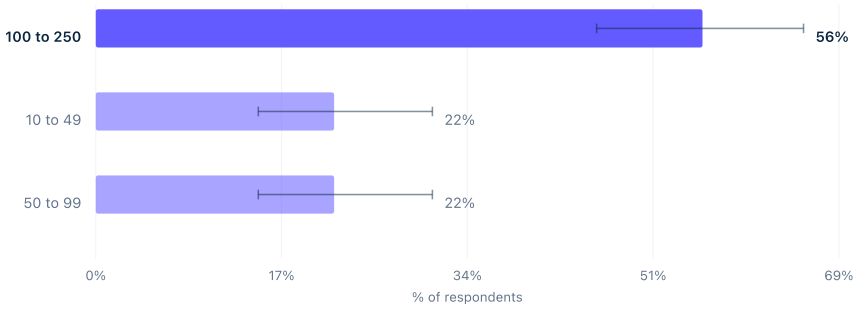
Business plan with AI included: price per member

2 October 2026 · n = 100 · 100 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 · Team size · Single choice

Synthetic only



N = 100 · % of respondents · lines show the 95% range · the lead is clear: +34 pp (18–50)

▸ Question asked

Q2 · Price perception: Business with AI · Van Westendorp

Synthetic only



Too cheap · Cheap / bargain · Getting expensive · Too expensive

Shaded band = range of acceptable prices

N = 100 of 100 used · none left out · middle 90% of prices shown; 7% outside, still counted

▸ Question asked

Q3 · Willingness to buy: Business with AI · Gabor-Granger

Synthetic only



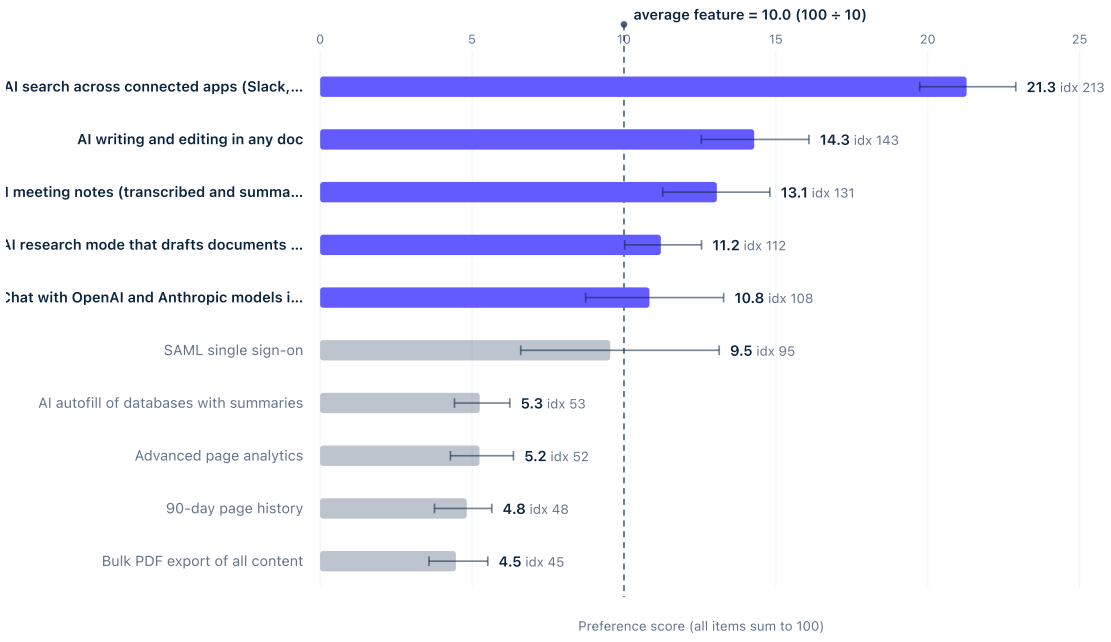
% willing to buy (left) Revenue index, peak = 100 (right)

N = 100 · 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

Q4 · What the plan is worth paying for · MaxDiff

Synthetic only | Too few to trust



N = 100 · 787 tasks · 4 items per screen · scores sum to 100, so 2× score = 2× preference · lines show the 95% range

▸ Question asked

Q5 · Plan choice · Plan simulator · Conjoint

Synthetic only

Basic takes the most, 61% at $15; 9% would buy none. Your revenue: $17.07 per prospect, 53% of it from Basic.

