Pricing 2026: Question discount pricing page and monthly plans

Developer handoff · updated 2 Nov 2026 (checkout: single plan, no order summary; 3 Nov: no Team plan, no Weekly Pass) · local build ~/code/pitchdeckdoclist-pricing (branch feature/pricing-2026-local, based on editor_ui_updates) · review http://localhost:8082/review/

Scope

- **Question discount pricing page** is the only pricing page for now: yearly plans; closing asks "What stopped you?" and each answer has its own steps (10% off, Pro monthly, fix the deck, nothing). Each answer has two steps at most.
- **Monthly plans** (Pro, Gold): Manage your plan everywhere Change plan appears, monthly cancel flow, dashboard nudges, out-of-credits plan move, sidebar label.
- **Weekly Pass**: hidden for now (3 Nov update). Not on the pricing page, in the question flow, Manage your plan or checkout.
- **No Team plan** (3 Nov update): Gold is the team plan and keeps its name. Same price and credits, plus **Unlimited collaboration**. Gold shows an "Unlimited collaboration" tag next to its title (pricing cards, Manage your plan, checkout) and lists it first under "Everything in Pro". US plans are Pro and Gold (Basic hidden).
- Mobile (App Store, Google Play, mobile paywall) is out of scope for now.

Numbers (US, price sheet of 2 Nov 2026)

Plan	Price	Credits
Basic	not sold in the US (hidden)	
Pro yearly	US$240 (US$20 / mo)	8,000
Gold yearly	US$1,200 (US$100 / mo)	60,000, Unlimited collaboration
Pro monthly	US$25	800 a month
Gold monthly	US$120	6,000 a month

Backend needed

- Monthly Pro / Gold SKUs (prices, credits, checkout).
- Fields for states the server does not send yet: payment failed + grace end date, App Store billing.

Code

- New: QuestionCloseFlowV2.jsx, ManagePlanDialogV2.jsx, PreviewCheckoutV2.jsx (monthly checkout), ScenarioPlanMove.jsx (pricingV2), PlanNoticeBanner.jsx (dashboard/components).
- Changed: PricingScreenV2.jsx, PlanCardV2.jsx, pricingV2Util.js, AiCreditsScreen.jsx, CreditsPanel.jsx, BillingSettings.jsx, CancelRenewalFlow.jsx, SidePanel.jsx, InviteMemberPopup.jsx, Home.jsx, en.json.
- **Strip before merging** (local review only, marked LOCAL REVIEW): localPlanScenario.js (?pv2state fake accounts, ?pv2variant, review links), the US-catalog override (usSinglePlans / usTeamPlans, tier1 segment), workspace dressing in NewApiBootMappers.js and App.jsx, Agentation in pai/index.html, public/review/, and the local dev fixes in webpack local config, IndexStore.js, DocumentMoodsHelper.js.
- Translations: new en.json keys need the 12 other locales (sync-language-keys skill).
- Full notes: HANDOFF-pricing-2026.md · changes: tracked-changes.patch + new-files/.

All scenarios

How it works · Public links: "Screen" opens that scenario in this handoff, "Image" the full screenshot, "Design proto" the matching interactive design.

#	Scenario	Handoff	Design
1	Plans, yearly only (US catalog)	Screen · Image	Design proto
2	What stopped you?	Screen · Image	Design proto
3	The price is too high: 10% off the first year	Screen · Image	Design proto
4	Pro monthly step	Screen · Image	Design proto
5	Manage your plan: Pro monthly to Gold monthly	Screen · Image	Design proto
6	Manage your plan: Pro monthly to Pro yearly	Screen · Image	Design proto
7	Manage your plan: Gold yearly (top plan)	Screen · Image	New in this build
8	Pick a plan to come back (expired monthly)	Screen · Image	Design proto
9	Settings, Plan and billing: Pro monthly	Screen · Image	Design proto
10	Dashboard: switch to yearly nudge	Screen · Image	Design proto
11	Dashboard: payment failed	Screen · Image	Design proto
12	Checkout rules (all plans)	Screen	New in this build
13	Monthly plan checkout	Screen · Image	New in this build
14	Yearly checkout after "The price is too high" (10% off)	Screen · Image	New in this build

How it works

1. Who sees what

- **Free account** opening the plans (Upgrade, See plans, out of credits, Gold feature): the Question discount pricing page, yearly plans only (US: Pro and Gold; no Basic).
- **Paid account**: the plans are plan-aware (Current plan / Change plan / Not available on your plan) and every Change plan opens **Manage your plan**. Paid accounts never see the close questions.

2. Closing the plans: "What stopped you?"

- Shown on the **first close** of the plans in each opening, free accounts only. Closing again just closes. X on any step ends the flow.
- Each answer has its own steps; "No thanks" moves to the next one:

Answer	Steps
The price is too high	10% off the first year → Pro monthly → closed
I don't want to pay for a whole year	Pro monthly → closed
I'm not sure the credits are enough	What the credits cover (Back to plans returns to the plans, question not asked again) → Pro monthly → closed
The deck isn't good enough yet	Fix the deck first: Deck Score, Edit the outline, Hire an expert. No discount.
Just looking for now	"No problem", closed. No offer.

3. Offers and checkout

- **10% off** is the only discount: coupon PRESENT10 (CLOSE_COUPONS.pricing), first year only, yearly plans only, one hour. Apply opens the yearly checkout for the chosen plan with the "10% off · Ends in MM:SS" pill, the struck price and "Save".
- **Start Pro monthly** opens the monthly checkout at full price. Its No thanks closes the flow.
- On this page, closing a checkout just closes: there is no in-place "Before you go" offer (that belongs to the Instant discount page). Offers never stack.
- **Checkout rules**: only the plan being bought, plain white card, no radio, no other plans, no order summary; the right side is the live card form (Chargebee fields, Reach). Plan changes live in Manage your plan.

4. Monthly plans

- Pro monthly and Gold monthly renew every month; unused credits carry over. Cancel any time; access runs to the end of the month paid for.
- Cancel renewal on monthly says "next month" and has no 20% offer step (the 20% stay offer is yearly only).
- Dashboard nudge "Switch to yearly and save X" (US$60 Pro, US$240 Gold); dismiss hides it for a week; it opens Manage your plan with the yearly plan selected.
- Payment failed: 7-day grace with a red banner and Update card; after the grace period the workspace is on Free and decks stay saved.

5. Manage your plan (paid accounts)

- Current plan card on top (selectable only to renew a yearly plan early), Monthly / Yearly switch, the allowed moves as cards with the selected plan's points inside, one-click payment on the saved card.
- Rules: up only; no yearly to monthly; expired plans pick a fresh plan; Gold is the top plan, so Gold yearly has no move (renew early only). Invite on a one-seat plan (Pro) opens Gold. A change starts today and unused credits carry over (no proration in the default).
- Confirm Payment shows Payment Successful; a declined card shows "Your card was declined, so nothing was charged" and Try again; Change opens the card form.

