Startup Pricing Structure

Upfront Website Build Fees (One-Time)

Package Type	Build Fee	Includes
Starter Site	$750-$1,000	Template-based site (3-5 pages), basic branding
Growth Site	$1,500-$2,000	Light customization, layout tweaks, basic dashboard setup
Pro Custom	$2,500-$4,000+	Fully custom design, complex structure, integrations

Monthly Recurring Fees (Hosting + Dashboard + Maintenance)

Plan Name	Monthly Fee	Includes
Core Plan	$99-$199	Dashboard access, site hosting, basic maintenance
Growth Plan	$299	Dashboard + chatbot (5,000 messages/mo), light analytics
Pro Plan	$499+	Full dashboard, chatbot (10,000+ messages), API access, reports

Add-Ons and Optional Services

Service	Price	Notes
Extra chatbot usage	$0.01 per message	After monthly message limits
White-labeling	$200/month	Custom branding, domain, etc.
Team dashboard access	$100/month	For multiple users/clients
One-time custom website	$2,500+	For clients who don't want monthly commitment