

SKILLNAVORA · AI PRODUCT MANAGEMENT & GENAI
LAUNCHPAD

Pricing & Monetising AI Products

Make AI products profitable: AI cost structure and unit economics, pricing models (seat, usage, credits, outcome, hybrid), packaging AI features, margin control and go-to-market.

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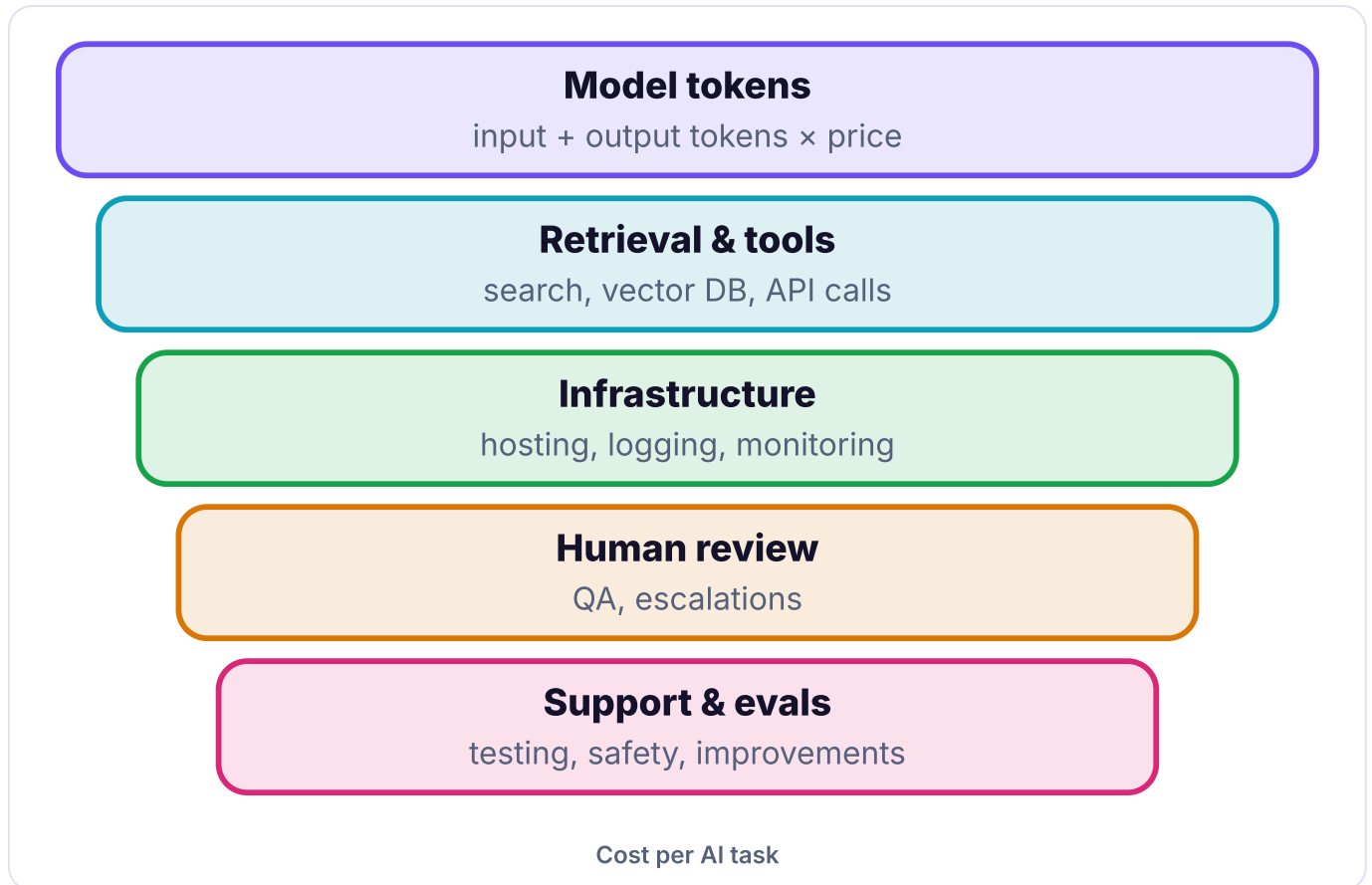
How to use this guide

Each class has goals, concepts with Indian examples, key takeaways and a practice exercise, from basic to advanced. Finish with the final project to build something you can show in interviews.

	Class	Level
Class 1	AI cost structure and unit economics	Basic
Class 2	Pricing models	Basic
Class 3	Packaging AI features	Intermediate
Class 4	Protecting margins	Intermediate
Class 5	Go-to-market for AI products	Advanced
Class 6	Final project	Advanced
Toolkit: templates, cheat sheet, glossary, 5 interview questions, further reading		

AI cost structure and unit economics

Know what each AI task costs.



```
cost per task = (input tokens × input price + output tokens × output price) × calls per task
               + tools/retrieval + human review share
gross margin  = (price per task - cost per task) ÷ price per task
```

Measure cost per **successful** task; retries and failures count.

Key takeaways

- Every AI use has a variable cost.
- Track cost per successful task.
- Include human review and evals in cost.

Practice exercise: Estimate the cost per conversation for an AI support bot with your own assumptions.

Pricing models

Compare seat, usage, credits, outcome and hybrid pricing.

