



The optimal base price for startups



The7bits

Ukraine-Netherland based
Software Development &
Consultancy company



CEO, studied computer's hardware and software in National Aerospace University Kharkov, developer, project manager and business manager for 20+ years



Ph.D. - CTO, graduated with Glyndwr University, UK, Poltava National Technical University, developer and technology director 7+ years



COO, graduated Poltava National Technical University, developer and operation manager 7+ years



Crane-Locator

Projects we are proud of

The screenshot displays the Crane-Locator website, a platform for heavy lifting and project logistics. The header includes contact information (inbox@crane-locator.com, +31 6 39 11 03 46), a user account (My account (Alexey) • Logout), and navigation links (Companies, Equipment, Information, Requests). The main section is titled "Hot Requests for heavy lifting Equipment or Services" and features four cards for "PURCHASE" and "SERVICE" requests, each with an image of a crane. Below these, a "Request for Sale similar to - Truck mounted mobile crane Volvo FMX + Sennebogen HPC" is listed with a location pin for Europe and a date of 2018-03-09. A "Found equipment: 974" notification is also present. The left sidebar contains a "Search right" button and a "Filters" section with dropdowns for "Category" (All) and "Project location" (Enter a location), a "Distance" dropdown, and "Statuses" (Rent, Sale, Bare Rent, Bare Leasing) with checkboxes. An orange "SEARCH" button is at the bottom of the filters. The right side of the page features a world map with numerous green location pins, a "SHOW FAVORITES" button, and a "MAP LIST" button. The map is labeled with "Map Satellite" and "Google".

The worldwide Project Logistics marketplace.
Well-known usual tool for market Giants.

Dozens of e-commerce projects

Projects we are proud of



- All these projects are based on our e-commerce framework.
- Some of them are top-3 for local Ukrainian market

Variety of Dutch sites

Projects we are proud of

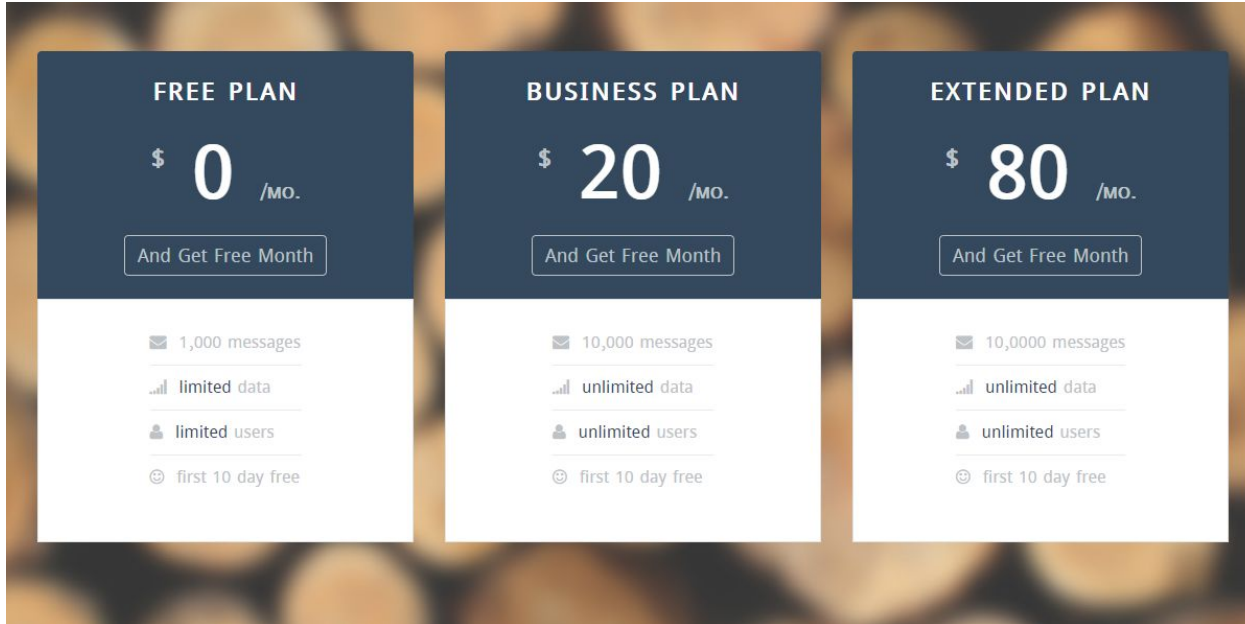


Projects for different purposes:

- job-search,
- news portals,
- marketplaces,
- e-commerce.



