



Table of Contents

Comprehensive Pricing Template for AI-Generated Products.....	1
1. Overview	1
2. Template Sections	1
3. Detailed Sections.....	1
A. Cost Calculation	1
B. Market Analysis	2
C. Value Assessment.....	2
D. Pricing Tiers	3
E. ROI Calculator	4
F. Summary Dashboard	4
4. How to Create the Template in Excel or Google Sheets.....	5
5. Example Spreadsheet Layout.....	6
Sheet 1: Cost Calculation	6
Sheet 2: Market Analysis.....	6
Sheet 3: Value Assessment	7
Sheet 4: Pricing Tiers	7
Sheet 5: ROI Calculator	8
Sheet 6: Summary Dashboard.....	8
6. Tips for Using the Pricing Template	8



Comprehensive Pricing Template for AI-Generated Products

1. Overview

This template is divided into several sections to help you systematically approach pricing your AI-generated products. Each section includes specific fields and instructions to guide you through the process.

2. Template Sections

1. **Cost Calculation**
2. **Market Analysis**
3. **Value Assessment**
4. **Pricing Tiers**
5. **ROI Calculator**
6. **Summary Dashboard**

3. Detailed Sections

A. Cost Calculation

Purpose: Determine the total cost involved in developing and maintaining your AI product to ensure all expenses are covered.

Cost Category	Description	Monthly Cost (\$)	Annual Cost (\$)
Development Costs	Salaries, software licenses, tools		
Operational Costs	Hosting, cloud services, maintenance		
Marketing Costs	Advertising, promotions, content creation		



Hustle *And* Income

Support Costs	Customer service, technical support		
Miscellaneous Costs	Other unforeseen expenses		
Total Costs	Sum of all costs		

Instructions:

- List all relevant cost categories.
- Fill in the monthly and annual costs for each category.
- Calculate the total costs to understand your baseline expenses.

B. Market Analysis

Purpose: Analyze competitor pricing and industry standards to position your product competitively.

Competitor Name	Product	Pricing Model	Price Point (\$)	Features Included

Instructions:

- Identify key competitors offering similar AI-generated products.
- Document their pricing models (e.g., subscription, one-time fee).
- Note their price points and the features included at each level.
- Use this data to identify market trends and opportunities for differentiation.

C. Value Assessment

Purpose: Assess the perceived value of your AI product to set prices based on customer willingness to pay.

Value Driver	Description	Customer Perception (1-10)	Monetary Value (\$)
Functionality	Key features and capabilities		
Ease of Use	User-friendliness and accessibility		



Hustle *And* Income

Reliability	Consistency and accuracy of AI outputs		
Customization	Ability to tailor the product to specific needs		
Support Services	Quality of customer support and additional services		
Trust and Transparency	Clear communication about AI processes and data use		
Total Perceived Value	Sum of all value drivers		\$

Instructions:

- Identify key value drivers for your AI product.
- Rate each driver based on customer perception.
- Assign a monetary value to each driver based on estimated customer willingness to pay.
- Calculate the total perceived value to inform your pricing strategy.

D. Pricing Tiers

Purpose: Create multiple pricing levels to cater to different customer segments and maximize revenue.

Tier Name	Price (\$)	Features Included	Target Audience
Basic		Core functionalities	Startups, Individual Users
Standard		Basic + Additional Features	Small to Medium Businesses
Premium		Standard + Advanced Features & Support	Enterprises, High-Volume Users
Custom		Tailored solutions based on specific needs	Large Enterprises, Customized Projects

Instructions:

- Define different pricing tiers based on features and services.
- Assign appropriate price points to each tier.



Hustle *And* Income

- Specify the target audience for each tier to ensure clear segmentation.

E. ROI Calculator

Purpose: Demonstrate the return on investment (ROI) your AI product offers to justify pricing.

Metric	Description	Value	Calculation Formula	Result (\$)
Initial Investment	Total cost to purchase the product			
Monthly Savings	Cost savings per month using the product			
Annual Savings	Monthly Savings * 12		=B2*12	
Additional Revenue	Increased revenue due to product usage			
Total Annual ROI	Annual Savings + Additional Revenue - Initial Investment		=B3 + B4 - B1	

Instructions:

- Input the initial investment cost.
- Estimate monthly savings and additional revenue generated by using your AI product.
- Use the formulas to calculate annual savings and total ROI.
- Highlight the ROI to communicate value to potential customers.

F. Summary Dashboard

Purpose: Provide a snapshot of your pricing strategy, including key metrics and insights.

Metric	Value (\$)	Notes
Total Costs		From Cost Calculation section
Total Perceived Value		From Value Assessment section
Basic Tier Price		From Pricing Tiers section



Hustle *And* Income

Standard Tier Price		From Pricing Tiers section
Premium Tier Price		From Pricing Tiers section
Break-Even Point		Total Costs / Average Price per Unit
Projected Annual Revenue		Sum of all tier prices multiplied by expected sales
ROI		From ROI Calculator section

Instructions:

- Summarize all key pricing metrics in one place.
- Use this dashboard to quickly assess the effectiveness of your pricing strategy.
- Update regularly to reflect any changes in costs, market conditions, or product features.

