

# Pricing Simulation Report

Professional Plan: \$79 !' \$99

Generated by Revalyze

## Before vs After Summary

Current Price	\$79/mo	!'	\$99/mo	+25%
Monthly Revenue	\$33.4k	!'	\$39.3k	+17.6%
Annual Revenue	\$401k	!'	\$472k	+17.6%
Customers	423	!'	388	-8.2%

## Scenario Analysis

Conservative		
Projected ARR: \$437k	Customer Loss: -12.5%	Sensitivity: High
Base (Recommended)		
Projected ARR: \$472k	Customer Loss: -8.2%	Sensitivity: Moderate
Aggressive		
Projected ARR: \$499k	Customer Loss: -4.8%	Sensitivity: Low

## AI Recommendation

Proceed with the price increase using a grandfather clause for existing customers. Implement the new pricing for new signups immediately, and transition existing customers after 60-90 days with advance notice.

### Key Factors

- + Your Professional tier offers more value than competitors
- + CloudFlow charges \$99 for comparable features
- + Current customers have shown low price sensitivity

### Risks

- ! Budget-conscious customers may churn
- ! Competitors may try to poach customers
- ! Sales cycle may lengthen