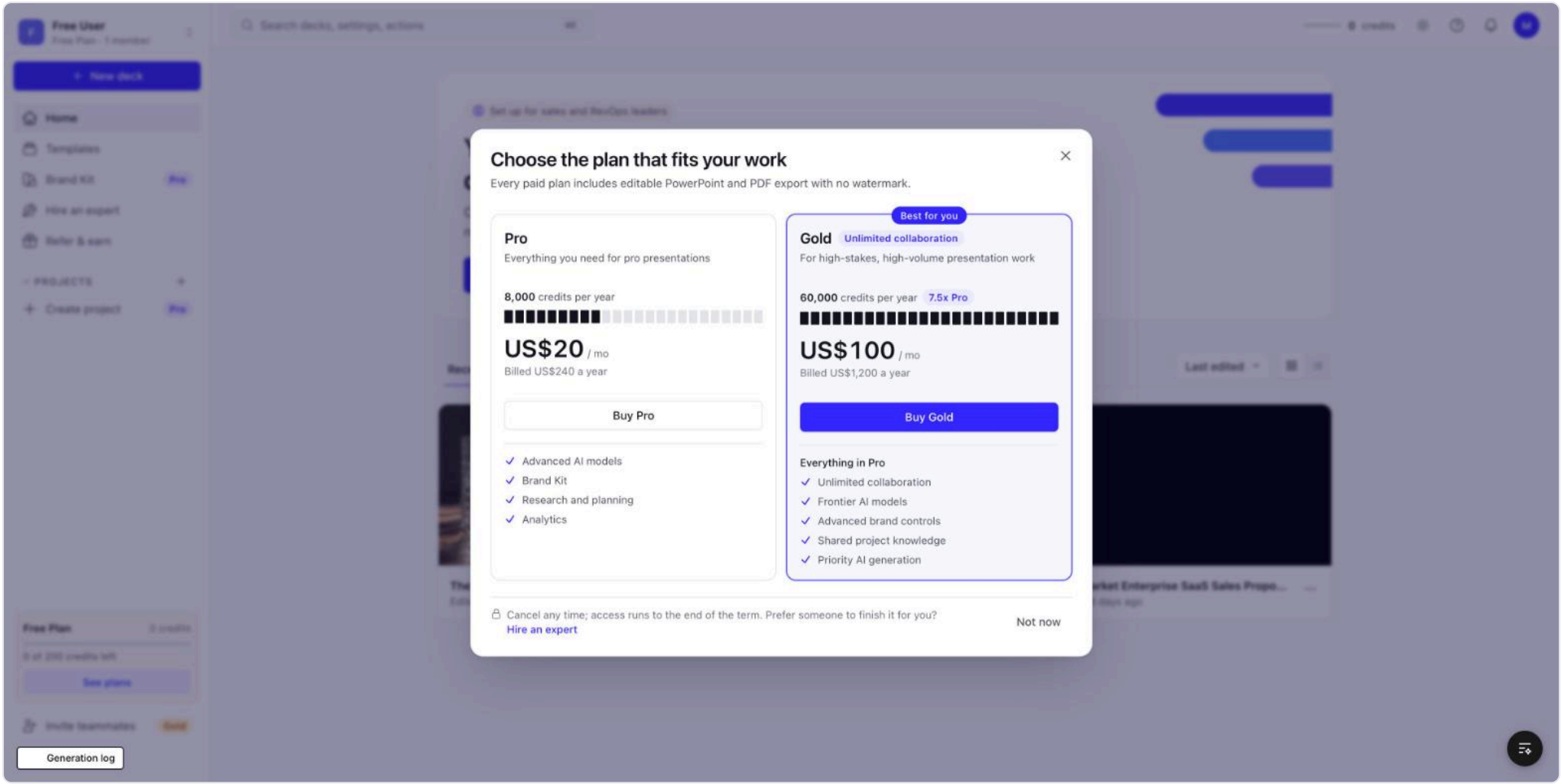
6. Backend needed

- Monthly Pro / Gold SKUs (prices, credits, checkout): Pro monthly US$25 (800 credits a month) and Gold monthly US$120 (6,000 a month) per the 2 Nov price sheet.
- Fields: payment failed + grace end date, App Store billing.

Question discount pricing page

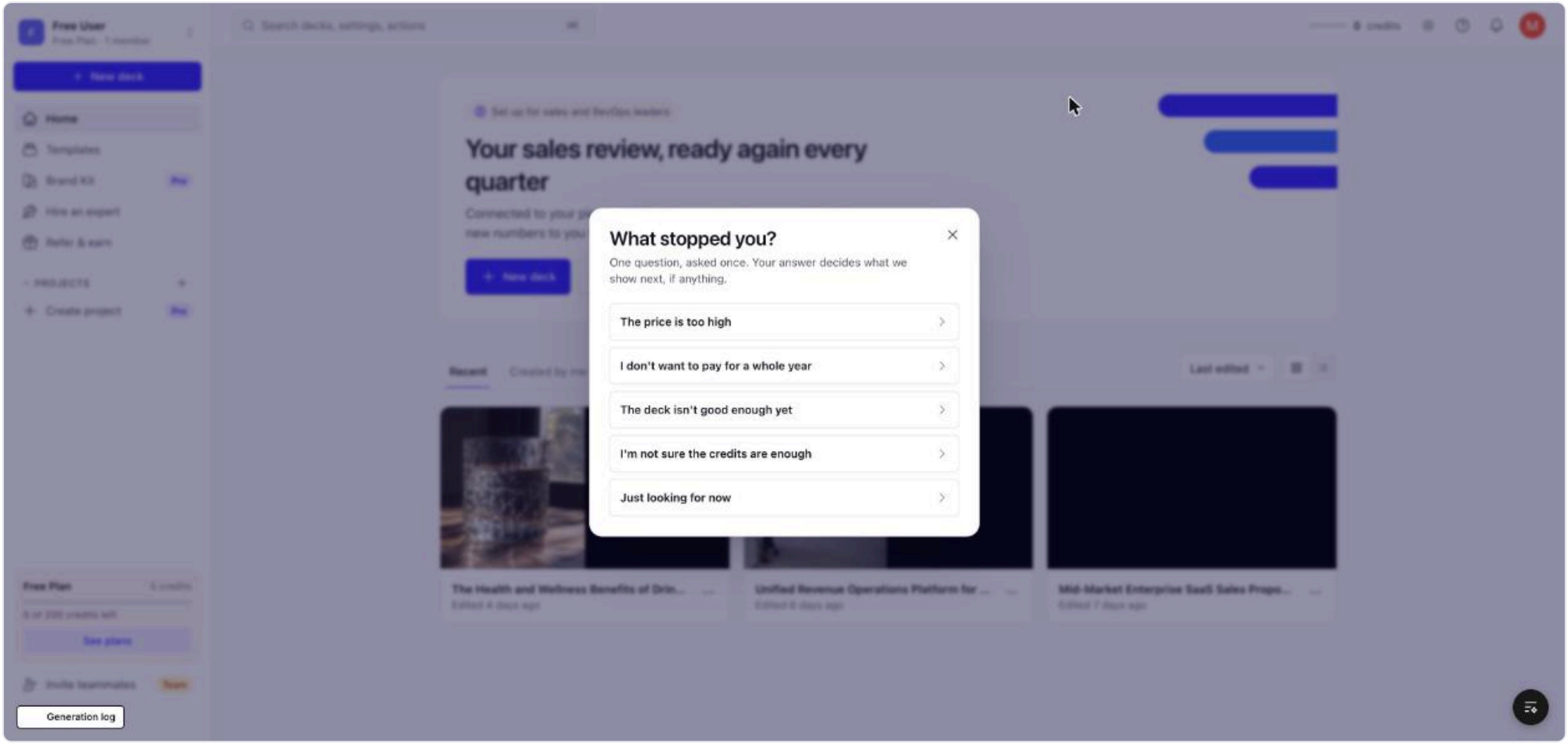
Plans, yearly only (US catalog)

