

Seed Financial - Pricing Calculator PRD

1. Overview & Purpose

Seed Financial's SDRs need a fast, accurate internal quoting tool that calculates both the ongoing monthly bookkeeping fee and

2. Objectives

- Speed: Quote in ≤ 30 s
- Accuracy: Margins $\geq 60\%$
- Usability: Mobile-friendly
- Integrations: HubSpot-ready

3. Target Users

- Primary: Seed SDRs
- Secondary: Account Managers

4. Functional Requirements

FR1–FR8 listed in table format (see chat)

5. Non-Functional Requirements

- Fast: < 200 ms calc
- Accessible
- Maintainable
- USD only

6. User Flow

1. Open → fill → see quote → copy → paste in HubSpot → done.

7. Design Guidelines

- Dark Green: #253e31
- Light Green: #75c29a
- Orange: #e24c00
- Typography: Open Sans (headers), Nunito Sans (body)

8. Architecture

- Next.js frontend
- Tailwind CSS styling
- Replit + Vercel deployment
- Optional HubSpot API integration

9. Acceptance Criteria

- Field validation
- Accurate logic
- Branded UI
- Responsive

10. Timeline

- Day 1: Scaffold
- Day 2: Style + logic
- Day 3: QA + HubSpot test

11. Success Metrics

- 100% SDR use in 1 week
- 0% quote errors
- 50% faster quoting