

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