

AI Subscription Economics

Claude Pro or Max? ChatGPT Pro too? Which combination, for which builder. The honest math.

\$20

PRO FLOOR

\$200

MAX / PRO TIER

~\$420

SERIOUS BUILDER STACK

5h

ROLLING QUOTA WINDOW

• Claude plans — when to upgrade

Pro \$20/mo · ~5× Free Thinking partner, light Code. Entry	Max-\$100 \$100/mo · ~5× Pro Solo builder, daily Code. Common	FULL-TIME Max-\$200 \$200/mo · ~20× Pro Multi-agent, all-day Code.	Team Pooled usage, SSO, admin controls. Business
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• Recommended stack by user type

Solo iOS dev, daily build Claude Max \$200 + ChatGPT Pro \$200 + Perplexity Pro \$20 \$420/mo	BEST VALUE Indie builder, regular use Claude Max \$100 + Perplexity Pro \$20 \$120/mo	Web / full-stack dev Claude Max \$100 + Cursor \$20 + Perplexity Pro \$20 \$140/mo
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UPGRADE TEST Free → Pro: when daily cap blocks you Pro → Max-\$100: hit cap weekly Max-\$100 → Max-\$200: /usage at 80%+ daily Add ChatGPT Pro: need Images/Voice/Codex Add Perplexity: any research-heavy work	OTHER AI SUBSCRIPTIONS 1 ChatGPT Plus \$20 / Pro \$200 Images 2, Voice, Codex, Sora 2 Gemini Pro \$20 / Ultra \$200 Long context, Workspace, Antigravity 3 SuperGrok \$30 / Heavy \$300 Real-time X data, news-aware agents 4 Perplexity Pro \$20 / Comet \$200 Research, deep web reasoning	ADD WHEN... 1 + Image / voice / Sora → ChatGPT Pro 2 + Long-context, Google ecosystem → Gemini 3 + News / X / Tesla integration → SuperGrok 4 + Research, citations, web → Perplexity Pro
COMMON MISTAKE Confusing the monthly billing total with the 5-hour rolling window. /usage shows the window — that's the cap that bites.		

Full breakdown: djenterprises.ai/blog/ai-subscription-economics → Run /usage daily for a week → Decide.