No Basic in the US. Pro US$240 (8,000 credits), Gold US$1,200 (60,000 credits, Best for you, Unlimited collaboration first in its list). No Team plan. No Monthly switch on this page. Paid accounts see Current plan / Change plan / Not available on your plan on the cards.



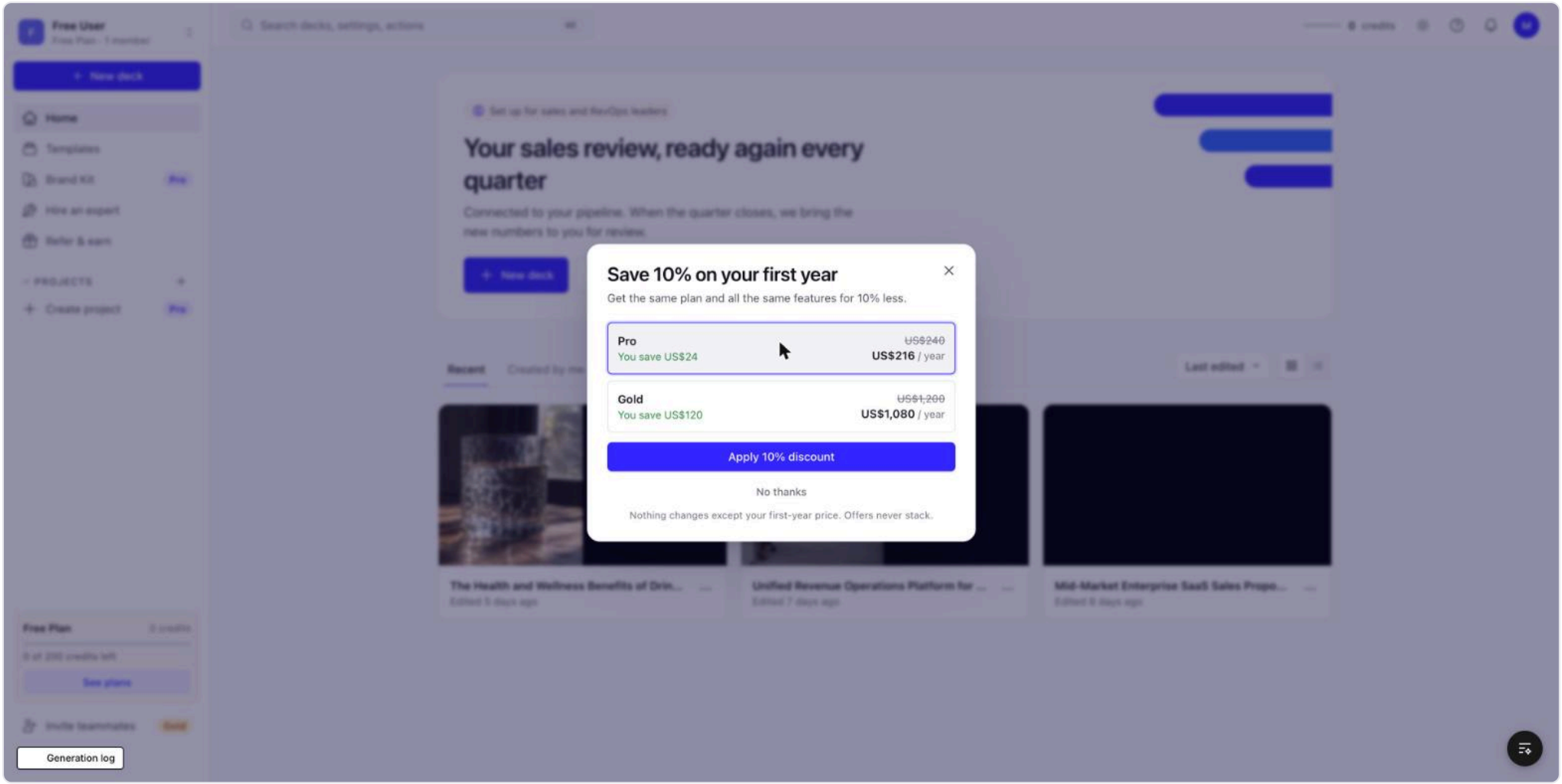
What stopped you?

Free accounts, first close of the plans only (closing again just closes). One tap moves on, X skips the rest. File: QuestionCloseFlowV2.jsx.