Model	Example	Pros	Cons
Per seat	₹X per user/month incl. AI	Simple, predictable	Heavy users erode margin
Usage	Per 1,000 messages / minutes	Aligns with cost	Unpredictable bills
Credits	Monthly credit pack, top-ups	Flexible, controls cost	Harder to understand
Outcome	Per resolved ticket / booked meeting	Aligns with value	Needs clear measurement
Hybrid	Seat + included usage + overage	Balanced	More complex

Key takeaways

- Match price metric to value and cost.
- Hybrid models are common.
- Outcome pricing needs trusted measurement.

Practice exercise: Pick a pricing model for 3 AI products and justify it.

Packaging AI features

Decide free, paid and add-on AI.

- **Free tier AI** to drive adoption (limited usage).
- **AI in premium plans** to upsell.
- **AI add-on** priced separately for heavy-value use.
- Fair-use limits and clear meters; show usage in-product.
- India context: price sensitivity, UPI autopay, annual discounts, team plans for SMEs.

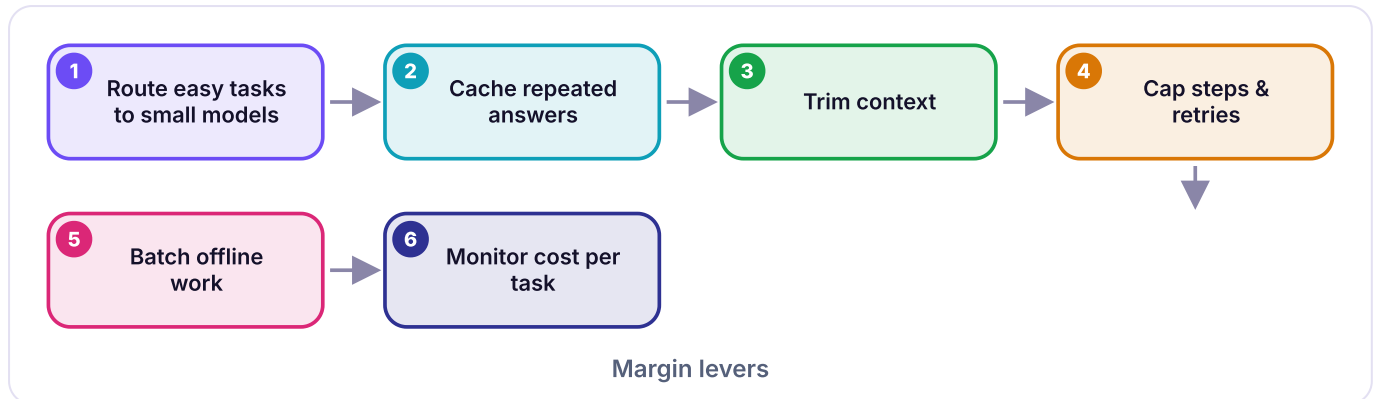
Key takeaways

- Free AI drives adoption; limits protect margin.
- Show usage clearly.
- Localise price points and payment methods.

Practice exercise: Design Free / Pro / Business packaging for an AI writing tool for Indian SMEs.

Protecting margins

Reduce AI cost without hurting quality.



Always check quality with evals after a cost change.

Key takeaways

- Routing and caching are the biggest levers.
- Cap runaway usage.
- Verify quality after every cost cut.

Practice exercise: Pick 3 margin levers for an AI tutor and estimate savings.

Go-to-market for AI products

Launch and sell AI with proof.

- Lead with measurable outcomes (hours saved, tickets resolved) and case studies.
- Free trials with guided use cases; time-to-value under 10 minutes.
- Address trust: security, data use, accuracy, human control.
- Sales enablement: ROI calculator, demo scripts, objection handling (hallucinations, privacy).

Key takeaways

- Sell outcomes with proof.
- Fast time-to-value in trials.
- Answer trust objections upfront.

Practice exercise: Write an ROI calculator outline for an AI support copilot.

Final project

Price and package a real AI product.

Choose an AI product; build a unit-economics sheet (cost per task, margin), choose a pricing model and packaging, set fair-use limits, write the pricing page copy, and an experiment plan to test willingness to pay.

Key takeaways

- Numbers first, then packaging.
- Test willingness to pay.
- Revisit as model prices fall.

Practice exercise: Complete the pricing project.

Templates

Unit-economics sheet

Field	Fill in
Tasks per user per month	
Tokens per task (in / out)	
Model price	
Tools & retrieval cost	
Human review cost	
Cost per successful task	
Price per user / per task	
Gross margin	

Cheat sheet

Term / tool	Meaning / use
Unit economics	Revenue and cost per unit (task, user)
Gross margin	$(\text{Price} - \text{cost}) \div \text{price}$
Credits	Prepaid units consumed by AI use
Outcome pricing	Charging per result achieved
Fair use	Limits that prevent abuse

Glossary

Overage	Charge beyond included usage
ROI	Return on investment

5 interview questions with answers

Q1. Why is AI pricing different?

Each use has variable model cost, so heavy usage can destroy margins on flat seat pricing.

Q2. Which pricing model would you choose?

The one whose metric matches customer value and cost: often hybrid seat + included usage + overage, or outcome pricing when results are measurable.

Q3. How do you calculate cost per task?

Tokens × prices × calls + tools and retrieval + human review share, divided over successful tasks.

Q4. How do you protect margins?

Routing, caching, context trimming, step caps, batching, monitoring cost per task, verified with evals.

Q5. How do you sell AI?

Outcome proof, fast time-to-value, trust answers, ROI tools.

Further reading and tools

- OpenAI pricing: <https://openai.com/api/pricing/>
- Anthropic pricing: <https://www.anthropic.com/pricing>
- Google AI pricing: <https://ai.google.dev/pricing>
- OpenView: usage-based pricing: <https://openviewpartners.com/usage-based-pricing/>

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