Frequency Healing Monetization Spec

1) Objective

Design and implement a paid/subscription model that:

1. Preserves guest-first first value on `/create`.
2. Converts high-intent users into paid subscribers without hurting top-of-funnel activation.
3. Monetizes the advanced modules (Voice Bioprint, Adaptive Journey, Breath Sync, Quantum Intention, Harmonic Field, Sympathetic Resonance) with clear value ladders.
4. Is implementable on the current stack (Next.js + Supabase) with low operational risk.

2) Research Summary (What Matters for Pricing/Model)

As of February 21, 2026:

1. Subscription market behavior

- RevenueCat (State of Subscription Apps 2025): annual plans can produce meaningfully higher revenue than monthly in many categories; health/fitness trial conversion pressure increased versus prior years.
- Recurly (State of Subscriptions 2026): trial conversion declined year-over-year across surveyed businesses; annual plans and cancellation recovery flows outperformed; pause options and hybrid models showed strong upside.

2. Category pricing anchors (wellness/audio)

- Calm lists annual and lifetime tiers (including family/lifetime variants).
- Insight Timer MemberPlus: annual-first pricing.
- Brain.fm: monthly + annual membership structure.
- Waking Up: monthly + annual and an explicit scholarship path.

3. Market demand

- McKinsey continues to frame wellness as a large global market (~$1.8T), with sustained consumer spending in mental, sleep, and mindfulness-adjacent categories.

Implication for this product:

1. Lead with annual as default anchor, keep monthly as entry.
2. Keep free value strong, because trial conversion in the category is getting tougher.
3. Add downgrade-safe options (pause, module pass, scholarship) to reduce hard churn.

3) Monetization Strategy for Current Features

3.1 Core model

Use a hybrid model:

1. Subscription core: recurring revenue for full advanced experience.
2. Module passes (out-of-the-box): low-commitment paid unlock path for users not ready for full subscription.
3. Scholarship mode: no-questions access request for users with affordability constraints (trust + brand moat, inspired by Waking Up style accessibility).

3.2 Why this is out-of-the-box but practical

Most apps choose only one: hard paywall or broad freemium. This model adds a third path:

1. Subscription for power users.
2. Paid module passes for commitment-shy users.
3. Scholarship to capture goodwill and long-term retention.

This increases conversion surface without forcing users into an immediate all-or-nothing decision.

4) Proposed Plans and Pricing (v1)

All prices USD, A/B tested over time.

1. Free Guest (no account)

- Instant playback, presets, frequency stack basics.
- Local draft only.
- Advanced modules visible as preview cards.

2. Free Account

- Cloud save (limited), profile, discover participation.
- Limited advanced access via trial/passes only.

3. Studio Plus (subscription)

- Monthly: $12.99
- Annual: $79.99 (default highlighted option)
- Includes all advanced modules, unlimited saves, publish/share tools, advanced session history.

4. Studio Pro (phase 2, optional)

- Monthly: $24.99
- Annual: $179.99
- Adds creator/pro tooling: longer exports, priority processing, analytics depth, commercial-use toggle.

5. Module Passes (out-of-the-box)

- Single module 7-day pass: $4.99
- Advanced Bundle 7-day pass (all modules): $9.99
- Pass purchase credits are deductible from first annual subscription purchase within 14 days.

6. Scholarship Access

- 3-month Plus scholarship on request from pricing page.
- Renewal workflow based on simple reconfirmation.

5) Feature Entitlement Matrix

Capability	Guest	Free Account	Plus	Pro
Preset playback + base visuals	Yes	Yes	Yes	Yes
Custom frequency stack (core controls)	Yes	Yes	Yes	Yes
Save locally	Yes	Yes	Yes	Yes
Cloud save	No	Limited (ex: 10)	Unlimited	Unlimited
Publish to profile/discover	No	Limited	Unlimited	Unlimited
Voice Bioprint	Preview only	Trial/Pass only	Yes	Yes
Sympathetic Resonance	Preview only	Trial/Pass only	Yes	Yes
Adaptive Binaural Journey	Preview only	Trial/Pass only	Yes	Yes
Breath Sync Protocol	Preview only	Trial/Pass only	Yes	Yes
Quantum Intention Mapping	Preview only	Trial/Pass only	Yes	Yes
Harmonic Field Generator	Preview only	Trial/Pass only	Yes	Yes
Advanced historical analytics	No	No	Basic	Full
Priority support	No	No	No	Yes

Notes:

1. Keep first value ungated: playback and core stack stay free.
2. Monetize depth and continuity, not initial experimentation.

6) Conversion Journey (Landing -> First Value -> Paid)

6.1 Experience flow

1. Landing -> `/create` guest session starts instantly.
2. After first value event (`ftue_first_play_started`), prompt account creation for cloud save and continuity.
3. On first locked module click:

- Offer `Start 7-day All Modules Trial` (no card) OR `Buy Module Pass` OR `Sign in`.

4. During trial, show usage-aware nudges:

- "You used Breath Sync 3 times this week. Keep your progress with Plus."

5. Trial ending:

- Annual default + monthly fallback + scholarship link + pass fallback.

6. Cancellation:

- Offer pause (1-2 months), downgrade to passes, or scholarship.

6.2 Paywall placement principles

1. Place paywall after demonstrated value moments (module interaction, save intent, progress streak), not at first visit.
2. Keep at least one non-paid path always visible (continue free).
3. Explain exactly what unlocks (module-level bullets).