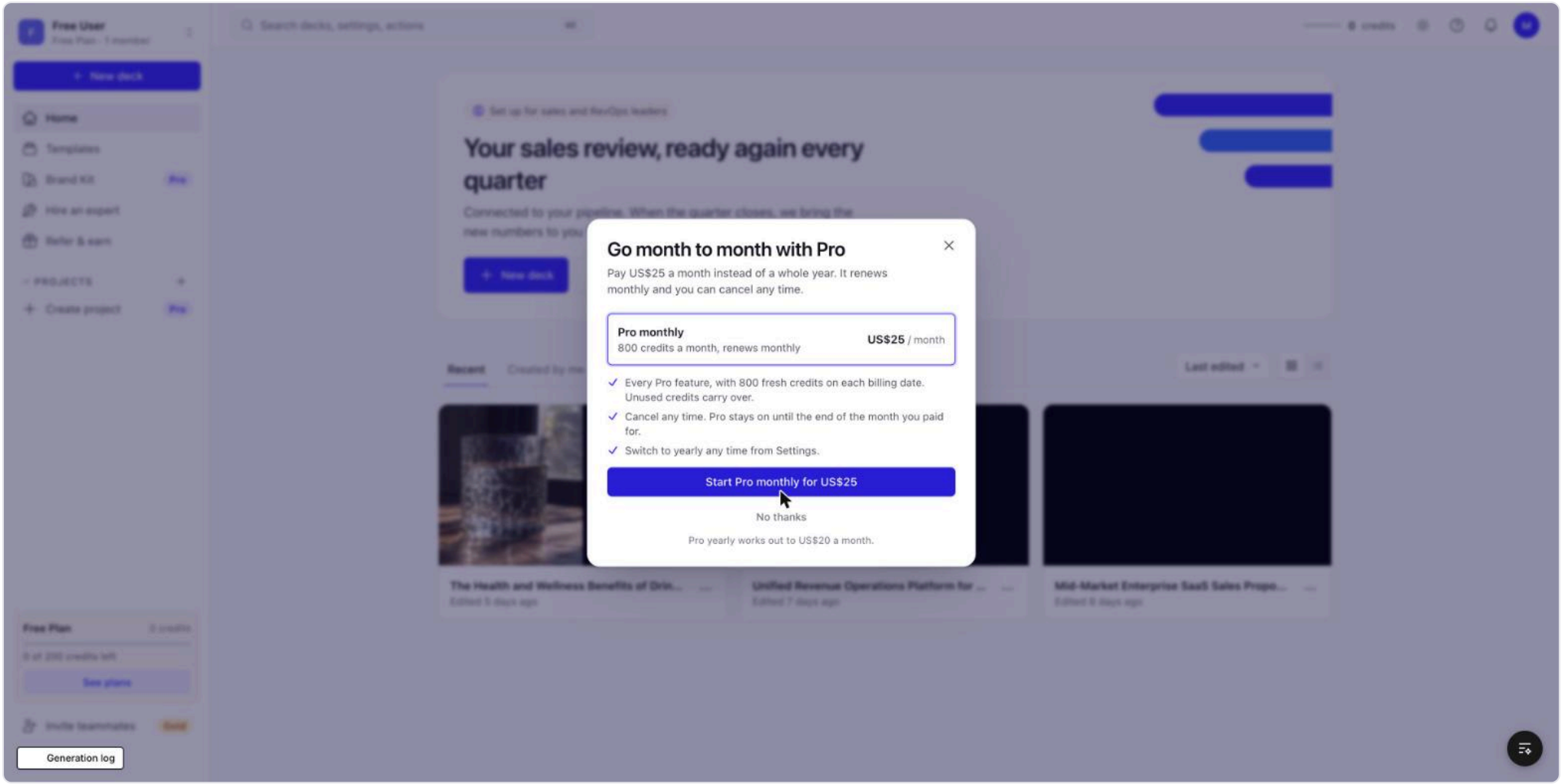
The price is too high: 10% off the first year

Pro or Gold yearly at 10% off the first year (coupon PRESENT10, CLOSE_COUPONS.pricing). Apply opens checkout for the selected plan. No thanks goes to Pro monthly.



Pro monthly step

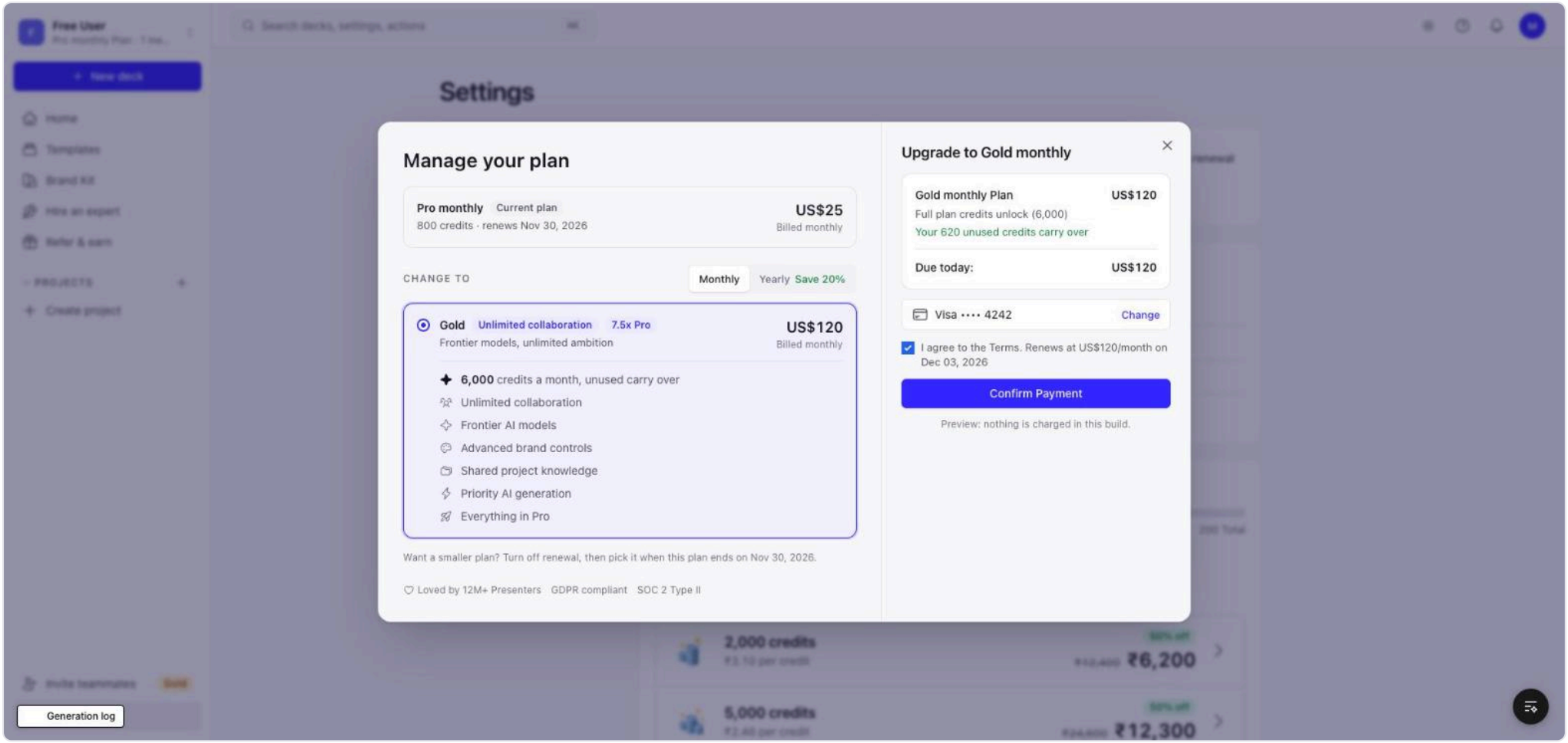
Also the first step for 'I don't want to pay for a whole year' and the second after 'credits'. US$25 a month, 800 credits a month (2 Nov price sheet).



