

Pricing Model & Unit Economics Blueprint

myvirtualassistantapp.com

Pricing Model & Unit Economics

1. Client Commercial Tiers (1/3 Setup Formula + 14-Day Staging Pilot)

Plan	One-Time Setup (1/3 Formula)	Monthly Retainer (After 14-Day Pilot)	Daily Rate	Included Minutes	Overage / Min
Tier I: Starter	\$119	\$349 / mo	<\$12 / day (\$0.48/hr)	250 mins (~80–120 calls)	\$0.35 / min
Tier II: Growth	\$229	\$699 / mo	\$23 / day (\$0.97/hr)	750 mins (~250–350 calls)	\$0.28 / min
Tier III: Enterprise	\$499	\$1,499 / mo	\$50 / day (\$2.08/hr)	2,000 mins (~700–1,000 calls)	\$0.22 / min

Note: Setup fees are \$0 (waived) on annual billing agreements.

2. Wholesale Infrastructure Cost Per Minute

- Deepgram Nova-2 (STT): \$0.0059 / min
- OpenAI Flagship GPT-4o (Brain): ~\$0.015 / min
- ElevenLabs Turbo v2.5 (Voice): ~\$0.045 / min
- Carrier Telephony / SIP: ~\$0.030 / min
- **Total Wholesale Cost: ~\$0.096 to \$0.10 per minute**

3. SaaS Gross Profit Margins

- **Starter:** \$349 collected - \$24 cost = **\$325 / mo Gross Profit (93.1% Margin)**
- **Growth:** \$699 collected - \$72 cost = **\$627 / mo Gross Profit (89.7% Margin)**
- **Enterprise:** \$1,499 collected - \$192 cost = **\$1,307 / mo Gross Profit (87.2% Margin)**