

PRICING INPUTS & TRADEOFFS WORKSHEET

Steven Mitts Digital Startup Playbook

Premium Founder Framework

COVER PAGE

PRICING INPUTS & TRADEOFFS WORKSHEET

A Structured Framework for Designing Pricing With Strategic Discipline

From Idea to Operator

Steven Mitts Digital Startup Playbook

Build pricing that reflects business reality — not guesswork.

INTRODUCTION

Why This Tool Exists

Most founders price emotionally.

Or competitively.

Or based on what “feels fair.”

Few price structurally.

This worksheet forces you to:

- List and weight the real inputs influencing pricing
- Identify hard constraints you cannot ignore
- Separate what must be locked from what can be tested
- Connect pricing decisions to operational reality

Pricing is not a number.

It is a strategic positioning decision.

When to Use This

Use this tool:

- Before launching
- Before changing pricing
- Before fundraising
- When margins feel tight

- When growth feels expensive
- When customers resist price

Return to it every time the business changes materially.

This is a living tool.

Outcome

By the end of this worksheet, you will have:

- A weighted view of pricing inputs
- Clear non-negotiable constraints
- Defined lock vs experiment zones
- A pricing structure aligned with reality

CORE FRAMEWORK

PART 1 — PRICING INPUT INVENTORY

List every factor influencing your pricing decision.

Then assign a weight from 1–5 based on importance.

(1 = Low Influence | 5 = Critical)

Pricing Input Matrix			
Pricing Input	Description	Weight (1–5)	Notes
Cost Structure	Fixed + variable cost reality		
Margin Targets	Required margin for sustainability		
Market Willingness to Pay	What buyers realistically pay		
Competitive Anchors	Market reference pricing		
Value Delivered	Economic or strategic impact created		

Positioning Strategy	Premium / Mid-market / Entry		
Sales Complexity	Sales cycle + CAC implications		
Cash Flow Needs	Burn rate + liquidity pressure		
Customer Type	SMB / Enterprise / Consumer		
Scalability	Marginal cost behavior		
Risk Profile	Performance guarantees / liability		
Founder Risk Tolerance	Appetite for aggressive pricing		

Add additional inputs:	
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Custom Input	Description	Weight	Notes

Reflection Prompt

Which 3 inputs have the highest weight?

Why?

PART 2 — NON-NEGOTIABLE CONSTRAINTS

Constraints are not opinions.

They are structural realities.

Identify what cannot be violated.

Constraint Identification

List hard constraints:

- Minimum viable gross margin: _____
- Maximum acceptable CAC: _____
- Required runway duration: _____
- Regulatory / legal pricing constraints: _____
- Channel margin requirements: _____
- Payment processing realities: _____

Other non-negotiables:

If you violated these — what breaks?

PART 3 — LOCK VS EXPERIMENT

Not all pricing variables are equal.

Some must be locked.

Some should be tested.

Pricing Variables to Evaluate

Pricing Variable Lock (Yes/No) Why Experiment Approach

Core Price Point

Discount Policy

Contract Length

Tier Structure

Bundling

Pricing Variable Lock (Yes/No) Why Experiment Approach

Free Trial

Payment Terms

Upsells

Add-ons

Decision rule:

Lock what affects structural stability.

Experiment where signal can be measured safely.

PART 4 — TRADEOFF ANALYSIS

Every pricing decision creates tradeoffs.

Choose consciously.

Tradeoff Mapping

If you raise price:

You gain:

You risk:

If you lower price:

You gain:

You risk:

If you add tiers:

You gain:

You risk:

PART 5 — BUSINESS REALITY ALIGNMENT

Now connect pricing to the actual business.

Alignment Questions

Does this pricing:

- Sustain required margins?
- Support your positioning strategy?
- Cover CAC + operational overhead?
- Scale as volume increases?
- Signal the right market tier?
- Match your brand promise?

Where misalignment exists:

FINAL DECISION SUMMARY

Your Pricing Structure

Core Price: _____

Tiering Structure: _____

Primary Experiment Variables:

1. _____
2. _____
3. _____

Non-Negotiables Protected:

1. _____
 2. _____
 3. _____
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Founder Commitment

I understand that pricing is a strategic decision, not a guess.

I will test deliberately.

I will protect structural constraints.

I will revisit this quarterly.

Signature: _____

Date: _____