Monthly plans

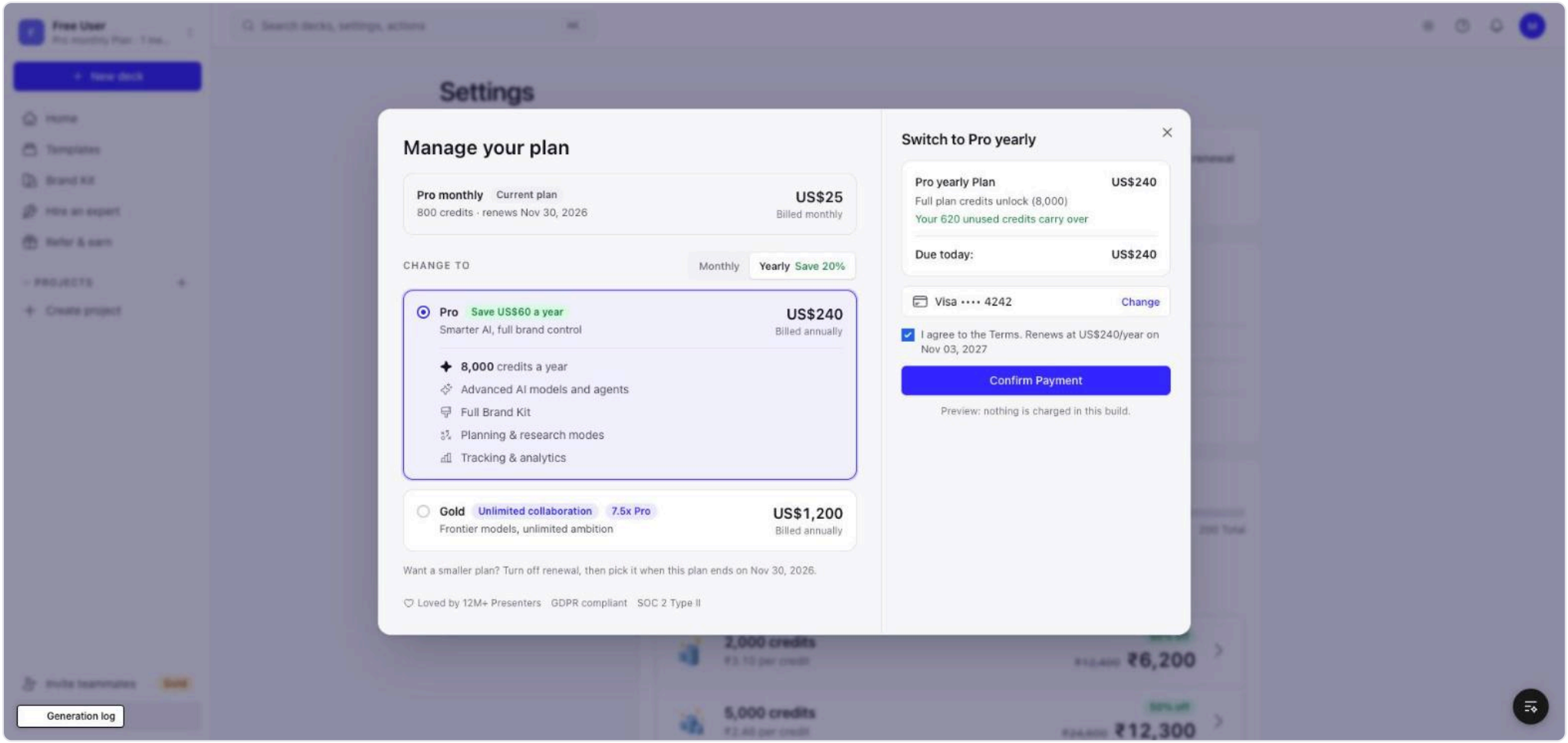
Manage your plan: Pro monthly to Gold monthly

Opens from every Change plan (settings, pricing cards, dashboard nudges, out of credits, Gold features). Current plan card on top (no radio unless a yearly plan can renew early), Monthly / Yearly switch, checkout-style plan cards with the plan's points inside the selected card, one-click payment on the right. File: ManagePlanDialogV2.jsx.



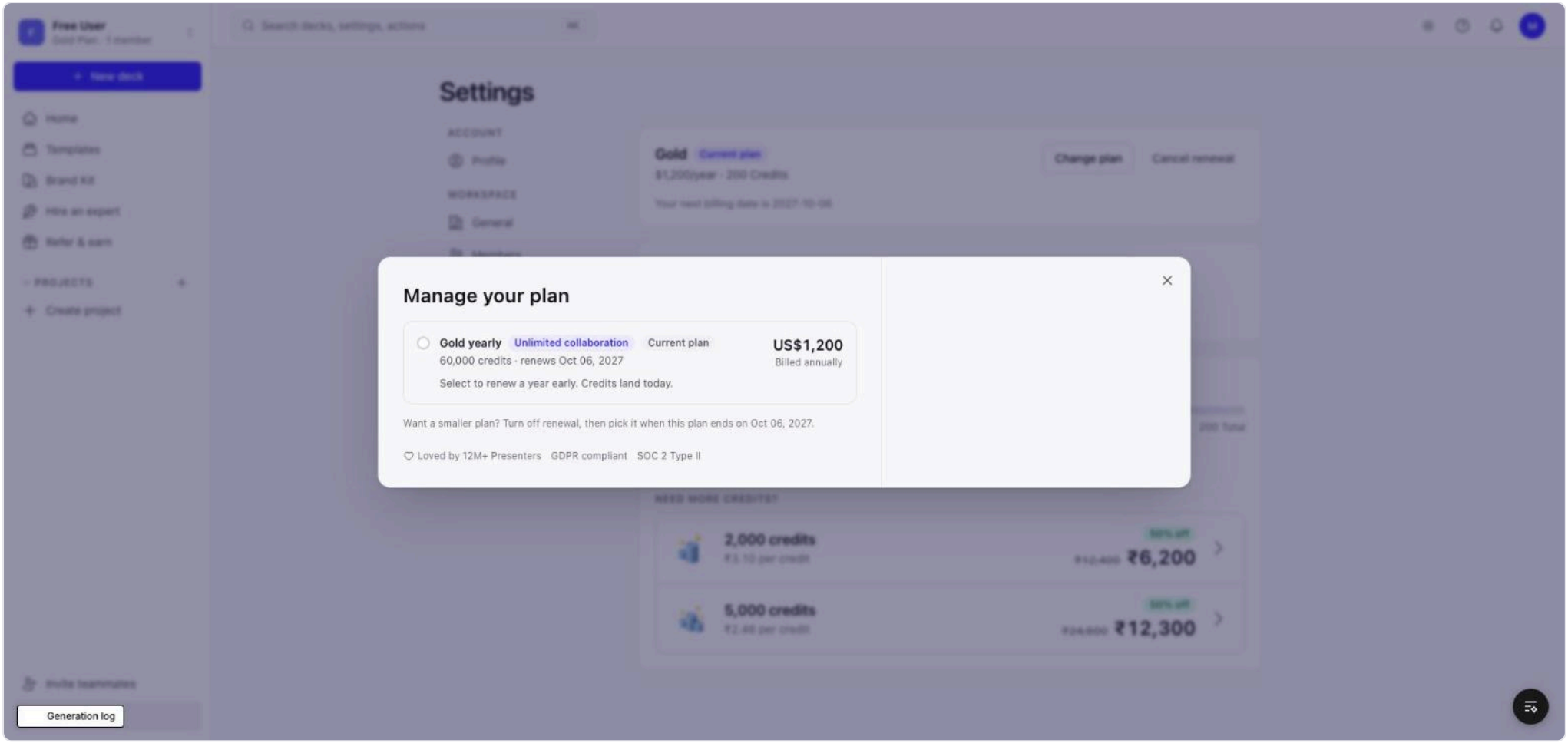
Manage your plan: Pro monthly to Pro yearly

Yearly shows 'Save 20%'; Pro yearly carries 'Save US$60 a year', Gold '7.5x Pro'. Rules: up only, no yearly to monthly. Plan changes start today; unused credits carry over.



