

Free servers as the product-led wedge → Nitro Basic (\$2.99/mo or \$29.99/yr US) → Nitro (\$9.99/mo or \$99.99/yr) which includes two Server Boosts and 30% off more → communities pool Boosts for levels (2 / 7 / 14) → Quests and Orbs sit beside subscriptions. Private company: no published revenue.

KEY PARTNERS

- Server owners/admins allocate Boosts and perks (FACT FAQ).
- Xbox Game Pass perk for eligible Nitro subscribers (FACT nitro page).
- Logitech G and SteelSeries monthly member discounts (FACT).
- App stores bill Nitro in many countries (localized pricing article).
- **No named Quest rate card** — do not invent sponsor dollars.

KEY ACTIVITIES

- Voice, video, text, and Stage for free servers (product).
- Sell Nitro Basic and Nitro; retire Nitro Classic for new buyers (FACT blog).
- Run Boost levels 2 / 7 / 14 and 3-Boost add-on perks (FACT FAQ).
- Quests, Orbs, and profile cosmetics (FACT nitro page).
- **Sep 2026 Boost promo** — buy one month, get the next free (FACT, limited).

KEY RESOURCES

- **Server graph** — roles, history, emoji, members (product).
- **Nitro entitlement** — 2 Boosts per subscriber (FACT).
- Boosting streak badge as a status resource (FACT FAQ).
- Quest / Orb economy described, not quantified (FACT nitro page).
- No official revenue or MAU in the sources used here.

VALUE PROPOSITIONS

- **Free communities** — voice, text, video at base quality (product).
- **Nitro Basic** — emoji anywhere, 50MB uploads, themes (FACT nitro page).
- **Nitro** — HD streams, 1GB uploads, profiles, 2 Boosts (FACT).
- **Server levels** — shared perks once Boosts pool (FACT FAQ).
- Game Pass and hardware discounts as Nitro extras (FACT, region limits).

CUSTOMER RELATIONSHIPS

- Self-serve join, talk, subscribe, cancel (FACT Help).
- Automatic Booster role and visible flair (FACT FAQ).
- Streak badge; 72-hour window to keep it (FACT FAQ).
- 7-day cooldown to move a Boost between servers (FACT).
- Admins reallocate perks; Discord does not assign them (FACT).

CHANNELS

- Desktop, mobile, and console clients (product).
- In-client Nitro checkout; prices localize (FACT).
- Desktop-only controls for extra server perks (FACT FAQ).
- Gift cards redeemable toward Boosts (FACT FAQ).
- No separate retail channel described in these sources.

CUSTOMER SEGMENTS

- **Free members** — the majority a server needs (product).
- **Nitro Basic** — personal perks, no Boosts (FACT).
- **Nitro subscribers** — personal perks plus 2 Boosts (FACT).
- Whole-server beneficiaries of pooled Boosts (FACT levels).
- Quest / Game Pass-interested players (FACT nitro page).

COST STRUCTURE

- Realtime voice/video for free servers (INFERENCE; no \$ published).
- Higher stream quality at Boost levels 2 and 3 (FACT perks).
- **Nitro bundle costs** — Game Pass, hardware codes (FACT offer; \$ not disclosed).
- 30% Boost discount is a price cut, not a new factory (FACT).
- No published opex, margin, or headcount (private).

REVENUE STREAMS

- **Nitro Basic** — \$2.99/mo or \$29.99/yr US (FACT).
- **Nitro** — \$9.99/mo or \$99.99/yr US, with 2 Boosts (FACT).
- **Extra Boosts** — 30% off for Nitro; no discount on Basic (FACT).
- Server levels are pooled Boosts, billed per person (FACT FAQ).
- Quests/Orbs described; no public revenue or MAU (private).

Sources: discord.com/nitro · support.discord.com/hc/en-us · discord.com/blog/beginners-guide-to-nitro · support.discord.com/hc/en-us
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