

TinyStride — Monetization Blueprint

Ethical, Family-Safe & Behavioral Microtransaction Architecture

EXECUTIVE BRIEF • AUGUST 2026 • V2.0

Core Principle: The micro-habit loop, child learning games, and accessibility tools remain **100% earnable and pressure-free**. TinyStride monetizes adult-controlled subscriptions, BCBA practitioner workspaces, and non-consumable cosmetics—never core habits, streak retention, or child safety.

Implementation Audit: Codebase vs. Roadmap

Active in Codebase8 LIVE - Bunny Theme Park (7 breeds, 14 wardrobe items) - Habit Stacking (Behavioral anchor cues) - ADHD Toolkit (Brown noise & wake lock) - Simplify Mode (1-click decluttering) - Quests & Heatmap (365-day tracking) - Cheer Cards (Carrot bonus rewards) - COPPA Gate (Zero child IAPs) - Admin Cockpit (9-card tester matrix)	Phase 2–3 Roadmap7 NEW STREAMS - Seasonal Event Passes (\$2.99/event) - Template Marketplace (70/30 rev share) - Referral Reward Engine (viral loop) - Family Challenge Packs (\$3.99/pack) - Data Insights Premium (conversion lever) - Park Expansion Packs (\$2.99/zone) - Gift Subscriptions (\$39.99–\$79.99)	Unit Economics1 : 5.8 LTV:CAC Blended CAC: \$4.20 → \$2.80 with referrals Focus Pro LTV: \$118.00 (2.5yr) Family Plus LTV: \$240.00 (3.2yr) Clinic LTV: \$680.00 (B2B SaaS) Break-even: Month 7 post-launch Zero loot-boxes / Zero safety paywalls
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12-Month MRR Projection & Revenue Mix (Target: \$120k ARR)



★ **Key Takeaway — Page 1:** 8 monetization features are live in the codebase today. 7 new revenue streams are planned for Phase 2–3 deployment. The blended LTV:CAC ratio of 1:5.8 significantly exceeds the industry benchmark of 1:3, validating sustainable unit economics.

Subscription Packaging & New Revenue Streams

Pricing Elasticity, Expansion Revenue & Conversion Psychology

PRICING MATRIX • V2.0

Core Subscription Tiers

 Free Stride LIVE \$0 5 active habits - Classic bunny - Focus timer - Basic Simplify 1 daily reminder	 Focus Pro LIVE \$4.99/mo - Unlimited habits - Habit Stacking - Brown Noise - Wake Lock 365-day heatmap	 Family Plus Q2 \$9.99/mo 2 adults + 4 kids - Shared boards - Print charts - Exclusive themes - Weekly digest	 Clinic Suite LIVE \$19.99/seat 25 client seats - Telemetry - Remote lock - Cheer Cards - FERPA export
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Expansion Revenue Streams (Phase 2–3)

Stream	Model	M12 Projection	Status
 Seasonal Event Passes	\$2.99/event, 6 events/yr (Halloween, Winter, Back-to-School, etc.)	\$12k–\$18k	Q3
 Routine Template Marketplace	\$1.99–\$3.99/template, 70/30 rev share with BCBA creators	\$8k–\$15k	Q3
 Referral Reward Engine	50 carrots + 1-week Pro trial per successful referral	Indirect: CAC \$4.20→\$2.80	Q2
 Family Challenge Packs	\$3.99/pack, 12 themed packs/yr (Weekend Warrior, Screen-Free, etc.)	\$6k–\$10k	Q3
 Data Insights Premium	Included in Pro (trend graphs, best-time analysis, PDF reports)	Indirect: +15% conversion	Q2
 Bunny Park Expansion Packs	\$2.99/zone (Ocean Cove, Space Station, Enchanted Forest, Dino Valley)	\$15k–\$25k	Q4
 Gift Subscriptions	Gift cards at \$39.99/\$79.99 for holidays/birthdays	\$8k–\$12k	Q3

