

# Why being a Frega Publisher offers a best cost-to-sustainability ratio



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## Frega Publisher's best cost & Sustainability

If you're thinking of building on Frega, aim for tools in high-value niches like local business productivity, loyalty/rewards, or customer support, areas where Frega already has users.

Most "one-hit wonder" AI apps fail because they copy something generic without a unique edge, or they don't retain users.

The successful app builds provide ongoing value that justifies a small monthly fee, which is exactly the model Frega uses for publishers (\$3/month per subscriber).

## Common Patterns Among App Winners

- They solve real, frequent problems (not gimmicks).
- High quality + regular updates keep users paying through subscriptions.
- Easy access (great User interface) + communit focused
- They started simple, focused, and then expanded capabilities over time.

# Frega

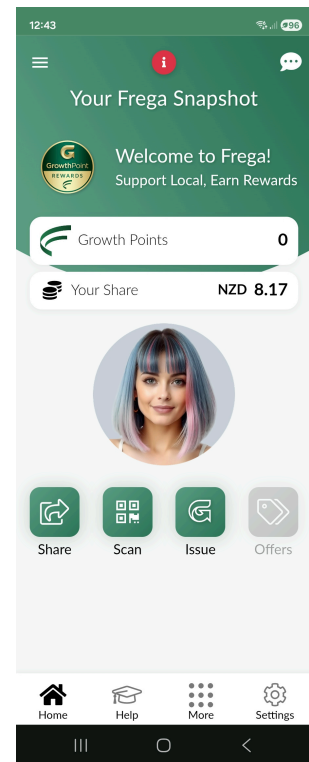
Frega [fregaforce.com](https://fregaforce.com) and [frega.co.uk](https://frega.co.uk) is a privacy-first platform for local businesses and communities.

It combines tools like loyalty rewards (Growth Points), chat/messaging, business dashboards, customer data management, and AI agents.

It positions itself as an alternative to traditional SaaS platforms: lower costs, no data selling, performance-based fees, and value-sharing with users.

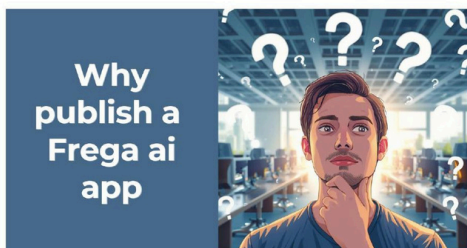
App creators primarily earn as Publishers in the AI Agent Marketplace:

Frega's Publisher model is one of the more affordable and accessible options for creating and monetising AI agents, especially compared to building standalone apps or using larger platforms.



Here's a clear comparison focused on cost to the creator and sustainability.

## Frega's Publisher Costs



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### Why publish a Frega AI app?

Building your own AI app as a Frega Publisher will give you real ownership and impact in a sea of generic tools. You can create tailored solutions like a loyalty optimiser for small businesses or a privacy-first support agent, instead of using one-size-fits-all options.

Frega's free Azure AI sandbox will remove high costs and complexity, enabling fast innovation and potential passive income via \$3/month subscriptions. It provides a practical, ethical AI in a low-risk environment where one can build for control, relevance, and legacy.

These are 3 successful AI apps that most will be familiar with

### 3 Successful AI Apps

[ChatGPT \(by OpenAI\)](#)

It's the king of general-purpose AI. Initially launched as a simple chatbot, that exploded in popularity because it's incredibly versatile in writing, coding, brainstorming, research, voice conversations, image analysis, and more.

It has hundreds of millions of weekly users and massive revenue from subscriptions (Plus/Team/Enterprise plans).

Frega's upfront costs are essentially free as they provide the Azure AI Foundry sandbox at no charge for development and testing.

Publishing is free (subject to review for quality/privacy).

Your AI agent is sold at a fixed \$3 per month per subscriber.

Publisher earnings is a portion of that \$3 typical of marketplace models that range 60-80% to the creator).

Ongoing costs are minimal, as Frega handles hosting, security, updates, payments, and the "garden fence" privacy environment.

# Comparison with Similar Systems

Platform	Upfront / Dev Cost	User Price (typical)	Creator Revenue Share	Sustainability (for average creator)
Frega Publisher	Free (sandbox provided)	\$3 / month	A portion" (est. 60-80%)	High — low risk, steady small income possible if tool is useful for local businesses
OpenAI GPT Store	Free to build	ncluded in ChatGPT Plus (~\$20/mo)	Usage-based (often low for most creators)	Medium-Low — top creators earn well, most earn very little
Relevance AI Marketplace	Free tier, then \$29–\$349/mo platform fees	Creator sets price (e.g. \$10–\$100 one-off or recurring)	Creator sets terms (high control)	Medium — higher platform costs eat into profits
Custom Standalone AI App	\$5,000 – \$50,000+ to build + ongoing hosting/API costs	\$10–\$100+/mo	100% (but you pay all marketing & infra)	Low — high risk and maintenance

## Cost Advantages of Frega Publisher

**Much lower barrier:** No need to pay for cloud hosting, Azure credits, or infrastructure while developing.

**A big saving** compared to building independently or on platforms with usage-based fees.

**Predictable & low pricing:** The \$3/month model is affordable for small businesses, making it easier to get subscribers than higher-priced tools.

**Zero customer acquisition cost:** If the tool gains traction in Frega's growing ecosystem

# Sustainability Comparison

**Frega:** Strong for long-term sustainability for niche, practical tools (e.g. loyalty optimisers or local business helpers). The privacy focus and integration with Growth Points give your agent built-in relevance. Income is passive once published, though it scales with platform growth and subscriber uptake. Low ongoing costs mean even modest success (20–100 subscribers) can be worthwhile.

**OpenAI GPT Store:** Highly competitive. Only a small percentage of creators earn meaningful money; most see negligible returns due to the massive number of GPTs.

**Relevance AI & similar:** More flexible pricing, but you bear higher platform fees and marketing effort. Better control but less "set and forget."

**Building your own app:** Highest potential reward but very unsustainable for most due to development, marketing, hosting (Large Language Model calls are expensive), and competition.

## Bottom line

Frega offers one of the best cost-to-sustainability ratios right now for those wanting to create purposeful tools without heavy financial risk and target Frega's core audience (local NZ/small businesses).