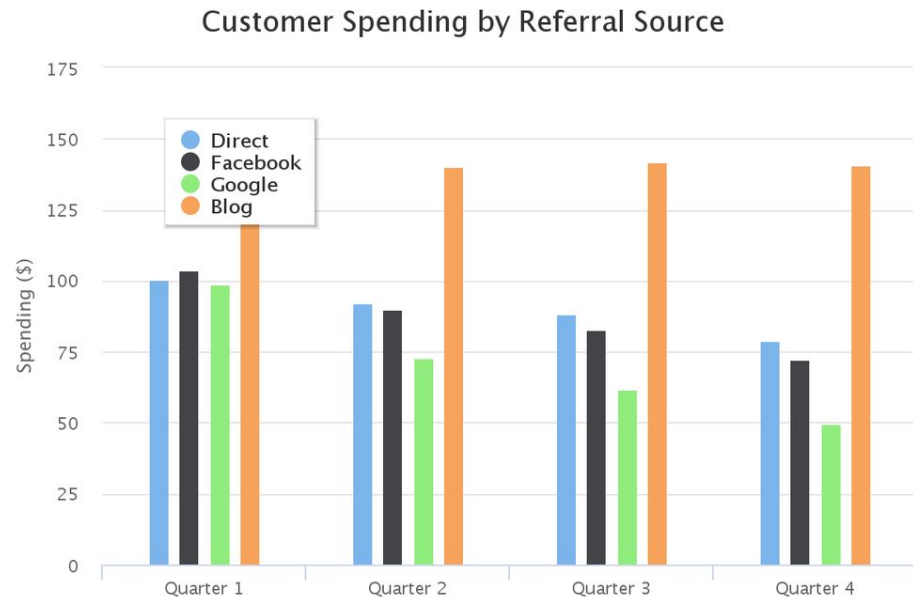
Right pricing is a problem for startups



The image shows a pricing page for a service called 7bits. It features three pricing plans: Free Plan, Business Plan, and Extended Plan. Each plan is presented in a dark blue box with a white background for the details. The Free Plan is \$0/month, the Business Plan is \$20/month, and the Extended Plan is \$80/month. All plans include a 'first 10 day free' trial. The Free Plan offers 1,000 messages, limited data, and limited users. The Business Plan offers 10,000 messages, unlimited data, and unlimited users. The Extended Plan offers 10,000 messages, unlimited data, and unlimited users. Each plan also includes a button that says 'And Get Free Month'.

| Plan | Price /MO. | Messages | Data | Users | Trial |
|---------------|------------|-----------------|----------------|-----------------|-------------------|
| FREE PLAN | \$ 0 | 1,000 messages | limited data | limited users | first 10 day free |
| BUSINESS PLAN | \$ 20 | 10,000 messages | unlimited data | unlimited users | first 10 day free |
| EXTENDED PLAN | \$ 80 | 10,000 messages | unlimited data | unlimited users | first 10 day free |

Cohort analysis



- By time
- By source
- By other parameters



Rough maximal price & discount for 1-st month

$$\text{€}30 + 20\% = \text{€}36$$

1-st month huge discount (90 - 97%)

