid Starter**
4. **Paid Elite**

Lifecycle Flow

* Signup → **30-Day Starter Access**

* Day 30:

* Payment method + autopay → **Paid Starter** or **Paid Elite**

* No payment method → **Free**

No credit card required at signup.

No auto-charging without explicit opt-in.

2. Free Tier (Very Restricted)

Purpose: Platform exploration only.

Free Includes:

- * Profile photo
- * First name + last initial
- * Birth year
- * Current team name
- * Submit facilities (admin approval required)

* View-only access to:

- * Coaches
- * Facilities
- * Events

Free Does NOT Include:

- * Public search visibility
- * Level visibility

- * Coach verification
- * Player stats
- * Facility reviews
- * Coach ratings or evaluations
- * Contact requests
- * Search priority

****Rule:****

Free profiles are **not discoverable** in search.

3. Starter Tier

****Purpose:**** Minimum serious profile with credibility and connection.

Starter Includes:

- * Everything in Free, plus:
- * Public searchable profile
- * First name + last initial (no full last name)
- * Level visibility
- * Coach verification eligibility
- * Submit facilities (admin approval)
- * Facility reviews (create + view)
- * Contact requests (player ↔ coach)
- * Team history (multiple teams)

Starter Does NOT Include:

- * Full last name visibility
- * Player stats
- * Coach ratings
- * Coach evaluations
- * Social media links
- * High-priority search placement

****Search Rule:****

Starter profiles appear **below Elite** in coach search results.

4. Elite Tier

****Purpose:**** Maximum visibility, evaluation, and opportunity.

Elite Includes:

- * Everything in Starter, plus:
- * Full last name visibility
- * Player stats (position-based)
- * Coach ratings (aggregated, anonymous)
- * Coach evaluations (request-only)

- * Social media links
- * Highest priority in coach search results
- * Expanded profile visibility (location + level context)

****Rule:****

Elite is the ****only tier**** with stats, ratings, evaluations, full name visibility, and top search priority.

5. Family Plans

****Purpose:**** Simple management for multi-player families.

Family Plan Rules:

- * Applies at ****parent account level****
- * Covers ****up to 3 player profiles****
- * All players inherit the ****same tier****
- * One payment method per family

Available Family Plans:

- * Family Starter
- * Family Elite

6. 30-Day Starter Access

****Rule:****

All new family accounts receive ****30 days of Starter access****.

During Days 1–30:

- * Starter features enabled
- * No payment method required
- * Elite features locked

Day 30 Outcome:

- * Payment method + autopay added → Paid Starter or Elite
- * No payment method → Automatic downgrade to Free

****Notes:****

- * No charges without opt-in
- * No data deleted on downgrade
- * Upgrade later instantly restores access

7. Billing Rules

- * Billing starts **after Day 30** only if autopay is enabled
- * Monthly and annual plans available
- * Annual plans are prepaid
- * Upgrades take effect immediately
- * Downgrades take effect at end of billing period
- * Cancellations revert to Free at period end
- * No refunds

8. Pricing & Annual Discounts

Individual Plans

* **Starter**

- * \$3.99 / month
- * \$39.99 / year (save ~17%)

* **Elite**

- * \$5.99 / month
- * \$59.99 / year (save ~17%)

Family Plans (up to 3 players)

* **Family Starter**

- * \$9.99 / month
- * \$99.99 / year (save ~17%)

* **Family Elite**

- * \$14.99 / month
- * \$149.99 / year (save ~17%)

Annual Discount Framing:

“Save two months by paying annually.”

9. Public-Facing Language (Approved)

Signup

- > “Every new family starts with 30 days of Starter access.
- > No payment required today.”

Upgrade Prompt

- > “Add a payment method to keep your profile visible and active.”

Downgrade Message

> “Your account has moved to Free access.
> Upgrade anytime to restore visibility.”

Pricing Page Framing

> “Choose the level of visibility and engagement that fits your family.”

(No “trial,” no urgency language.)

10. Internal Enforcement Rules

* Valid account states are limited to:

- * 30-Day Starter Access
 - * Free
 - * Paid Starter
 - * Paid Elite
- * Max 3 player profiles per family account
- * Search priority:

1. Elite
 2. Starter
 3. Free (not discoverable)
- * Downgrades never delete data
- * Elite-only features:

- * Full last name visibility
- * Stats
- * Coach ratings
- * Coach evaluations
- * Top search priority