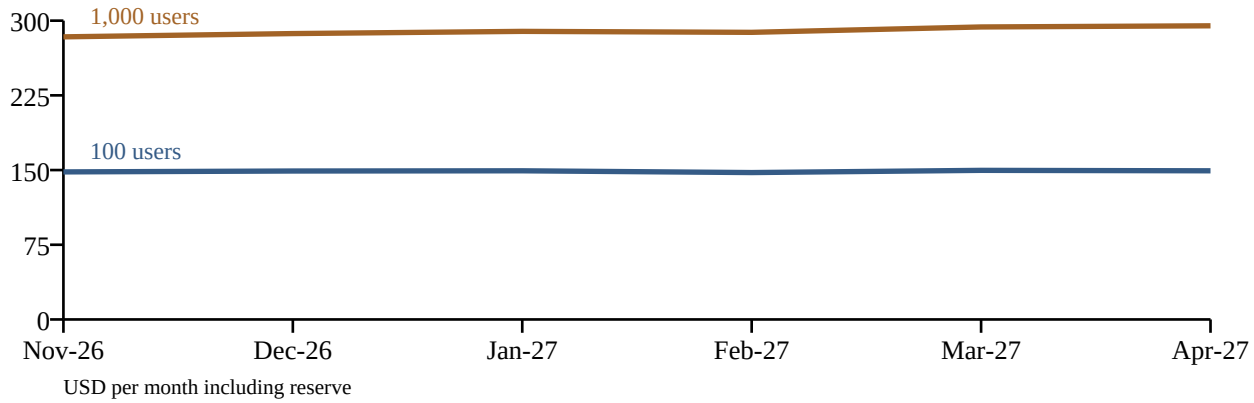
Snoraire running costs

16 November 2026 / v2 / USD before tax

The new account-sync and maintenance workload needs a larger provision than the October Airese estimate. The figures below include staging, a paid database provision, Apple membership, Base44 Pro at $80/month and a 25% optional reserve.

Monthly active users	First month	Sixth month	Six months
100	US$148.15	US$149.25	US$892.86
1,000	US$283.75	US$294.83	US$1,736.80

These are partial planning budgets. Domain, Zoho allocation, research storage, any UXCam subscription and other unverified charges remain outside these figures. Base44 Pro is confirmed; its price uses the public annual equivalent pending invoice access.



What changed

Current develop source adds account sync of night analyses, charts and diary data to Postgres. Normal product audio stays on the phone. Production promotion is still open.

Live AWS has one 15-minute staging schedule. Production is still on its 20 October API deployment. Paid Neon is forecast headroom, not a verified current charge.

Mobile replay is priced separately from web replay. At ten sessions per user/month, 100 users fit the free mobile allowance; 1,000 users provision $75/month.

October's 100-user budget was $28.32. Live AWS readback revises the core provision to US$48.15. Base44 Pro adds $100/month including reserve.

Six full planning months: November 2026-April 2027. No November proration or adoption ramp. AWS actual bills and inventory have been refreshed. No plan changes or deployments were performed.

Service costs and assumptions

Month 1 service / provision	100 users	1,000 users
Lambda compute and requests	US$0.27	US$2.04
Logs and queries	US$0.17	US$1.19
AWS data transfer	US$0.05	US$0.41
Secrets Manager	US$13.61	US$13.61
ECR retained images	US$0.12	US$0.12
Monitoring provision	US$0.00	US$0.00
Neon compute, storage and transfer	US$16.05	US$26.38
PostHog mobile replay	US$0.00	US$75.00
PostHog product analytics	US$0.00	US$0.00
Resend transactional email	US$0.00	US$20.00
Expo subscription provision	US$0.00	US$0.00
Apple annual membership / 12	US$8.25	US$8.25
Core subtotal	US$38.52	US$147.00
Base44 Pro provision	US$80.00	US$80.00
Budget incl Base44 and 25% reserve	US$148.15	US$283.75

Database provision

The current Neon organisation is Free. The model uses a paid Launch provision when its workload exceeds Free limits, without changing the account plan. At 100 users, closing storage grows from 0.68 to 3.18 GB. At 1,000 users it grows from 5.18 to 30.18 GB.

The 250 KB/night retained estimate comes from the earlier sync design and includes revision residency. A separate 2x factor allows for indexes, staging and history. This is not a measured current production footprint. The 0.18 GB opening proxy is a rounded sum of branch logical sizes, not metered physical storage.

