

Radiant App - Monetization Strategy

Recommended Price Points

Monthly Subscription

\$4.99 - \$7.99

Annual Subscription

\$29.99 - \$49.99 (save 50-60%)

Starting Price (Recommended)

- **\$4.99/month**
- **\$39.99/year**

Rationale

- Lower barrier to entry for target demographic (22-45, budget-conscious young professionals)
 - Easy impulse purchase (less than a coffee)
 - Room to increase price as features are added
 - Competitive with similar apps (Gratitude, Day One, Headspace Lite)
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What You Need Before Charging

1. Proven Retention (Most Critical)

Target Metrics:

- 60%+ Day 7 retention
- 40%+ Day 30 retention
- Data from 50-100 real users over 4 weeks

Why This Matters: Without retention data, you're gambling. You need proof people actually use it daily.

2. Stronger Onboarding

Currently Missing:

- Welcome tutorial explaining the "why" behind each feature
- Guided first journal entry
- Quick setup of first affirmation/vision board image
- Preview of what notifications will look like

Why This Matters: Users need to experience value in first 2 minutes or they'll abandon.

3. Clear Value Proposition

Need to Add:

- Before/after testimonials (even just from beta users)
- Statistics showing impact ("Users who check in daily report 3x better mood")
- Social proof ("Join 1,000+ people transforming their mindset")

Why This Matters: People need to believe it's worth \$5/month vs free alternatives.

4. Freemium Model (Recommended over pure paywall)

Free Tier Includes:

- 3 affirmations (vs unlimited)
- 5 vision board images total (vs 50)
- Daily check-ins (unlimited - this is the hook)
- Streak tracking (unlimited - creates habit)

Premium Tier Unlocks:

- Unlimited affirmations
- Unlimited vision board images (10 per category)
- Custom notification times
- Export journal to PDF
- Dark mode (simple but feels premium)
- Priority support

Why This Matters: Let users fall in love with daily check-ins and streaks (free), then upgrade for more personalization.

5. Missing Features for \$5/month

Must-Have Features:**Export/Backup**

- People want to own their data
- Export journal entries to PDF or text format

Journal Insights

- "You've checked in 30 days straight!"
- "Your most common grateful moment is..."
- Analytics on mood patterns

Achievement Badges

- 7-day streak badge
- 30-day streak badge
- 100-day streak badge
- Other milestones

Widget

- Home screen streak counter
- HUGE retention driver
- Keeps app top-of-mind

Nice-to-Have Features:

Dark Mode

- Expected in 2025
- Easy to implement, feels premium

Custom Themes

- Let users pick gradient colors
- Personalization increases engagement

Share Feature

- Share vision board or affirmation to social media
- Free marketing

Adaptive Reminders

- If user misses 2 days, ask "Want to change your reminder time?"
- Increases retention

6. Technical Requirements

Before Charging:

- ☒ Analytics integration (Mixpanel/Amplitude) to track drop-off
 - ☒ In-app purchase setup (RevenueCat recommended)
 - ☒ Subscription management screen
 - ☒ Restore purchases functionality
 - ☒ Terms of Service + Privacy Policy
 - ☒ Crash reporting (Sentry)
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Timeline to Launch Paid Version

Realistic Path:

Week 1-2: Prepare for Beta

- Add onboarding flow
- Add export feature
- Set up analytics

Week 3-4: Beta Test

- Free beta with 50-100 users
- Collect feedback
- Monitor retention metrics

Week 5-6: Build Freemium

- Add freemium limits
- Build paywall screens
- Integrate payment system

Week 7-8: Soft Launch

- Launch at \$4.99/mo
- Offer early bird discount
- Monitor conversion rates

Month 3+: Iterate

- Add features based on feedback
- Optimize conversion funnel
- Increase price if warranted

What Your App Is Worth NOW

Honest Assessment: \$0-2/month

Strengths:

☒ Core features work ☒ Lovely design ☒ Engagement mechanics (streaks, check-ins)

Weaknesses:

✗ No proven retention ✗ No onboarding ✗ Limited personalization ✗ No data export ✗ Notifications untested

Competitive Landscape

Similar Apps and Pricing:

Gratitude

- \$4.99/month
- \$29.99/year

Day One Journal

- \$2.99/month (basic)
- \$34.99/year

Reflectly

- \$8.99/month
- \$47.99/year

Motivation

- Free with \$4.99/month premium

Competitive Analysis:

You're **on par with Gratitude** feature-wise, but they have years of testimonials and App Store reviews.