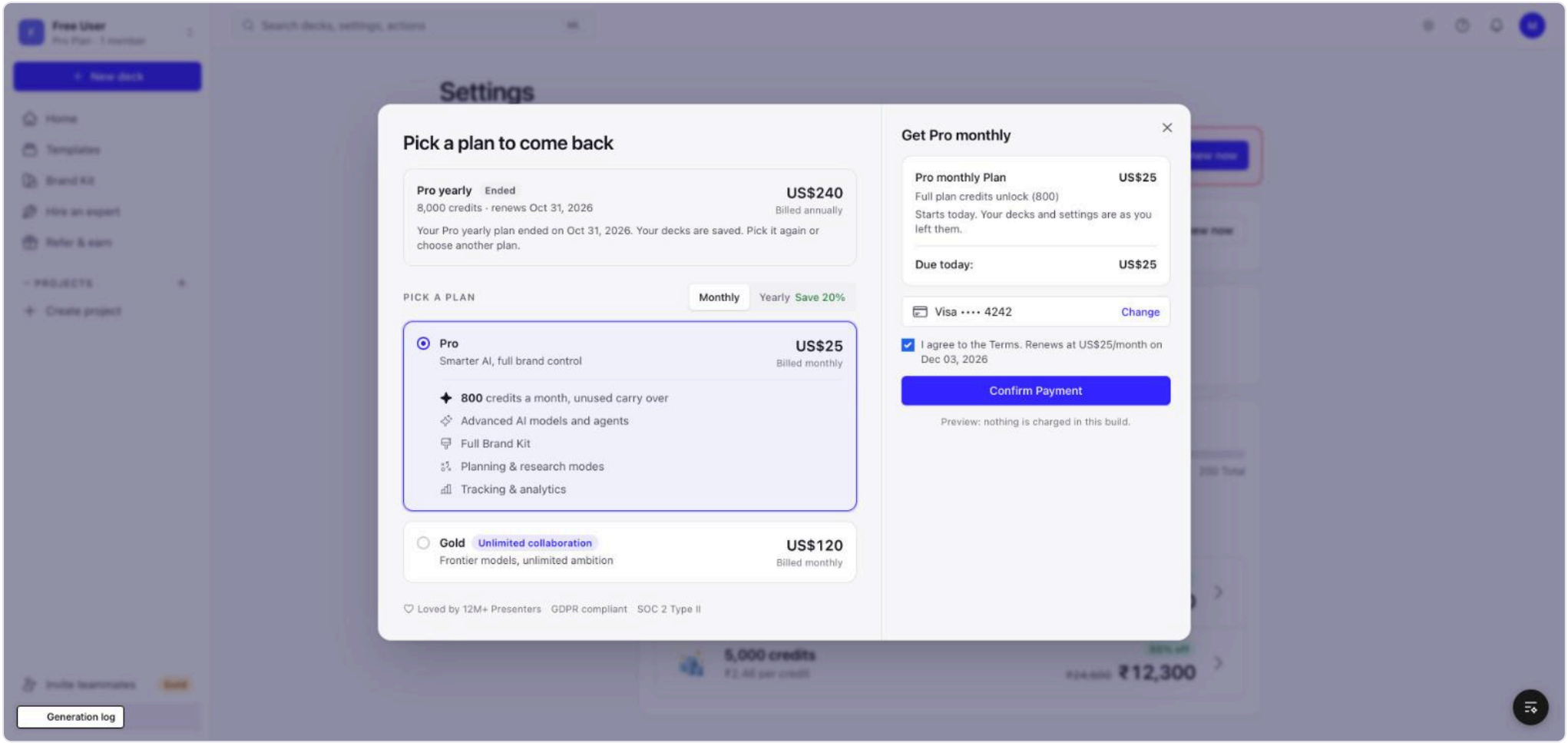
Manage your plan: Gold yearly (top plan)

Gold is the team plan: Unlimited collaboration, same price and credits. Nothing to move to, so only Renew early shows. No Team link.



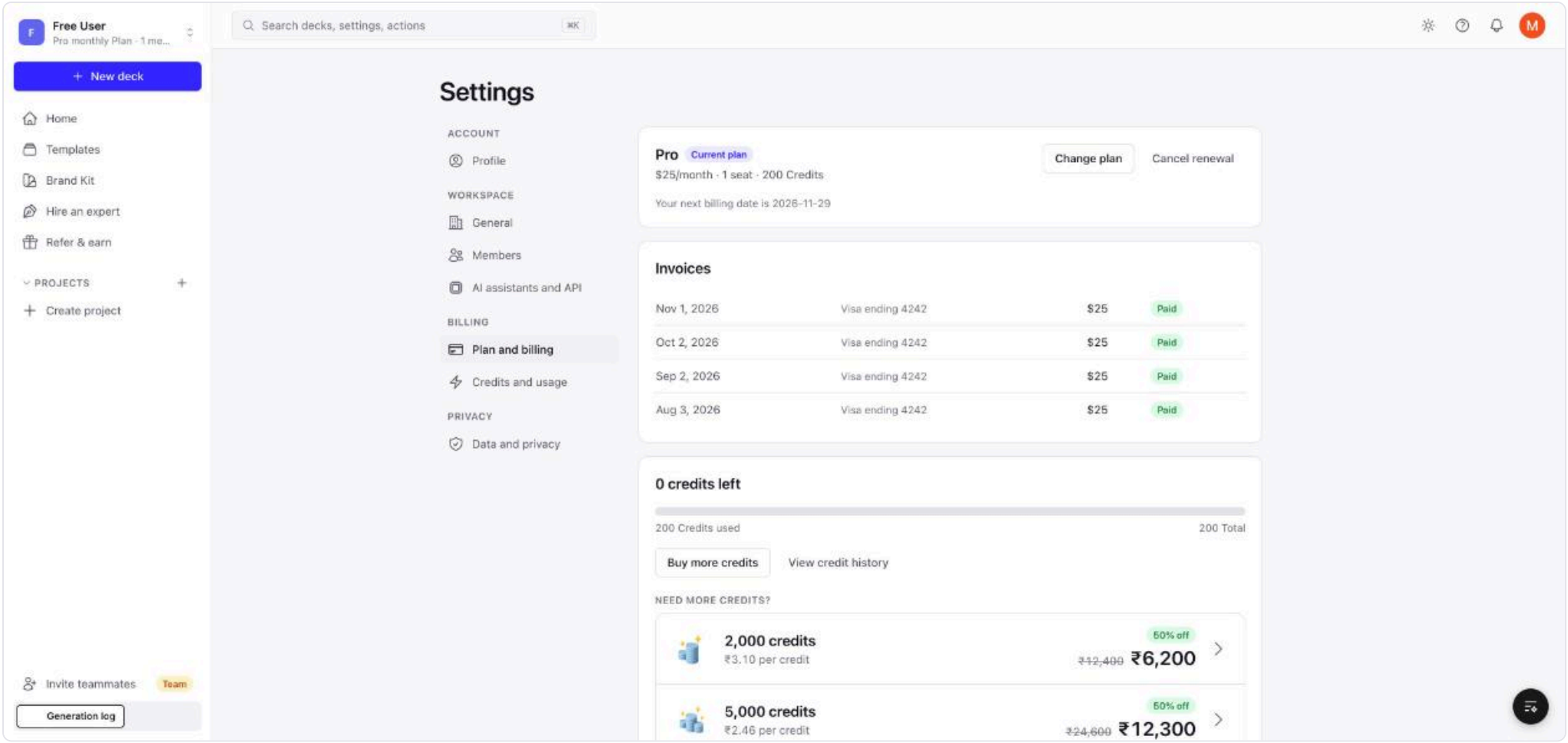
Pick a plan to come back (expired monthly)

Ended plan card on top, same plans to pick from, starts today.



