thunkable

Frequently Asked Questions About Upcoming Changes to Thunkable's Plans

This FAQ is designed to help you understand the upcoming changes to Thunkable's plans.

When are new plans coming to Thunkable?
Our new plans will be available on October 23rd.

What are Thunkable's new plans?
Thunkable is introducing two new plans – Builder and Advanced. The Builder plan includes unlimited public projects, ten private projects, complete custom branding, all app and monetization features, two web apps, and one active published Android and iOS app. The Advanced plan will include all the above features, with unlimited public and private projects, unlimited web apps, and unlimited active published apps.

What will the Builder and Advanced plan cost?
Our Builder plan will be $59 per month or $449 for the year, and Advanced will be $189 per month or $1199 for the year. We aim to offer even more features and functions for your apps at the same (or better) annual price as our current plans.

I'm on a paid plan. Will my current plan be affected?
No, your existing subscription remains active as long as it's not canceled. You will retain your current plan entitlements at the same rate as long as your subscription remains active.

What happens if I cancel my plan?
You'll be unable to repurchase the Starter, Pro, or Business plans. You can only select from our new Builder or Advanced plans.

Can I switch to the new Builder or Advanced plans?
Yes, you can switch after the launch on October 23rd. To be eligible, you must meet the project and published app limits (*see above).

What is going to be different between Pro and Builder?
The Builder plan will allow for custom branding, including a custom splash screen, 10 private projects, and one active published app. The Pro plan currently offers no custom branding, 50 private projects, and unlimited published apps.

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Is the Free plan changing?

Yes. The new Free plan will allow for three public projects with a limit of five screens per project. All users who sign up for an account after the launch on October 23rd, 2024, will be automatically enrolled into this new structure. For users who signed up before the launch date, you may keep ten projects with unlimited screens until December 31st, 2024. At that time, you will be automatically transitioned to meet the new requirement of three projects with a maximum of five screens per project.

How will you track published apps?

Active apps will be tracked through the Bundle ID, which uniquely identifies an app. You can update apps using the same ID. The Builder plan allows one active app; the Advanced allows unlimited apps.

If I switch plans, will I lose access to my existing downloads and published apps?

Apps downloaded or published before the change will remain accessible. After that, you'll need a paid subscription to access new downloads or updates. If you switch to the Free plan, you may lose access to your published and downloaded apps.

Will I still be able to download my app?

Yes. We are introducing two types of downloads: Testing Downloads and Distribution Downloads. Testing Downloads expire after 72 hours and are used to test your app on your device to ensure all features and functions operate as expected. Distribution Downloads do not expire and are intended for direct app distribution outside app stores.

What level of support is available?

All users can access the Thunkable Community. Paid users get messaging support, and Advanced plan users receive priority support with an assigned account manager.

Why are you making these changes?

We aim to simplify pricing and packaging while providing the best app development platform. We have heard your feedback regarding plan entitlements, and we strive to deliver even more features (including a custom splash screen) at the same annual price point as our current plans.