Recommended Launch Strategy

Don't Charge Yet. Instead:

1. Launch Free Beta with Waitlist

- "Join 100 early users"
- Creates exclusivity and buzz

2. Add Analytics

- Track retention metrics
- Identify drop-off points

3. Add Premium Features

- Export functionality
- Achievement system
- Home screen widget

4. Analyze Data After 4 Weeks

- **If retention is 60%+:** Launch freemium at \$4.99/mo
- **If retention is 40-60%:** Fix drop-off points, iterate
- **If retention is <40%:** Core loop needs work

Target Launch Date

6-8 weeks from now

Rationale

Better to launch with 100 happy free users and proven retention than rush to monetize and get poor reviews from confused/frustrated paying customers.

Key Metrics to Track

User Acquisition

- Download to sign-up conversion

- Source of downloads

Engagement

- Daily Active Users (DAU)
- Weekly Active Users (WAU)
- Monthly Active Users (MAU)
- DAU/MAU ratio (stickiness)

Retention

- Day 1 retention
- Day 7 retention
- Day 30 retention
- Cohort analysis

Monetization

- Free to paid conversion rate
- Average Revenue Per User (ARPU)
- Lifetime Value (LTV)
- Customer Acquisition Cost (CAC)
- LTV:CAC ratio (should be >3:1)

Product

- Feature usage rates
- Time spent in app
- Streak completion rates
- Check-in completion rates

Revenue Projections

Conservative Scenario (\$4.99/month)

Assumptions:

- 1,000 downloads in first 3 months
- 30% try the app (300 users)
- 50% Day 7 retention (150 users)
- 5% free-to-paid conversion (7.5 → 8 paying users)

Revenue:

- Monthly: \$40 (8 users × \$4.99)
- Annual: \$480

Moderate Scenario (\$4.99/month)

Assumptions:

- 5,000 downloads in first 6 months
- 40% try the app (2,000 users)
- 60% Day 7 retention (1,200 users)
- 8% free-to-paid conversion (96 paying users)

Revenue:

- Monthly: \$479 (96 users × \$4.99)
- Annual: \$5,750

Optimistic Scenario (\$6.99/month)

Assumptions:

- 10,000 downloads in first year
- 50% try the app (5,000 users)
- 65% Day 7 retention (3,250 users)
- 10% free-to-paid conversion (325 paying users)

Revenue:

- Monthly: \$2,272 (325 users × \$6.99)
 - Annual: \$27,260
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Next Steps

Phase 1: Foundation (Weeks 1-2)

- ☐ Build onboarding flow
- ☐ Add export/backup feature
- ☐ Integrate analytics (Mixpanel or Amplitude)
- ☐ Set up crash reporting

Phase 2: Beta Test (Weeks 3-4)

- ☐ Recruit 50-100 beta testers
- ☐ Monitor retention metrics daily
- ☐ Collect qualitative feedback
- ☐ Identify and fix critical issues

Phase 3: Freemium Build (Weeks 5-6)

- ☐ Implement freemium limits
- ☐ Design paywall screens
- ☐ Integrate RevenueCat
- ☐ Add subscription management
- ☐ Write Terms of Service + Privacy Policy

Phase 4: Soft Launch (Weeks 7-8)

- ☐ Launch at \$4.99/month with early bird discount
- ☐ Monitor conversion rates
- ☐ A/B test paywall messaging
- ☐ Collect payment feedback

Phase 5: Iterate (Month 3+)

- ☐ Add most-requested features
- ☐ Optimize onboarding based on drop-off data
- ☐ Test price increases
- ☐ Build referral program

Final Recommendation

Launch Timeline: 6-8 weeks from today

Initial Price: \$4.99/month or \$39.99/year

Business Model: Freemium with generous free tier

Success Metric: 60%+ Day 7 retention before charging

First Goal: 100 paying customers within 3 months of launch

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