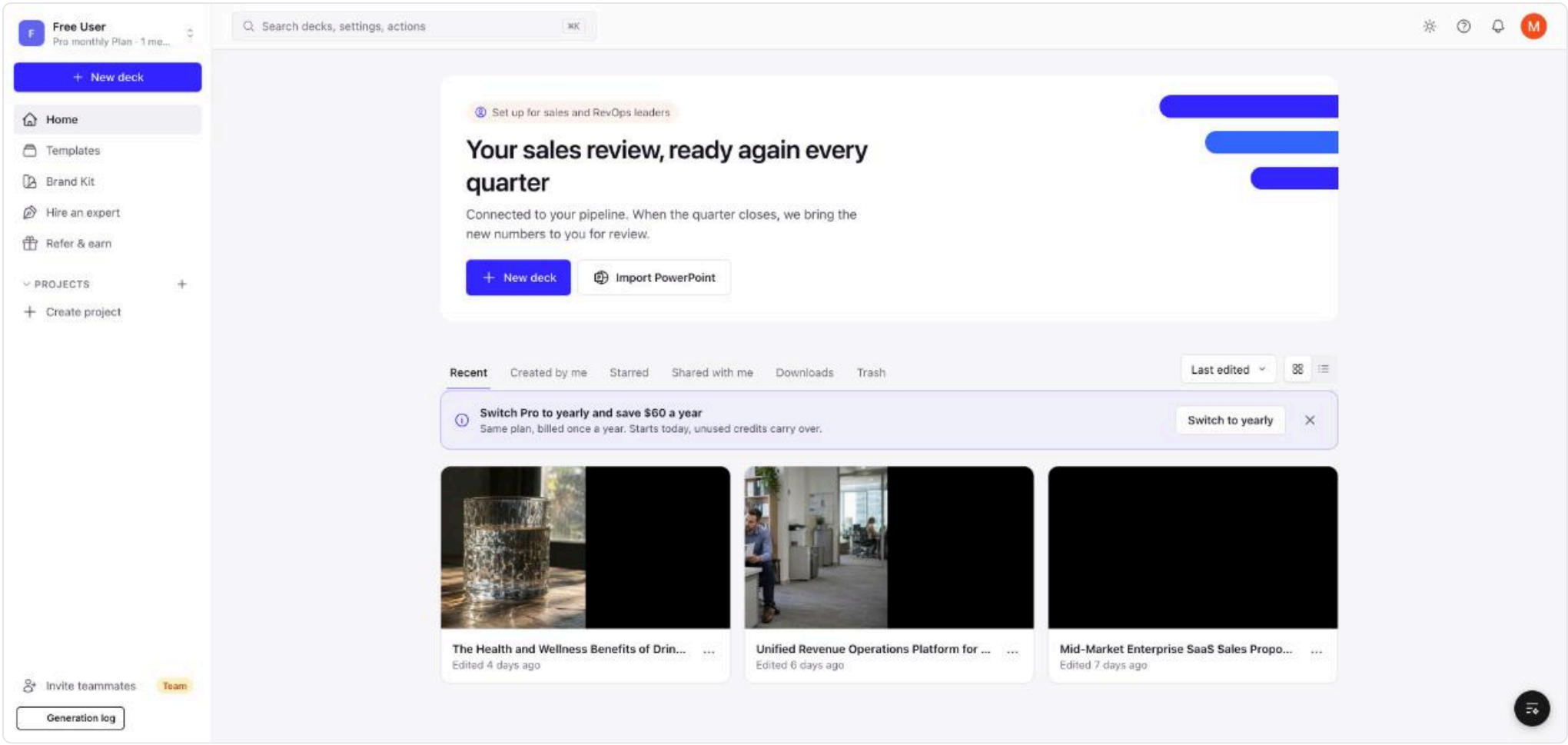
Settings, Plan and billing: Pro monthly

US$25/month, monthly invoices, Change plan and Cancel renewal. Cancel renewal on monthly says 'next month' and has no 20% offer step (yearly only).