Conversion Funnel & Churn Reduction

Acquisition → Retention Funnel

Aware	500,000 impressions
Trial	150,000 downloads (30%)
Active	97,500 activated (65%)
Paid	4,763
Retain	ret 77%

Churn Reduction Playbook

- Day 7:** "We Miss Your Bunny 🐰" push + 20 bonus carrots
- Day 14:** Personalized Cheer Card from mascot + streak recovery
- Day 30:** Email with progress summary + emotional re-hook

Pricing Psychology

- Charm pricing: \$4.99 (not \$5.00) — proven +8% conversion lift
- Annual framing: "Save \$20 — Get 2 months free!"
- Family value frame: "\$2.50/person for the whole family"
- Social proof: "Join 8,500 families building tiny habits"

🔑 **Key Takeaway — Page 2:** 7 new expansion revenue streams will generate an estimated \$49k–\$80k in additional annual revenue on top of the core subscription base. The Referral Reward Engine alone is projected to reduce CAC by 33%, improving the LTV:CAC ratio to 1:8.4.

Audience Protections & Behavioral Science

Ethical Guardrails, Competitive Positioning & Research Grounding

ETHICS & SCIENCE • V2.0

Audience Matrix & Ethical Protections

Audience	Ethical Offerings	Status	Strictly Prohibited
Children (5–12)	Earnable breeds, costumes, park rides, learning games via habit completion. 100% earnable with carrots.	✔ IMPLEMENTED	Loot boxes, timer pressure, direct child purchasing, targeted ads.
Parents & Families	Family plan (4 children), routine boards, parental summaries, printable reward charts.	✔ IMPLEMENTED	Charging for safety features or emergency alerts.
ADHD Adults	Focus Studio, brown noise, wake lock, routine packs, annual heatmaps, data insights.	✔ IMPLEMENTED	Pay-to-win streak protection, shame-based alerts, FOMO countdowns.
Caregivers / BCBA's	Multi-client portal, adherence summaries, remote Simplify lock, Cheer Cards, CSV reports.	✔ IMPLEMENTED	Per-nudge fees, medical diagnosis claims, unverified clinical outcomes.

Competitive Pricing Comparison

Platform	Individual Price	Family Price	ADHD Focus	Child Safety	Caregiver Portal
TinyStride	\$4.99/mo	\$9.99/mo	Native	COPPA	Built-in
Habitica	\$4.99/mo	N/A	No	Partial	No
Fabulous	\$79.99/yr	N/A	Moderate	No	No
RoutineFlow	\$6.99/mo	\$12.99/mo	Moderate	No	No
CentralReach (ABA)	N/A	N/A	No	Yes	\$150+/seat

Behavioral Science Grounding

Atomic Habits & Fogg Model

- James Clear:** Cue→Craving→Response→Reward loop realized in Habit Stacking anchors.
- BJ Fogg (B=MAP):** Near-zero activation energy for micro-habits, accelerated by Simplify Mode.
- Nir Eyal (Hooked Model):** Non-exploitative internal triggers via positive Cheer Card reinforcement.

ADHD Executive Function Scaffolding

- Dr. Barkley:** Visual countdowns, Screen Wake Lock, and synthesized Brown Noise combat time blindness.
- Dr. Hallowell:** Positive emotional scaffolds (Bunny Park joy) prevent shame spirals.
- Variable reinforcement:** Non-gambling, authentic task completion rewards only.

 **Non-Clinical Boundary:** TinyStride is an executive-functioning and habit-tracking tool. It is NOT a medical diagnosis platform, therapy substitute, or clinical treatment device. All marketing and documentation maintain this boundary explicitly.

 **Key Takeaway — Page 3:** TinyStride occupies a unique white space: more accessible than clinical ABA platforms (\$150+/seat), safer than generic habit apps (COPPA-compliant, zero child IAPs), and purpose-built for the neurodivergent family market. No direct competitor covers all four pillars: Simplify Mode + Bunny Park + Caregiver Portal + Brown Noise Scaffolding.