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AI MONETIZATION

AI Feature Monetization Decision Brief

A one-page template to align Product, RevOps, Sales, Finance, and Legal before a feature ships. Fill it in together, before sprint planning. One person owns the document and makes the final call; every team answers in writing.

FEATURE	OWNER	TARGET LAUNCH

THE 6 QUESTIONS

1 Which plans does this feature belong in?

Is it included in current plans, sold as an add-on, or the reason to raise prices?

Product view (adoption)

RevOps / Finance view (margin)

Sales view (bundle / leverage)

DECISION

2 What does this feature cost to deliver?

Inference, compute, tokens, and support that scale with use. Pricing method: cost-plus, value-based, or usage-based?

Cost-to-serve estimate

Pricing method chosen

DECISION

3 Which existing contracts already include it?

Do signed enterprise deals promise "future features" or "roadmap access" that cover this?

Contracts audited (owner: Legal / RevOps)

Conflicts found

DECISION

4 Who gets it, and when?

Immediate, phased by segment, or gated to a date?

Rollout boundary

Go-live date per segment

Forecast impact confirmed with Finance and Sales

DECISION

5 What happens when credits or usage limits run out?

Hard stop, overage billing, or grace period?

Limit rule

Enforcement in entitlements / metering

DECISION

6 Is this a differentiator or filler?

Will it win new deals or mainly retain existing customers?

Evidence (deals, usage, willingness to pay)

GTM emphasis and pricing tier

DECISION

SIGN-OFF

TEAM	NAME	ALIGNED (Y/N)	DATE
Product			
RevOps			
Sales			
Finance			
Legal			
FINAL DECISION OWNER			

Provided by Chargebee. Explore how revenue-forward teams answer these six questions in one system at chargebee.com

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