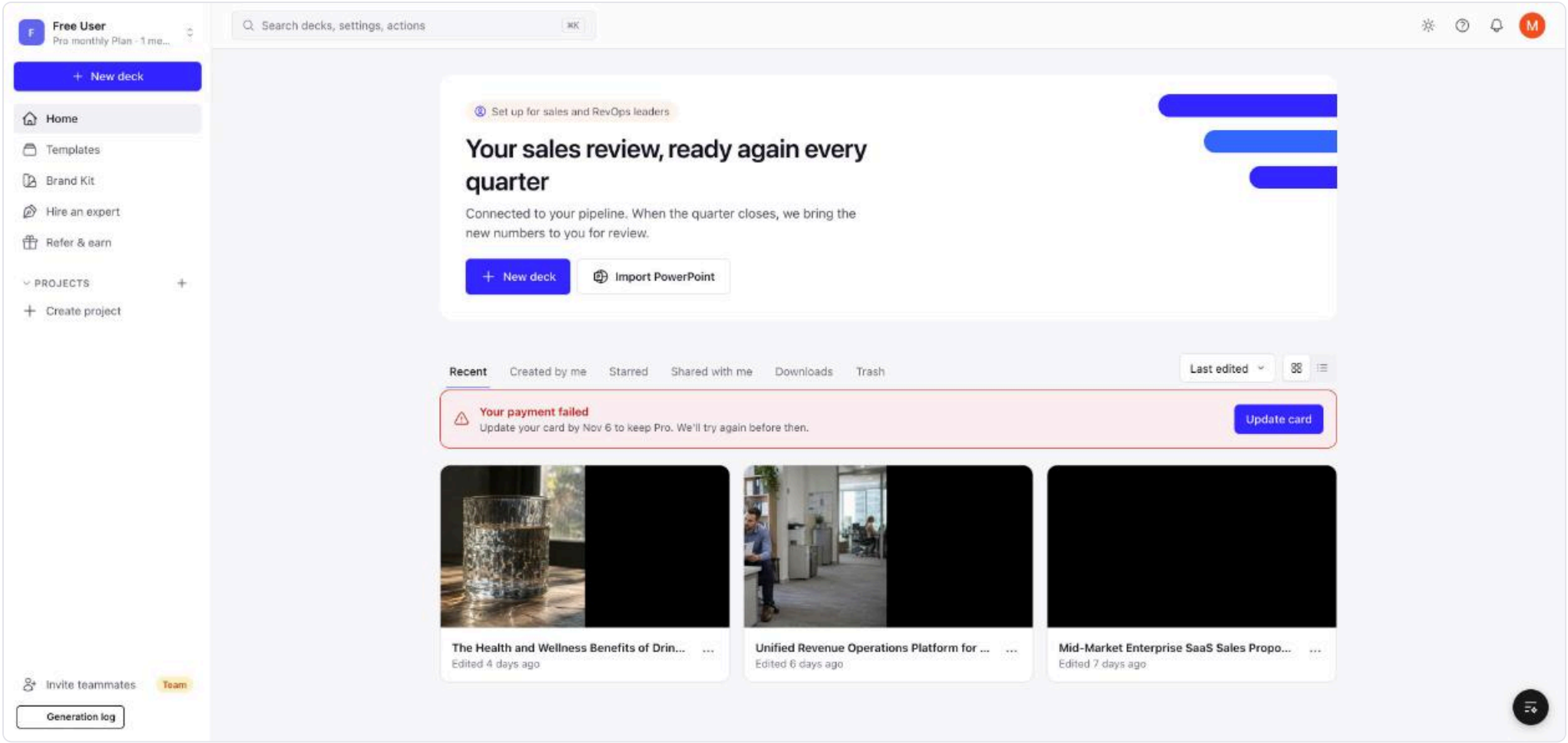
Dashboard: switch to yearly nudge

Pro monthly: save US$60 a year; Gold monthly: save US$240. Dismiss hides it for a week. Switch to yearly opens Manage your plan with the yearly plan selected. File: PlanNoticeBanner.jsx.



Dashboard: payment failed

Card declined, 7-day grace. Update card. After the grace period: 'Your workspace is on Free' notice.



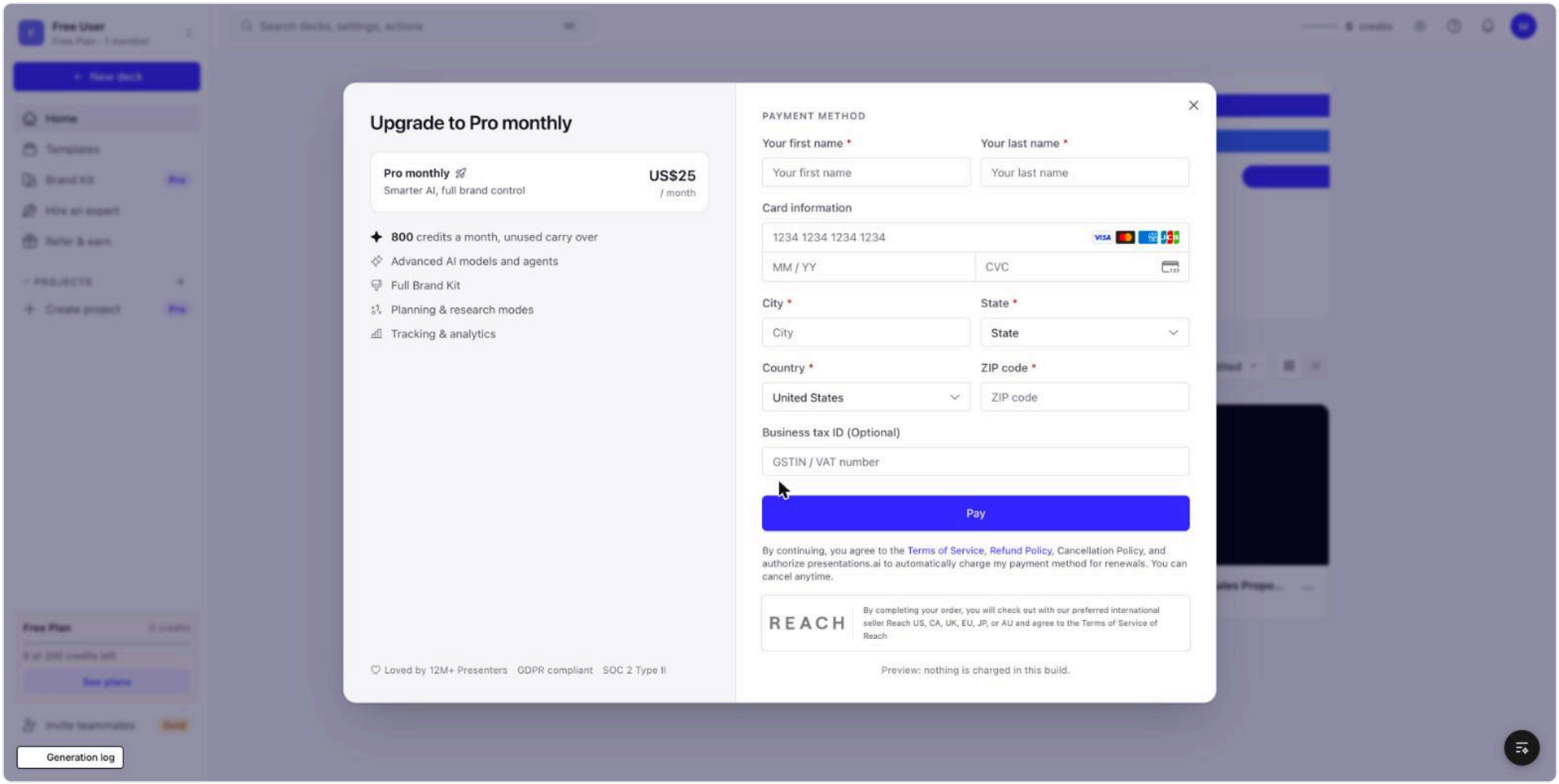
Checkout

Checkout rules (all plans)

Same dialog as the live checkout (1080px wide, summary pane 45%). The left side shows **only the plan being bought** in a plain white card (no radio, no selection styling, no other plans: plan changes live in Manage your plan), then that plan's credits and features, then the trust line. **No order summary.** Right side: the live card form (name, card information with brands, city / state, country / ZIP, business tax ID, Pay, terms, Reach). File: PreviewCheckoutV2.jsx; once the monthly SKUs exist these plans go through CheckoutScreenV2 with the same rules.

Monthly plan checkout

Opens from Start Pro monthly in the question flow (and monthly Buy buttons). "Upgrade to Pro monthly", US$25 / month, 800 credits a month (unused carry over) and the plan's features. Terms say it renews monthly until cancelled. Price and credits from the 2 Nov price sheet.



Yearly checkout after "The price is too high" (10% off)

Apply 10% discount opens the yearly checkout for the chosen plan only, with the "10% off · Ends in MM:SS" pill, the struck price and "Save US$24". Closing a yearly checkout on this page just closes (no extra offer; the in-place "Before you go" offer belongs to the separate Instant discount page).

