

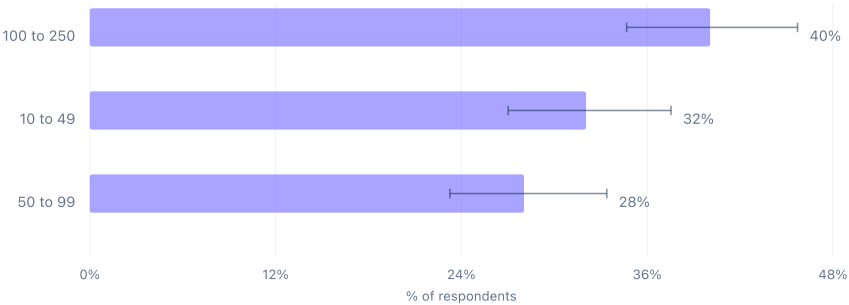
Business plan with Gemini included: price per user

3 October 2026 · n = 300 · 300 synthetic

Synthetic results. Every response in this report was generated by AI (simulated respondents), not given by real people. Use it to test your survey and get a directional read, not as evidence of what real buyers will pay.

Q1 · Company size · Single choice

Synthetic only



N = 300 · % of respondents · lines show the 95% range · the top two are too close to call at this sample

► Question asked



--- Too cheap — Cheap / bargain — Getting expensive - - - Too expensive

Shaded band = range of acceptable prices

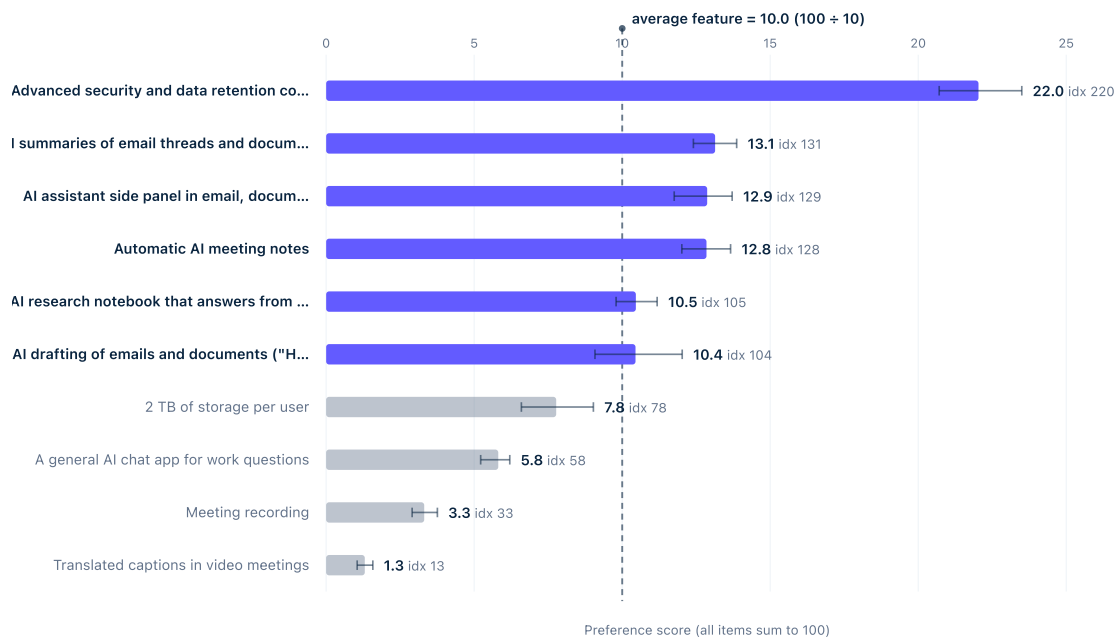
N = 300 of 300 used · none left out · middle 90% of prices shown; 9% outside, still counted

► Question asked



N = 300 · each respondent counts up to the highest price they accepted · people who said no to every price are counted · shaded band = 95% range

► Question asked



N = 300 · 2195 tasks · 4 items per screen · scores sum to 100, so 2x score = 2x preference · lines show the 95% range

► Question asked

Basic takes the most, 87% at \$6; 3% would buy none. Your revenue: \$7.61 per prospect, 69% of it from Basic.

	● Basic	● Standard	● Premium	None of these	Your line-up
AI assistant	AI assistant in email only	No AI assistant	AI assistant in email, documents, spreadsheets and meetings, plus an AI research notebook		
Plan	30 GB storage per user, 100-person meetings	2 TB storage per user, 150-person meetings, recording	5 TB storage per user, 500-person meetings, recording, advanced security and data retention		
Price	\$6	\$22	\$38		
Share of preference	87% 84–90 	9% 7–11 	1% 0–2 	3% 2–4 	97% 96–98
Revenue per prospect	\$5.23 \$5.04–\$5.40	\$1.92 \$1.47–\$2.52	\$0.46 \$0.19–\$0.84	—	\$7.61 \$7.17–\$8.26
Share of your revenue	69% 61–76 	25% 21–32 	6% 3–10 	—	100%

Share of preference is the chance a prospect picks that plan when these plans, and the option to buy none of them, are on the table; a row adds up to 100%. It is share of preference from the survey, not a market-share forecast: awareness, distribution and competitors are not in it · Revenue per prospect is a plan's share times its price. "Your line-up" sums your plans; walking away earns nothing, and neither does a competitor's plan · Share of your revenue is how your revenue splits between your plans · Prices between the tested ones are interpolated; one outside \$6–\$38 is held at the nearest end · "Everyone" is each segment simulated on its own model (Do not pay for AI n = 150, Already pay for an AI add-on n = 150), weighted by its respondents · Small figures are 95% bootstrap intervals over respondents

► Question asked

Pick how many plans to sell; the search finds what goes in each, and the price, that earns the most.

