The primary pricing strategy for Zyppages has been **FREEMIUM,** in which an initial basic posting is free, and all charges and revenue would be based on the purchase of premium products. This is a typical SaaS model that aims to create a large user base and then use an ongoing marketing and sales upsell process.

- Freemium is a customer acquisition strategy to attract new users and activate viral loop (wom).
- A user who benefits from the free product would help with spreading the word and might upgrade.
- It is anticipated that for Zypline upgrades would be in the 5-15% range.

Major companies have used the Freemium model; e.g. Dropbox, Spotify, Slack, and many more.

Product	Function	Units	Charge	Cycle
BASIC	Core posting system that connects any mobile number to any file, document or web site and sets user's mobile number as locator, and URL Content can be personal or business profile, CV, restaurant menu, etc. It can be in any format, PDF, JPG, PNG, etc.	Base posting of content. Content limit of 10 Mb no page limit.	NO Charges for self-loading	Permanent
			Agent 1-time charge of **$18.00**	Zypline charge of **90%** **$16.20**
PREMIUM				
EXTRA	Suffixes added to core posting to create subpages: - RE agents can use separate URLs for each property - Merchants can have URLs for any service or product	25 TBD	$5.00 TBD	Monthly
PRO	Key Words Tags added to any core number, can include industry, area served, special skills, or any other identifier. Option to upload or dynamically provided by AI	20 TBD	$5.00 TBD	Monthly

VALUE IN FREE OFFERING

For Freemium to work, there has to be value in the free offering, and there is significant value in a free ZYP posting. This free basic service would appeal to users who are able to manage the process and the content themselves. Some examples of valuable examples:

- An early ZYP user who only posted his CV and updated it from time-to-time
- Service providers, consultants, gig workers and other small businesses
- A piano teacher that runs weekly ads in the newspaper could add a link to a full info page.
- A small lunch counter could post daily specials

This is basically advertising -- a bit like classified ads but at a lower cost. For Times of India $8.00 for 6-lines insert.

And many free users would upgrade if there is impact. But the free users support the overall value of the company. For example, DropBox has 700M users, only 19M (3%) pay and LinkedIn 1B users; 176M(18%) pay.

FUTURE PRICING OPTIONS:

Trial – free for only first year   Eliminate free once value established in market
Throttled - free but stops at 50 uniques /mo   All free and revenue from advertising

Name	Key Function	Status	Charges	List	Zypline Fees
-6 **CURRENT & ROADMAP**					
BASIC	Core system that connects any mobile number to any file, document or web site and sets user's mobile number as locator, link and/or URL.	Operational	1-time charge for assistance via ZypAgent. (will typically Include charge to create content.	$10.00-$25.00	One-time activation fee $10.00 **TBD**

Future commission on premium sales Contract with e-Gov would be differ
We should continue to look for these Enterprise sales –
TOI uses agents – about 500 == probably overlap
\MAYBE perfect the CSC model

Telco project
B2B – Telco rev share
Stuff fm ExSum

FUTURE PLANNED PREMIUMS

Product	Function	Units	Charge	Cycle
-5 **FUTURE PREMIUM**				
Ecommerce	enable online digital sales from posted content. Users would identify products for sale and ZYP would provide fulfillment and payment system.	Product SKU Identified. Pressure. Using suffixes.	Fees to ZYP would be on a transaction basis.	Permanent
Advertising				
in. Call. Sales	With the ZYP call app. People have been able. For example, to call a theater. To check out the available seats and during that call. Have. An offer placed on this screen which could be acted on.			
Zypnumber	A second line on a mobile phone. Could be a separate business line. Dedicated to zip.			

Zyppages vs Conventional Website

	ZPAGE	Wix Free	Custom Site	WordPress
Buy/Register Domain	No	No – but your business name might be taken	Yes	Yes
Hosting	One Time Fee	No	$6.95/mo. and up	$9.95/mo. and up
Consultant/Developer	No	Maybe	Yes	Probably
Ease of Content Updates	Very Easy	Depends on	Depends on	Depends on
Monthly Security Maintenance	None	None	Moderate to High	Moderate to High
Average Costs	Less than $25	Free	$3000+	$1500
E-commerce	Yes	For Fee	Yes	Yes
Purchase a template	No	Maybe	Maybe	Maybe
Just use a WORD doc	Yes	No	No	No
Total cost of ownership	$25 + eCommerce Fees	Free for bare minimum site	No Limit	No Limit
Ease of use	Freakishly Simple™	Simple for web developer	Requires Expertise	Requires Expertise

ZPAGE vs Social Media

	ZYPPAGES	SOCIAL MEDIA
Simple Upload Process	Yes	Yes
Simple Update Process	Always	Depends
Registration	Not Required	Yes
Personal Information Required	Not Required	Yes
Cluttered Content	No	Yes
Easy Search	Yes	No
Complex App Offering	No	Yes
Computer Required	No	Yes

1.0 Appendix–A: Product Catalog & Roadmap

EXTRA	Multiple pages by adding suffixes to the pseudo-root domain of the phone number or other index. For example, 9176502337 opens pic of dev team. But 9176502337/ctc opens other content. ZYPLINE will publish a convention that can be used as a standard: ▪ #/CV or #/bio always displays current resume if posted ▪ #/menu shows latest menu ▪ #/hours hours if business	Operational	One-time Charge Based on # of pages		Revenue Sharing 85% ZYP Agent gets 15%
			Up to 100 pgs	$5.00	
			Up to 500 pgs	$25.00	
			Up to 2500	$100.00	

	▪ #/address location of business if appropriate Etc. Also there will be an enterprise level convention in future ZYPLINE will publish this online for access				
PREMIUM PRO	Key Words Tags added to any core number that can include industry, area served, special skills, and any other key word or identifier.	In Dev 3Q-2019	Monthly	$5.00	Revenue Sharing 85% ZYP Agent gets 15%
SALES e-commerce	Using suffixes as product codes (SKU) a full shopping cart and e-commerce process is available in selected market areas.	Operational V-2 4Q-2019	Local products will be offered online and a fee (15%) will be added for local ZYPAGENT.		Transaction fees of 5-7.5% on external online pricing
Directory	Printed guide of local listings with category headings; piano teachers, hats, drivers, cooks, bartenders etc, Guide would have local ads from taxi companies, shows etc.	In Dev	Agent would set charges and locate advertisers		Revenue Sharing 50% DSI ZYP

ZYPCALL	The enterprise service will include an on-call full-service bureau and support including all design, graphics, and management of posting. This will provide ease of use for customers and guarantee higher quality displays.			
Service	**Monthly Charges**			**Notes**
	Base plus one phone number	**Monthly for each additional number**	**Revenue Share**	
Premium	$10,000	$1,000	NONE	Typical enterprise client would have 10 lines so monthly will be about $19,000