	Basic	Standard	Premium	None of these	Your line-up
AI	No AI	AI included, with a monthly usage allowance	AI included, unlimited use		
Admin and security	30-day page history, no SSO	SAML SSO, 90-day page history, bulk PDF export	SAML SSO, 90-day page history, bulk PDF export		
Price	$15	$24	$28		
Share of preference	**61%** 45–73	**16%** 9–25	**14%** 7–25	**9%** 6–11	**91%** 89–94
Revenue per prospect	$9.10 $6.81–$11.00	$3.91 $2.15–$5.94	$4.05 $2.07–$7.01	—	**$17.07** $15.78–$19.17
Share of your revenue	**53%** 36–69	**23%** 14–32	**24%** 13–37	—	**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 $15–$28 is held at the nearest end · One model for everyone: it overstates how many would buy a line-up of similar plans, so compare plans that differ · Small figures are 95% bootstrap intervals over respondents

▸ Question asked

Q5 · Plan choice · Best line-up · Conjoint

Synthetic only

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 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

Q5 · Plan choice · Price and revenue · Conjoint

Synthetic only

Your revenue peaks with Basic at $23: $20.61 per prospect, against $17.07 at $15.

Move the price of **Basic** Standard Premium



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

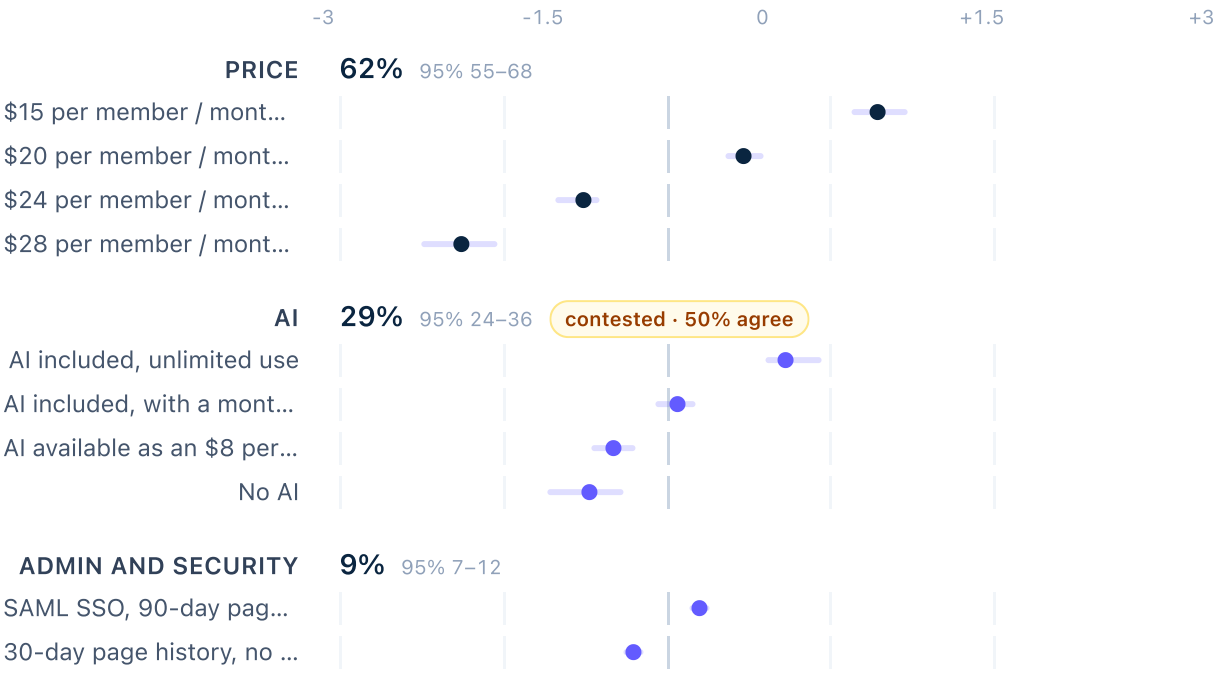
Q5 · Plan choice · What drives the choice · Conjoint

Synthetic only

Price decides 62% of the choice.

What drives it | Worth in money

Cut by: Everyone | Segment



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 · 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