$$\text{€}36 - 95\% = \text{€}1.8$$



2-nd month

Base price = €36

Discount 80%

€36 -80% = €7.2



Pricing in time

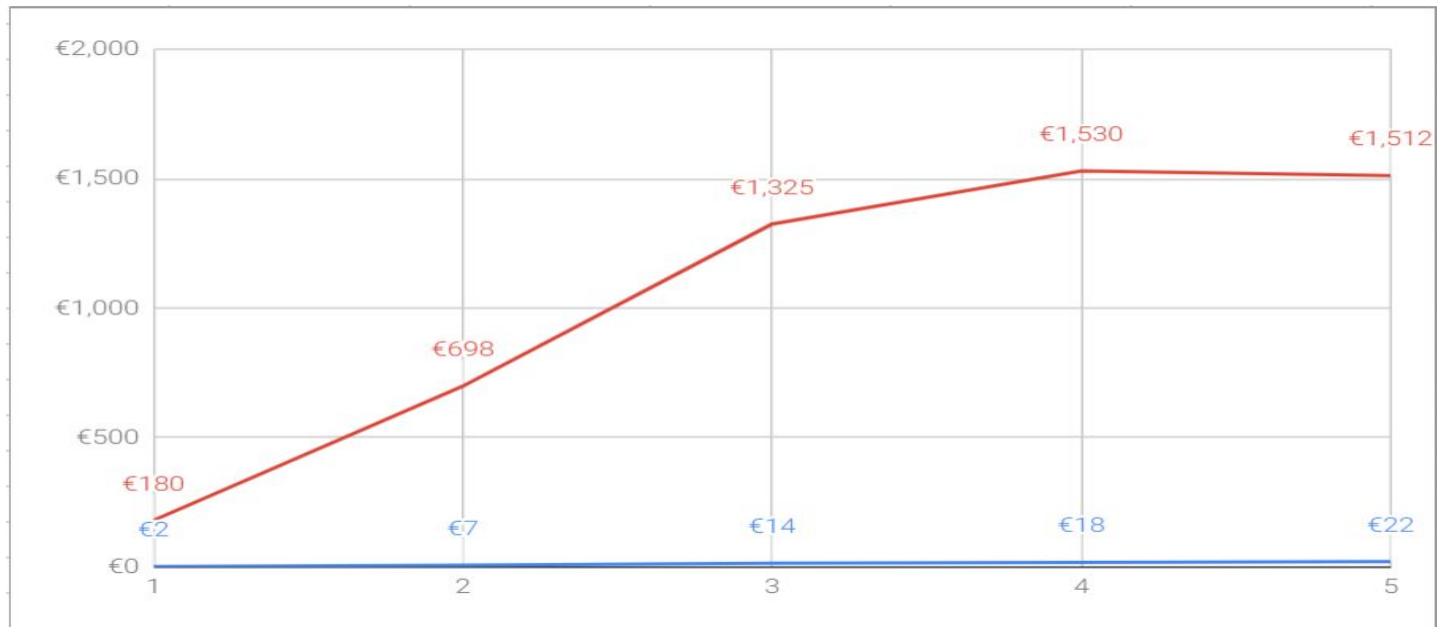
| | 1 | 2 | 3 | 4 | 5 |
|------------|------|------|--------|--------|--------|
| Base price | €36 | €36 | €36 | €36 | €36 |
| Discount | 95% | 80% | 60% | 50% | 40% |
| Price | €2 | €7 | €14 | €18 | €22 |
| Paid | 100 | 97 | 92 | 85 | 70 |
| Outgoing | | 3 | 5 | 7 | 15 |
| Income | €180 | €698 | €1,325 | €1,530 | €1,512 |



Pricing chart



Income chart





Press-release

“We are lowering our prices!”

