Example:

A merchant is selling a hat and we have 3 tiers. The retail value of this hat is $200:

* + If 100 people buy then the price per each hat will sell for 150
  + If 500 people buy then the price per each hat will sell for 100
  + If 1000 people buy then the price per each hat will sell for 70

Key Notes:

* The deal is only VALID if the first tier is reached. An automatic trigger will happen when 1000 have joined the deal indicating that the deal is ON/valid
* After the first tier is reached, the customer will have the option to either Join the deal currently , or Only join the deal if the second tier is reached.
* After the second tier is reached, the customer will have the option either join the deal currently, or Only Join the deal if the third tier is reached.
* ALL BUYERS WILL RECEIVE THE LOWEST TIER REACHED

When the deal is live, the system will clearly communicate the retail value of the hat, and that the deal is not ON/valid until 100 products are sold. Now when 100 products are sold, there will be an indicator that shows the deal is ON/VALID. As more people join, the “Current Price” of the product will display of the last tier. So if 101 people join, the current price will show 150. If, let’ say at the end of the deal there will be 650 people decide to join the deal. All 650 people will now receive the price of the hat for $100.00.

· In addition, the system must show the number of units needed to be sold to reach the next tier. Need to encourage user to reach goal.