Both workloads use 10 nights/user/month, 16 API calls/night and 2,000 fixed staging calls. Production is assumed awake 50% of the time at 100 users and 100% at 1,000 users; staging is awake one third of the time. Both use 0.25 CU while awake. Actual autoscaling, endpoint settings and development traffic may increase the provision.

AWS bills and deployed resources

Read-only verification on 16 November 2026. The bills below include tax. The forecast elsewhere is before tax.

Account / incl tax	September full	October full	1-15 November
Easmed	US$0.36	US$11.29	US$6.11
TAS	US$33.86	US$34.02	US$15.86
Organisation	US$34.22	US$45.31	US$21.96

September and October are full, non-estimated periods. November covers 1-15 only and is estimated. It is not annualised. Organisation totals overlap the app AWS costs and include shared/legacy TAS services, so do not add them to the Snoraire budget.

What the live inventory changes

34 billable ordinary secrets: 20 staging, 14 production. Six deletion-marked entries are not charged during recovery. Two EventBridge-managed connection secrets are excluded from separate charging. The forecast secret cost is $13.61/month, rather than $16.81.

Four functions, all 512 MB ARM64. Core API function and repository are absent. Four ECR repositories hold about 1.20 GB of summed compressed image sizes, replacing the old 6 GB provision. Layer sharing can make billed storage lower.

Only staging has an enabled 15-minute maintenance schedule. No metric or composite alarms exist. The model removes the unconfigured $2 alarm allowance.

Staging API and relay changed on 16 November. Production API remains at 20 October and relay at 19 October. No demo-account keeper is deployed. Current source behaviour must not be described as already running in production.

Measured runtime, forecast workload

For 1-15 November, staging had 1,445 API invocations with an invocation-weighted mean of 1.814 seconds, and 26 relay invocations averaging 1.204 seconds. These replace earlier duration guesses. Counts and route mix are not a production load test; the user and replay volumes remain forecast assumptions.

TAS October before-tax spend was $31.21: mainly S3 $23.35, Route 53 $3.52, RDS $1.99 and KMS $1.00. Shared-service allocation remains open. No resources were deleted or changed during this review.

Open costs and verification

Item	What still needs confirming
Base44 and domain	Pro plan confirmed, renewal 5 October 2027. Full allocation at public annual reference $80/month ($960/year) is included. Invoice, discounts, allocation and domain renewal remain unverified; billing is restricted to the workspace owner.
Zoho / UXCam / CI	Existing CRM allocation and API quotas, whether UXCam is adopted, GitHub/runner billing and machine costs.
AWS and research R2	AWS bills and inventory are verified. Shared TAS/S3 allocation and research bucket storage, operations and retention remain open.
Expo / email / PostHog	Actual subscriptions, monthly usage, replay sampling/spend limits and peak signup-email demand.

Usage choices that change the budget

At 1,000 users, raising captured app sessions from 10 to 20 per user/month raises mobile replay from $75 to $160/month. Sampling 10% of the higher workload fits the 2,500-recording free mobile allowance. No sampling setting was changed.

Resend Pro is provisioned at $20/month for the 1,000-user example because its assumed signup campaign peaks at 250 emails/day. The 100-user example assumes 50/day and stays within Free. Expo Free is assumed within 15 Android and 15 iOS builds/month; Starter adds $19/month plus usage if needed.

Evidence and limits

Current source: develop 6cdf3408033f, fetched 16 November. Neon Free plan, Base44 Pro plan, AWS inventory and actual bills were read live. Fourteen AWS Singapore price dimensions were refreshed from official catalogues. Provider invoices beyond AWS, database CU usage and production rollout of the latest source remain open.

The demo-account keeper is not deployed and remains outside this base provision. Staffing, development, marketing and support effort need a separate scoped budget. Engineering should measure database usage and sync payloads; account owners need to confirm non-AWS invoices and allocation. Named owners and approvals remain open.

Primary references

Current infrastructure defaults

Account sync decision (AMOB-0039)

Neon public pricing

PostHog mobile replay and analytics pricing

Resend transactional email pricing

Expo pricing

Base44 pricing

Apple membership

AWS Secrets Manager pricing

AWS deletion recovery has no secret charge

The editable workbook and canonical local costing contain the formulas, full assumptions, evidence paths and pending allocations. The prior October costing is historical.