

Meeting Matters SaaS

Subscription Model Documentation

Generated: 8/14/2025

Overview

Meeting Matters has been transformed into a comprehensive SaaS (Software as a Service) HR management platform with a multi-tier subscription model designed to serve organizations of all sizes. The system features automated trial request processing, Stripe payment integration, and role-based access control.

Subscription Tiers

1. Starter Plan

- Price: \$29/month or \$290/year (17% savings)
- Target Audience: Small businesses with 1-10 employees

Features:

- Basic employee management
- Simple onboarding workflows
- Task management
- Basic reporting
- Email support

2. Professional Plan

- Price: \$79/month or \$790/year (17% savings)
- Target Audience: Growing companies with 11-50 employees

Features:

- Everything in Starter
- Advanced psychometric testing
- Department management
- Recognition programs
- Analytics dashboard
- Priority support
- Custom onboarding workflows

3. Enterprise Plan

- Price: \$199/month or \$1990/year (17% savings)
- Target Audience: Large organizations with 50+ employees

Features:

- Everything in Professional
- Advanced analytics and reporting
- Multi-department isolation
- Custom integrations
- Dedicated account manager
- Advanced security features
- White-label options

Trial Request System

1. Trial Request Submission

- Prospects visit /subscribe to submit trial requests
- No payment required upfront
- Comprehensive information collection before any financial commitment

2. Information Collection

- Company name and details
- Contact person information
- Team size and organizational needs
- Preferred subscription plan
- Billing cycle preference (monthly/yearly)

3. Admin Review Process

- All trial requests require HR admin approval
- Admins review requests at /admin/trial-requests
- Ability to approve with notes or reject with reasons
- Email notifications sent automatically

4. Trial Activation

- Upon approval, 14-day free trial is activated
- Customer receives email with access credentials
- Full platform access during trial period
- Automatic conversion to paid subscription after trial

Benefits of This Model

- Quality Control: Admin review ensures legitimate business prospects
- Personalized Onboarding: Admins can tailor trial experience based on company needs
- Better Conversion: Human touch improves trial-to-paid conversion rates
- Fraud Prevention: Reduces fake signups and abuse

Payment Processing

Stripe Integration

- Secure payment processing through Stripe
- Support for monthly and yearly billing cycles
- Automatic subscription management
- Failed payment handling
- Subscription upgrades/downgrades

Billing Cycles

- Monthly: Full flexibility, higher monthly cost
- Yearly: 17% discount, annual commitment

Email Notification System

Automated Emails

- Trial request confirmation to prospects
- New trial request alerts to admins
- Trial approval notifications with access details

- Trial rejection notifications with reasons
- Payment confirmations and receipts

Email Service

- Professional Gmail integration (meetingmatters786@gmail.com)
- HTML templates with company branding
- Reliable delivery through Google infrastructure

User Roles and Access Control

For Customer Organizations

- HR Admin: Full access to all features
- Branch Manager: Department-level management
- Team Lead: Team and task management
- Employee: Personal dashboard and tasks
- Logistics Manager: Inventory and logistics

For Meeting Matters (Platform Provider)

- System Admin: Platform-wide management
- Support Team: Customer assistance
- Sales Team: Trial request review and conversion

Customer Journey

1. Discovery & Research

- Prospect visits marketing website
- Learns about Meeting Matters features
- Compares subscription plans

2. Trial Request

- Fills out comprehensive trial request form
- Provides company and contact information
- Selects preferred plan and billing cycle

3. Admin Review

- HR admin receives email notification
- Reviews company details and requirements
- Makes approval/rejection decision with notes

4. Trial Activation

- Approved prospects receive welcome email
- Access credentials and onboarding instructions provided
- 14-day trial period begins

5. Trial Experience

- Full access to selected plan features
- Onboarding support and guidance
- Regular check-ins from customer success

6. Conversion to Paid

- Automatic subscription activation after trial
- Payment processing through Stripe
- Continued access to all features

Revenue Model

Subscription Revenue

- Predictable recurring revenue
- Multiple pricing tiers for different market segments
- Annual plans provide cash flow advantages

Pricing Strategy

- Competitive pricing within HR tech market
- Value-based pricing aligned with ROI
- Scalable pricing that grows with customer success

Success Metrics

Key Performance Indicators (KPIs)

- Trial request conversion rate
- Trial-to-paid conversion rate
- Monthly Recurring Revenue (MRR)
- Annual Recurring Revenue (ARR)
- Customer Lifetime Value (CLV)
- Churn rate by plan type

Operational Metrics

- Average trial approval time
- Customer acquisition cost
- Support ticket volume
- Feature adoption rates

Technical Architecture

Database Schema

Subscription Plans Table:

- id, name, plan_id, price_monthly, price_yearly
- features, max_employees, created_at

Trial Requests Table:

- id, name, email, company, phone, job_title
- team_size, plan_id, billing_cycle, status
- notes, rejection_reason, created_at, approved_at

Customer Subscriptions Table:

- id, customer_id, plan_id, stripe_subscription_id
- status, current_period_start, current_period_end
- trial_start, trial_end

API Endpoints

- GET /api/subscription-plans - List available plans
- POST /api/trial-requests - Submit trial request
- GET /api/trial-requests - List trial requests (admin)
- POST /api/trial-requests/:id/approve - Approve trial
- POST /api/trial-requests/:id/reject - Reject trial
- POST /api/create-subscription - Create Stripe subscription
- GET /api/my-subscription - Get user subscription

Security and Compliance

Data Protection

- Encrypted data transmission (SSL/TLS)
- Secure password storage (bcrypt)
- Role-based access control
- Session management best practices

Payment Security

- PCI DSS compliance through Stripe
- No sensitive payment data stored locally
- Secure payment processing workflows

Administrative Features

Trial Management Dashboard

- Real-time trial request monitoring
- Batch approval/rejection capabilities
- Customer communication tools
- Analytics and reporting

Subscription Management

- Customer subscription overview
- Plan upgrade/downgrade tools
- Payment status monitoring
- Billing and invoicing

Support and Documentation

Customer Support

- Email support for all plans
- Priority support for Professional and Enterprise
- Knowledge base and documentation
- Video tutorials and training

Implementation Support

- Dedicated onboarding for Enterprise customers
- Custom configuration assistance
- Data migration support

- Integration consulting

Future Enhancements

Planned Features

- Self-service trial activation option
- Advanced analytics dashboard
- API access for Enterprise customers
- Mobile application
- Third-party integrations (Slack, Microsoft Teams)

Scalability Considerations

- Multi-region deployment
- Performance optimization
- Advanced caching strategies
- Load balancing and redundancy

Getting Started

For New Customers

- Visit the subscription plans page
- Submit a trial request with company details
- Wait for admin approval (typically 24-48 hours)
- Receive welcome email with access instructions
- Complete onboarding and start using the platform

For Administrators

- Monitor trial requests in the admin dashboard
- Review company information and requirements
- Approve or reject requests with appropriate notes
- Support customers during trial period
- Track conversion metrics and optimize process

Contact and Support

- Email: meetingmatters786@gmail.com
- Trial Requests: Handled through admin dashboard
- Technical Support: Available during business hours
- Account Management: Dedicated support for Enterprise customers

This documentation is maintained by the Meeting Matters development team.

Last updated: August 2025