Plans 1 2 3 4 ☒ Tiers build on each other Keep at least — % buying

Find best line-ups

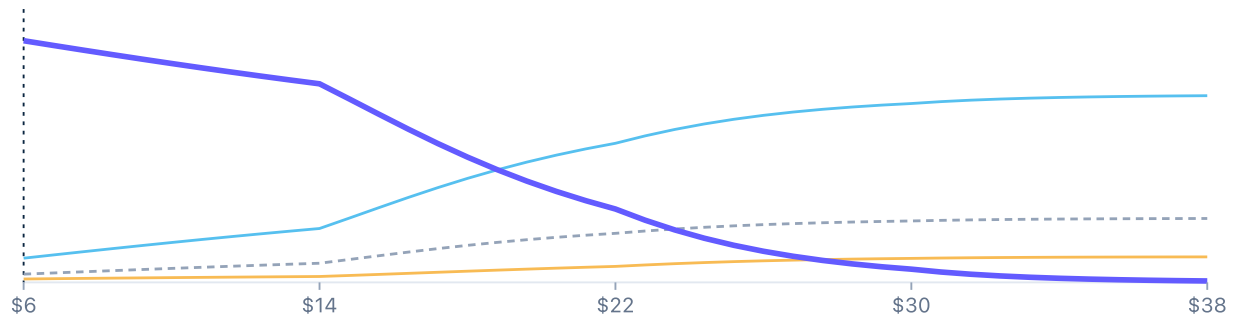
Line-ups are scored on the Plan simulator's market (each segment on its own model, weighted by its respondents) and ranked by your revenue per prospect · The search changes one plan's feature or price at a time, from several starting line-ups, and keeps any change that earns more; each result is a different set of features at its best prices · Prices are the tested ones and rounded prices between them, never outside the tested range · "Tiers build on each other": each plan has every feature of the one below and one more, and costs at least 25% more · "Keep at least ...% buying" ranks only line-ups that keep that share of prospects buying one of your plans · "Beats #2 in 81% of draws" compares two line-ups across the bootstrap: near 50%, the survey cannot tell them apart

▸ Question asked

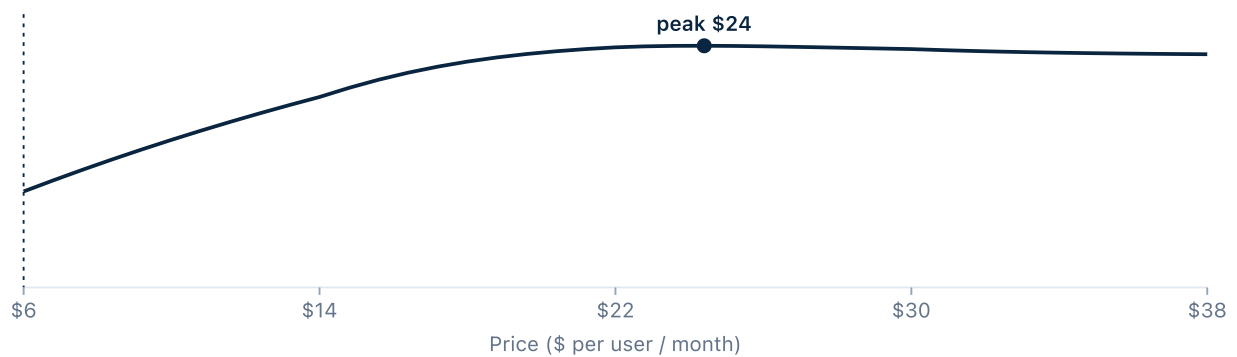
Your revenue peaks with Basic at \$24: \$19.16 per prospect, against \$7.61 at \$6.

Move the price of **Basic** ☐ Standard ☐ Premium

WHERE THE SHARE GOES ☒ Basic 87% ☐ Standard 9% ☐ Premium 1% ☐ None 3% at \$6



YOUR REVENUE PER PROSPECT \$7.61 at \$6



Only the chosen plan's price moves; every other plan stays as set in the Plan simulator · The top chart shows where the share goes: what the plan loses at a higher price goes to your other plans, to competitors or to walking away · Your revenue is summed over all your plans, so a price that wins share from a sibling plan shows no gain. The peak is never read outside the tested prices

► Question asked

Price decides 80% of the choice.



Each bar is a level's pull on the choice (its part-worth), zero-centred within its feature; a feature's spread, as a share of all spreads, is its importance · Importance is a fact about the ranges tested: a wider price ladder raises price's share without anyone caring more about price · Worth in money prices a change from one level to another, inside the tested prices; with no competitor and no walking away in it, it is a ceiling. Money is read at \$18, the middle of the ladder · By segment, each segment is fitted on its own respondents and graded as a filter grades it: "directional" below 300, too few to show below 60, not offered below 30 · Lines are 95% bootstrap intervals over respondents

► Question asked