

# Radiant App - Monetization Strategy

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## 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
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## **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

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## **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.

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## 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.

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## 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

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## 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
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## 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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