

Answer-engine freemium: Free Standard lands cited web answers; Pro at \$20/mo unlocks frontier models, Deep Research, Computer, and Create; Max at \$200/mo is the individual power tier; Enterprise Pro \$40/seat and Enterprise Max \$325/seat add admin, privacy, and team Projects; API Platform (Sonar, Agent, Search, Embeddings) is always billed separately on tokens, request fees, and tool invocations — Comet Plus (\$5 or included in Pro/Max) ties publishers into the subscription pool.

KEY PARTNERS

- Frontier labs in Pro/Max model picker marketing (FACT help/Pro).
- Comet Plus publisher program (FACT company blog).
- SheerID student/educator verification (FACT help).
- AWS Marketplace for API Platform credits (FACT docs).
- Web publishers & crawlers feeding retrieval (FACT product shape).
- Agent API third-party model providers at published tool rates (FACT docs).

KEY ACTIVITIES

- Real-time web retrieval + cited answer synthesis.
- Operate Pro Search, Deep Research, Computer, Create.
- Ship Comet browser / Comet Assistant experiences.
- **Enterprise** — seat admin, Projects, File Connectors.
- **API Platform** — Sonar, Agent, Search, Embeddings billing.
- Publish hub pricing, help center, and API docs.

KEY RESOURCES

- Live web retrieval + citation system (FACT product).
- Multi-model routing (Pro/Max picker) (FACT help).
- Sonar / Agent / Search / Embeddings APIs (FACT docs).
- Comet browser + Comet Plus packaging (FACT blog).
- Enterprise admin, Projects, privacy controls (FACT Ent FAQ).
- API credit billing + AWS Marketplace path (FACT docs).

VALUE PROPOSITIONS

- Cited, real-time answers vs link lists alone (FACT product).
- Free Standard lands daily search habit (FACT hub).
- **Pro \$20** — frontier models, Deep Research, Computer, Create (FACT).
- **Max \$200** — highest individual access & Computer credits (FACT).
- **Enterprise** — privacy, admin, Projects, higher limits (FACT Ent).
- **API** — embed Sonar/Agent/Search without consumer seats (FACT docs).
- **Comet Plus** — publisher-aware browsing in Pro/Max (FACT blog).

CUSTOMER RELATIONSHIPS

- Self-serve Free → in-app Pro/Max upgrade (FACT help/hub).
- Education Pro via SheerID verification (FACT help).
- Enterprise admins manage seats & org access (FACT Ent FAQ).
- **API Portal** — credits, keys, auto top-off (FACT docs).
- API explicitly separate from Enterprise seats (FACT Ent FAQ).
- Pro/Max support and early-feature perks (FACT Pro/Max help).

CHANNELS

- **Primary** — perplexity.ai web answer engine.
- Mobile apps + Comet AI browser.
- Hub /pricing and Help Center plan guides.
- docs.perplexity.ai + API Portal.
- AWS Marketplace for API credits.
- Education + Enterprise admin/support paths.

CUSTOMER SEGMENTS

- Everyday searchers on Free Standard (FACT hub).
- Professionals upgrading to Pro \$20 (FACT hub/Pro help).
- Students/educators on Education Pro (FACT help).
- Power users on Max \$200 (FACT Max help).
- Teams on Enterprise Pro/Max seats (FACT Ent FAQ).
- Developers on API Platform credits (FACT docs).

COST STRUCTURE

- Multi-model inference + retrieval COGS (INFERENCE).
- Computer / agent sandbox compute (INFERENCE from product).
- Crawl / index / crawler operations (INFERENCE).
- Publisher payouts on Comet Plus path (FACT blog framing).
- API serving + tool invocation COGS (INFERENCE from docs rates).
- PLG content + Enterprise GTM (INFERENCE).
- No public Perplexity P&L line invented.

REVENUE STREAMS

- **Free Standard** — \$0 acquisition funnel (FACT hub).
- **Pro \$20/mo** — core consumer seat (FACT hub/help).
- **Max \$200/mo or \$2,000/yr** — power tier (FACT Max help).
- Education Pro ~\$10 via SheerID (FACT plan help).
- Enterprise Pro \$40 / Max \$325 per seat (FACT Ent FAQ).
- **API** — Sonar tokens+fees; Search \$5/1K; Agent tools (FACT docs).
- Comet Plus \$5 or included in Pro/Max (FACT blog).