

# Khesed-tek Platform Monetization Strategy

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## PHASE 1: SaaS Revenue Model (Month 1-2)

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### Subscription Tiers

- **BÁSICO:** \$50,000 COP/month (Target: 100 churches)
- **PROFESIONAL:** \$120,000 COP/month (Target: 50 churches)
- **ENTERPRISE:** \$300,000 COP/month (Target: 10 churches)

**Revenue Projection Year 1:** \$22,800,000 COP/month (\$547,200 USD/year)

## PHASE 2: Payment Processing Revenue (Month 2-4)

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### Transaction Fees

- 2.9% + \$1,500 COP per transaction
- Average donation: \$50,000 COP
- Revenue per transaction: \$2,950 COP
- Target: 1,000 transactions/month = \$2,950,000 COP/month

## PHASE 3: Premium Features (Month 4-6)

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### Add-on Services

- Custom branding: \$20,000 COP/month
- Advanced analytics: \$30,000 COP/month
- SMS notifications: \$0.50 COP per SMS
- WhatsApp integration: \$15,000 COP/month

## PHASE 4: Marketplace Revenue (Month 6+)

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### Third-party Integrations

- 30% revenue share on premium integrations
- Church management consultancy services
- Custom development services