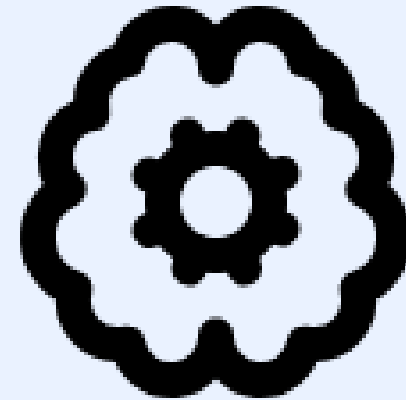




Notion AI: Pricing & Packaging Review

- Notion has 4 tiers: Free, Plus (\$10/user/mo), Business (\$20/user/mo), Enterprise (custom)
- In May 2025, the standalone AI add-on was eliminated — full AI now requires Business or Enterprise
- Free and Plus users receive only a limited AI trial; no path to purchase AI separately
- New credit-based layer for Custom Agents: \$10 per 1,000 credits (Business/Enterprise only)
- AI is now the primary lever pulling users from Plus → Business

April 7, 2026



How the packaging works today

- | | |
|--|--|
| 01 Free Tier (\$0) | Unlimited blocks for individual users, 5MB upload size limit, up to 10 guests, 7-day page history, and a limited AI trial of about 20 responses. |
| 02 Plus Tier (\$10/user/mo) | Includes unlimited file uploads, 30-day page history, support for 100 guests, basic integrations, but only limited AI access via trial; standalone AI add-on discontinued for new users since May 2025. |
| 03 Business Tier (\$20/user/mo) | Full AI capabilities included: Notion Agent, AI Meeting Notes, Enterprise Search, Research Mode, access to multiple AI models (GPT-4.1/5, Claude, o3), private teamspaces, SAML SSO, advanced analytics, 90-day page history; Custom Agents available as a credit add-on (\$10 per 1,000 credits). |
| 04 Enterprise Tier (Custom Pricing) | Includes all Business features plus SCIM, audit logs, unlimited page history, zero data retention with LLM providers, HIPAA compliance, dedicated customer success manager, and workspace analytics. |

Where the packaging creates friction

The Plus 'Dead Zone'

The Plus tier at \$10/user/month is too costly for individuals needing basic features yet excludes full AI access. Teams wanting AI must upgrade to Business at \$20/user/month, making Plus a non-viable middle ground, often called the 'no AI tier.'

Fair Use Ambiguity

AI usage on Business and Enterprise plans is governed by an unpublished 'fair use' policy. Notion warns that AI access can be temporarily reduced without clear token limits or throttling rules, causing unpredictability in budgeting for teams dependent on AI workflows.

Credit-Based Agents Add Complexity

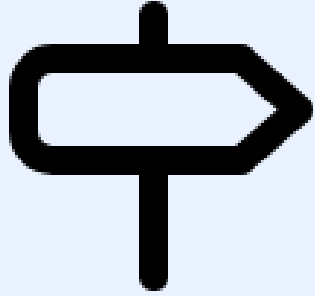
Custom Agents require purchasing credits at \$10 per 1,000 credits, layered on top of per-seat Business or Enterprise pricing. This dual pricing model complicates cost forecasting and budgeting, especially since credits are only available to higher tiers.

Grandfathered Pricing Fragmentation

Pre-May 2025 Plus users with AI add-ons face pricing inconsistencies. Some retain legacy AI access at older rates, while new users must follow updated packaging, creating confusion and uneven user experiences across the customer base.

Limited AI Trial for Lower Tiers

Free and Plus users receive only a restricted AI trial (~20 responses), insufficient for serious AI use. This limits AI adoption at lower tiers and pushes users prematurely to higher-priced Business plans, potentially hindering organic growth.



Strategy

Key questions for future packaging

- Should Notion introduce a 'Plus AI' tier (\$12–15/user/mo) that includes core AI features like chat, writing, and Q&A but reserves advanced capabilities like Custom Agents and Enterprise Search for the Business tier?
- How should credit-based pricing for Custom Agents scale — are volume discounts or committed-use tiers necessary to improve cost predictability and encourage adoption among larger teams?
- What is the plan for existing Plus users grandfathered with the AI add-on — will they be migrated to the Business tier, and what pricing or incentives will be offered to ease transition?
- Is the current unpublished 'fair use' policy effective, or should Notion provide clear, published usage tiers and limits to help teams budget confidently and avoid unexpected throttling?
- Should Free and Plus tiers be expanded with more AI access to foster wider adoption and conversion, reducing the risk of user churn to competing platforms like Confluence, ChatGPT, or Claude?