

PRICING DOCUMENT

Flowella: WhatsApp for Business Platform Integration and Automation

Supplier: Discover Digital Solutions Limited | **Framework:** G-Cloud 15 | **Lot:** 2b SaaS

1. PRICING OVERVIEW

This document sets out the pricing for Flowella platform subscriptions and related consultancy services. Pricing comprises: (1) Flowella platform subscription fees, and (2) optional consultancy services for implementation, customisation, and training.

Important: Meta (WhatsApp) charges separate conversation fees for WhatsApp Business API usage. These fees are billed directly by Meta and are not included in Flowella pricing.

2. FLOWELLA PLATFORM SUBSCRIPTION

Plan	Monthly Fee	Included Conversations	Additional Conversations
Starter	\$79 (approx. £63)	2,000/month	\$0.04 per conversation
Pro	\$199 (approx. £159)	5,000/month	\$0.035 per conversation
Enterprise	Custom pricing	Custom volume	Volume discounts available

All plans include:

- WhatsApp Flow creation from HubSpot, Google Forms, Typeform, SurveyMonkey
- HubSpot workflow integration for automated messaging
- Message template management and Meta approval submission
- Custom HubSpot inbox channel for WhatsApp conversations
- Opt-in/opt-out compliance management
- Conversation analytics and delivery tracking
- Access to Flowella Knowledge Base
- Email support during UK business hours

Note: Prices shown in USD as per Flowella standard pricing. GBP equivalents are approximate and subject to exchange rate fluctuations. Annual billing available with discount.

3. META WHATSAPP CONVERSATION FEES (NOT INCLUDED)

Meta charges separate fees for WhatsApp Business API conversations. These are billed directly by Meta to the Buyer's Meta Business Account and are NOT included in Flowella subscription fees.

Conversation Type	Description	Indicative Cost (UK)
Marketing	Promotional messages, offers, updates	~£0.04 per conversation
Utility	Transaction updates, confirmations	~£0.02 per conversation
Authentication	One-time passwords, verification	~£0.02 per conversation

Service	Customer-initiated support (24hr window)	Free (customer-initiated)
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Meta pricing is indicative and subject to change. Current rates available at business.whatsapp.com/pricing. A conversation is a 24-hour messaging session.

4. CONSULTANCY AND PROFESSIONAL SERVICES

4.1 Standard Consultancy Rate

Service Type	Unit	Rate (excl. VAT)
Flowella Consultancy	Per Hour	£124.00
Flowella Consultancy	Per Day (8 hours)	£992.00

The standard hourly rate of **£124.00 + VAT** applies to:

- Custom WhatsApp Flow design and configuration
- Complex CRM/form tool integration
- Message template strategy and creation
- Workflow automation setup
- User training and enablement (virtual or onsite)
- Ongoing optimisation and advisory

4.2 Indicative Project Pricing

Project Type	Typical Duration	Indicative Price Range
Basic Setup & Configuration	1-2 days	£500 - £2,000
Standard Implementation	3-5 days	£2,000 - £5,000
Advanced Implementation (multiple flows)	1-2 weeks	£5,000 - £10,000
Custom Integration Development	1-3 weeks	£5,000 - £15,000
Training (per day)	1 day	£992

Price ranges are indicative. Actual project costs depend on specific requirements and will be confirmed in a detailed quotation following discovery.

5. PAYMENT TERMS

Platform Subscription: Monthly subscription fees are invoiced monthly in advance.

Consultancy Projects: Payment terms agreed upfront. Typically milestone-based or monthly instalments for larger projects.

Meta WhatsApp Fees: Billed directly by Meta to the Buyer's registered payment method.

Standard Payment Terms: 30 days from invoice date unless otherwise agreed.

6. FREE TRIAL

A **14-day free trial** is available for the Flowella platform with full feature access. No credit card required to start. Trial includes access to Quick Start templates and self-service onboarding via the Flowella Knowledge Base.

Free initial consultation available for requirements scoping, platform demonstration, and solution architecture advice.

Start free trial: flowella.io

7. ADDITIONAL INFORMATION

VAT: All prices quoted exclusive of VAT. VAT at prevailing rate (currently 20%) will be added.

Expenses: Travel and accommodation for onsite work charged at cost and agreed in advance.

Discounts: Volume discounts available for Enterprise plans. Educational organisation discounts available on request.

Currency: Platform fees in USD; consultancy in GBP. GBP conversions are indicative.

Price Validity: Consultancy rates valid for G-Cloud 15 duration. Platform pricing subject to change with 30 days notice.

Discover Digital Solutions Limited

Platform: flowella.io | Company: discoverdigital.com

Version 1.0 - January 2026 - G-Cloud 15