4. How to Create the Template in Excel or Google Sheets

1. Open Your Spreadsheet Software:

- **Excel:** Open Microsoft Excel and create a new workbook.
- **Google Sheets:** Go to [Google Sheets](#) and create a new spreadsheet.

2. Create Separate Sheets for Each Section:

- The tabs at the bottom should be renamed to match each section (e.g., "Cost Calculation," "Market Analysis," etc.).

3. Input the Tables:

- Copy the tables provided above into their respective sheets.
- Ensure that formulas (e.g., $=B2*12$, $=B3 + B4 - B1$) are correctly entered in the ROI Calculator and Summary Dashboard sections.

4. Format for Clarity:

- Use bold headers, borders, and shading to distinguish different sections.
- Adjust column widths for better readability.

5. Add Formulas:

- In the **Cost Calculation** sheet, use the SUM function to total the costs.



Hustle *And* Income

- In the **ROI Calculator** and **Summary Dashboard**, ensure that all formulas correctly reference the appropriate cells.

6. Visualize Data:

- Consider adding charts or graphs to the Summary Dashboard to visualize key metrics such as Total Costs, Perceived Value, and ROI.

7. Save and Share:

- **Excel:** Save the workbook to your device.
- **Google Sheets:** Use the "Share" button to collaborate with team members or download as an Excel file.

5. Example Spreadsheet Layout

Below is an example of how you might structure your spreadsheet. This is a simplified version; feel free to customize it based on your specific needs.

Sheet 1: Cost Calculation

A	B	C	D
Cost Category	Description	Monthly Cost (\$)	Annual Cost (\$)
Development Costs	Salaries, licenses	10,000	120,000
Operational Costs	Hosting, maintenance	2,000	24,000
Marketing Costs	Advertising, promos	3,000	36,000
Support Costs	Customer service	1,500	18,000
Miscellaneous	Other expenses	500	6,000
Total Costs		17,000	204,000

Sheet 2: Market Analysis

A	B	C	D	E
Competitor	Product	Pricing Model	Price Point (\$)	Features Included
Competitor A	AI Tool Pro	Subscription	49/month	Feature 1, Feature 2
Competitor B	AI Design Plus	Tiered Pricing	29/month	Feature A, Feature B



Hustle *And* Income

Competitor C	AI Content Gen	Usage-Based	0.10/API Call	Feature X, Feature Y
---------------------	----------------	-------------	---------------	----------------------

Sheet 3: Value Assessment

A	B	C	D
Value Driver	Description	Customer Perception (1-10)	Monetary Value (\$)
Functionality	Key features and capabilities	9	200
Ease of Use	User-friendliness	8	150
Reliability	Consistent performance	9	180
Customization	Tailored solutions	7	120
Support Services	Quality of customer support	8	160
Trust and Transparency	Clear communication about AI	8	140
Total Perceived Value			950

Sheet 4: Pricing Tiers

A	B	C	D
Tier Name	Price (\$)	Features Included	Target Audience
Basic	29	Core functionalities	Startups, Individuals
Standard	59	Basic + Advanced Features	SMBs
Premium	99	Standard + Premium Support	Enterprises
Custom	Negotiable	Tailored Solutions	Large Enterprises



Hustle *And* Income

Sheet 5: ROI Calculator

A	B	C	D	E
Metric	Description	Value	Calculation Formula	Result (\$)
Initial Investment	Total cost	20,000		
Monthly Savings	Cost savings	3,000		
Annual Savings	=B2*12		=B2*12	36,000
Additional Revenue	Increased revenue	10,000		
Total Annual ROI			=B3 + B4 - B1	16,000

Sheet 6: Summary Dashboard

A	B	C
Metric	Value (\$)	Notes
Total Costs	204,000	From Cost Calculation
Total Perceived Value	950	From Value Assessment
Basic Tier Price	29	From Pricing Tiers
Standard Tier Price	59	From Pricing Tiers
Premium Tier Price	99	From Pricing Tiers
Break-Even Point	204,000 / Avg Price per Unit	Calculate based on average sales
Projected Annual Revenue	(Basic * X) + (Standard * Y) + (Premium * Z)	Replace X, Y, Z with expected sales
ROI	16,000	From ROI Calculator

6. Tips for Using the Pricing Template

- **Customize Categories:** You can modify cost categories and value drivers to fit the specifics of your AI product and business model.



Hustle *And* Income

- **Regular Updates:** To ensure your pricing remains competitive and profitable, keep the template updated with the latest cost data, market trends, and customer feedback.
- **Collaborate:** Share the spreadsheet with key stakeholders to gather input and ensure all aspects of pricing are considered.
- **Visualize Data:** Utilize charts and graphs within the Summary Dashboard to visualize key metrics and trends for easier analysis and decision-making.
- **Scenario Planning:** Use the template to run different pricing scenarios and assess their impact on profitability and market positioning.

Following the structure and instructions above, you can create a comprehensive pricing template tailored to your AI-generated products. This template will help you strategically set prices that reflect your costs and the value you provide to your customers, ensuring your competitiveness and profitability in the 2025 market.