€18 ~~€36~~

Reason for a marketing and PR campaign



Start-up costs

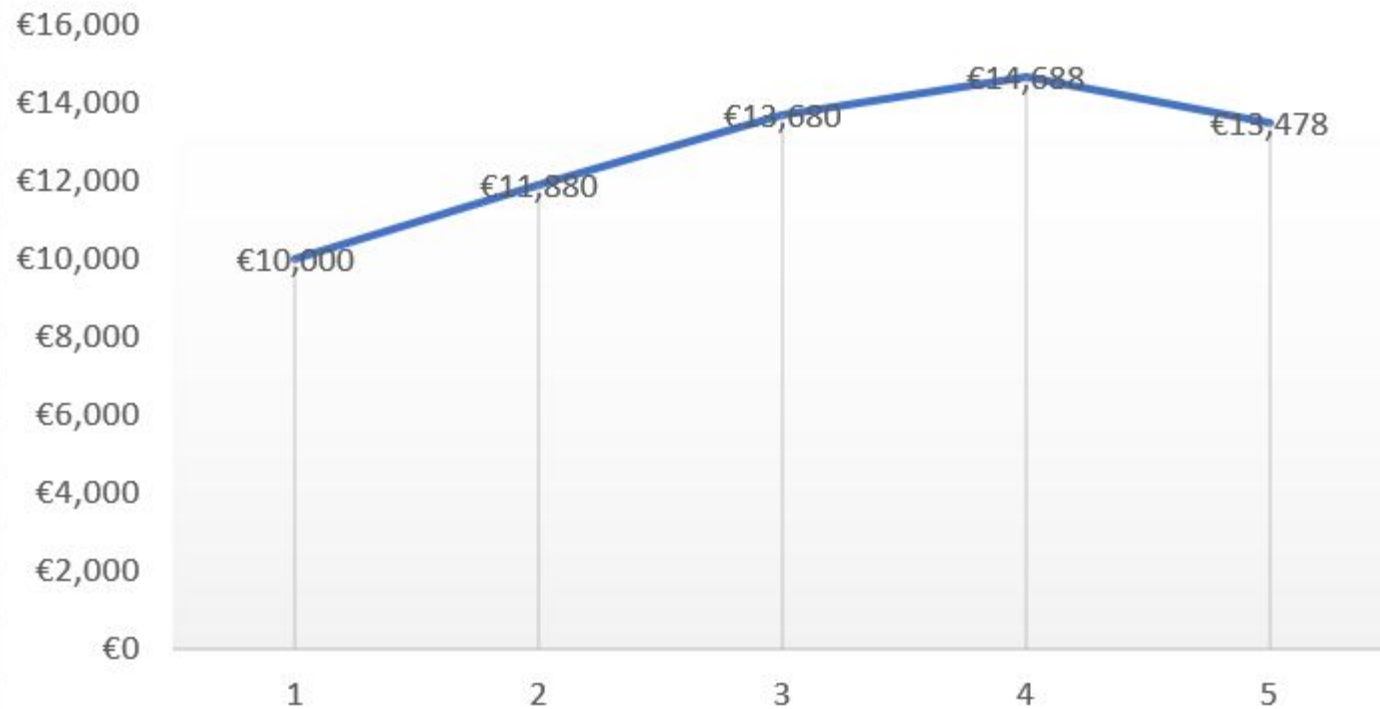
- **Server, hosting, software improvement**
- **Support, employees**
- **3-rd part services**



Different approach

| Month | 1 | 2 | 3 | 4 | 5 |
|------------|---------|---------|---------|---------|---------|
| Base price | €100 | €120 | €144 | €173 | €207 |
| Increasing | 20% | 20% | 20% | 20% | 20% |
| Paid | 100 | 99 | 95 | 85 | 65 |
| Outgoing | | 1 | 4 | 10 | 20 |
| | | | | | |
| Income | €10,000 | €11,880 | €13,680 | €14,688 | €13,478 |

Monthly revenue



BASE PRICE





Used information from Ukrainian guys



Denis Dovgopolyi • 1st

Entrepreneur, investor, adviser, Crypto-ICO realist, Founder at GrowthUP Group

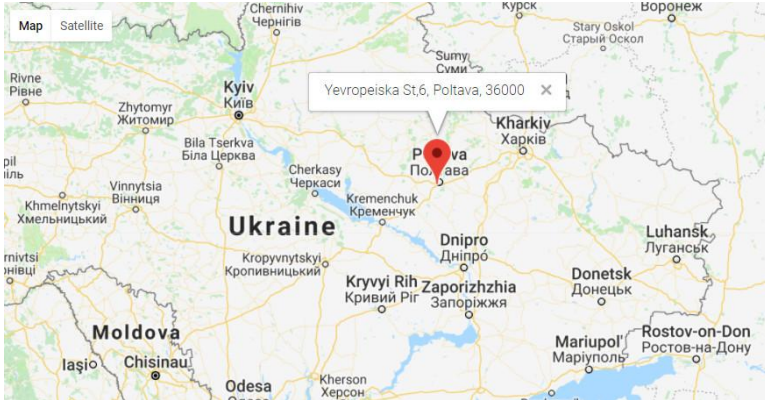


Dmitri (Dmytro) Rodenko • 1st

Founder – SaaSFounders, IT Marketing Expert | Helping IT Owners to generate a consistent flow of sales opportunities

Contacts

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