

learntoaction – Pricing & Engagement Options

This document outlines **clear, discussion-ready pricing options** for developing the *learntoaction* platform. It is designed to be shared with clients to set expectations, avoid ambiguity, and align scope with investment.

Pricing Philosophy

- Pricing is based on **system value**, not developer headcount
- Fixed-scope, milestone-based delivery
- Scope can be adjusted to meet budget — **quality is not compromised**

learntoaction is a SaaS platform, not a website or one-time tool.

Option 1: Ultra-Lean MVP (Validation Build)

Investment: ₹3,50,000 – ₹4,50,000 INR

Timeline: 10-12 weeks

Purpose

To validate the core hypothesis:

Learners take action and complete worksheets when progress is tracked.

Included Scope

- User roles: Admin, Teacher, Student
- Teacher workspace (basic branding)
- Standalone worksheets
- Simple worksheet builder (single-column)
- Workbooks with multi-page flow
- Autosave & resume
- Completion tracking
- Basic analytics (views, starts, completions)
- Production deployment

Excluded (Phase 2+)

- Custom domains
- Advanced layouts & animations
- Folder system
- Advanced analytics dashboards

- Payments & subscriptions

Best For

- Idea validation
 - Pilot users
 - Early-stage founders
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Option 2: SaaS-Ready Platform (Recommended)

Investment: ₹7,50,000 – ₹9,50,000 INR

Timeline: 16–20 weeks

Purpose

To build a **scalable SaaS foundation** ready for real customers and growth.

Included Scope

- Multi-tenant architecture
- Workspace isolation
- Advanced worksheet builder (multi-block)
- Workbook editor with page management
- Field system with dynamic variables
- Student progress engine
- Analytics dashboards (student, worksheet, workbook)
- Workspace branding
- Activity logs & soft deletes
- Production + staging environments

Excluded (Phase 3+)

- Enterprise compliance workflows
- Advanced BI & exports
- Mobile apps

Best For

- Serious SaaS launches
 - Revenue-generating platforms
 - Long-term product vision
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Option 3: Enterprise SaaS Platform

Investment: ₹12,00,000 – ₹18,00,000 INR

Timeline: 20-24 weeks

Purpose

To build a **white-label, enterprise-grade learning system.**

Included Scope

- White-label workspaces
- Custom domains + SSL
- Advanced analytics & funnels
- Compliance-ready architecture
- Admin & audit tools
- Performance optimization
- Security hardening

Best For

- Institutions
- Large coaching brands
- B2B SaaS offerings

Commercial Terms (Applies to All Options)

- Fixed-scope engagement
- Milestone-based payments
- 30–40% advance to start
- Clear change-request process
- IP transferred after full payment

Scope vs Cost Principle

Price never reduces by cutting quality — only by reducing scope.

If budget constraints arise, features can be deferred to later phases.

Recommendation

For most clients, **Option 2 (SaaS-Ready Platform)** offers the best balance of: - Cost - Capability - Future-proofing

Prepared for: Client Discussions

Project: learntoaction

Prepared by: [Your Name]