

Bilko — Contact Form + Pricing Restructure (2026-07-14)

Documents two shipped-and-live-verified changes deployed to demo (app.bilko.cloud) on 2026-07-14. Written for the ZAKON DOC gate covering MC #105588 and MC #105589.

MC #105588 — In-app contact form (RESOLVED, live)

Problem

The "Kontaktiraj nas" CTA (shown on contact-only tiers) executed

`window.location.href='mailto:info@bilko.io'`. This was broken in practice: it requires a configured mail client on the visitor's machine, and it pointed at a `.io` domain that looks suspicious to a Balkan SMB user rather than the product's own domain.

Fix

- New backend endpoint: `POST /api/v1/leads` — public, rate-limited to 5 requests/min/IP via trusted-IP keying, closed tier enum (no arbitrary string injection), no PII echoed back in the response.
- Lead emails are sent via **Resend** (note: the repo uses Resend, not SendGrid) to `LEADS_NOTIFICATION_EMAIL`, which defaults to `alem@alai.no`.
- New shared frontend component, `LeadContactForm`, used as a modal from both `ChangePlanDrawer` and the public `/pricing` page — so both contact-only tiers (Računovođa, Enterprise) route through the same in-app form instead of a mailto link.

Security review

Parisa Tabriz (Securion) reviewed the public lead endpoint: **PASS WITH FOLLOW-UPS**. Hardening follow-ups tracked as MC #105592: HTML-escape the email body, escape the C0 control-character range in JSON output, add a `RequestBodyLimit`, and add a global request cap.

Commits / PR

- Backend: `f15dee26`
- Frontend: `07ee9a9b`
- PR144 → merged as `2ce713e2`

Verification (Angie Jones / Proveo, live UAT)

PASS — clicking "Kontaktiraj nas" opens an in-app modal titled "Kontaktirajte nas" with Ime / Email / Poruka fields. No `mailto:` navigation occurs. Evidence captured at `~/system/evidence/deploy-497-uat/`, notably `06-after-kontakt-click.png` (plus `05-before-kontakt-click.png`, `07-modal-closeup.png`, `06-modal-text.txt`, and the run's `uat-report.json`).

MC #105589 — Pricing restructure: base + add-ons spine (RESOLVED, live)

Decision

CEO decision (2026-07-14), adversarially reviewed by Markos Zachariadis (Finverge) — **ENDORSE WITH CHANGES**. Bilko had two overlapping pricing models running in parallel: a tier-bundle model and an add-on module model. This created two competing paths to full bookkeeping — the Računovođa tier at €39, versus Biznis (€19) + FULL add-on (€18) = €37 — which cannibalized each other. The decision collapses this into **one base + add-ons spine**.

Changes shipped

- **Removed** the Računovođa tier everywhere in the UI (`pricing-matrix.json` / `TIER_UI` / `ChangePlanDrawer`).
- Full bookkeeping is now available **only** via the `ACCOUNTING_FULL_ADDON` at €18.
- Multi-org cockpit is now bundled **free** with the FULL add-on (`multiOrg` is derived from `accountingFull`) — consistent with the 2026-06-25 multi-org pricing decision and the Fiken-inspired model. Verified live via the Testcontainers `MeCapabilitiesRoutesTest` (`multiOrg=true` on ENTERPRISE).
- FULL grants an accountant-sized e-invoice quota (~300).
- Added a "vs Pantheon €150+" competitive anchor line on the FULL add-on card.
- HR pricing: PDV running total including 25% shown on `/pretplata`, plus "cijena bez PDV-a (25%)" labels on `/pricing`.
- Kept the BIZNIS bundle tier as-is.
- Enterprise remains the sole contact-only tier.

- Added graceful fallback handling for unknown/legacy `planTier` values.

Explicitly out of scope

No Stripe price mutations. Tier prices in Stripe remain placeholders pending explicit CEO confirmation of final numbers before any `Stripe price create` call.

Blast-radius check

Live enumeration before removal: 0 organizations on ENTERPRISE or RACUNOVODJA tiers (PRO=5, BASIC=2, PREMIUM=1). Removing the Računovođa tier breaks no live customer.

Commits / PR

- `eb3b81ef` + `fd439b0e` (cleanup)
- PR145 → merged as `21ad3534`

Verification (Angie Jones / Proveo, live UAT)

PASS — live tiers are Paušalac €9 / Biznis €19 / Enterprise (contact); no Računovođa tier present; FULL add-on shown at €18 with the Pantheon comparison line; PDV labels present as specified. Evidence at `~/system/evidence/deploy-497-uat/` (`02-public-pricing-page.png/.txt`, `03-pretplata-page.png/.txt`, `08-pretplata-addons-scrolled.png`, `09-addon-add-button.png`).

Follow-up

MC #105614 — two stale "Računovođa" copy strings remain (Modul B CTA + `/pricing` sidebar) and need a copy cleanup pass.

Deploy note

Both changes were deployed to demo via the **canonical azdo pipeline** `Promote_Demo` stage — self-hosted agent, pipeline service connection, **not** a manual personal `az` deploy (per ZAKON PI2). Build 497 (manual trigger, commit `21ad3534`), approved via PAT, `Promote_Demo` succeeded, and `app.bilko.cloud` returned HTTP 200 post-deploy.

Evidence index

Item	Location
Live UAT screenshots + reports (both MCs)	~/system/evidence/deploy-497-uat/
Contact-click before/after	05-before-kontakt-click.png, 06-after-kontakt-click.png, 06-modal-text.txt, 07-modal-closeup.png
Public pricing page	02-public-pricing-page.png/.txt
Subscription (/pretplata) page	03-pretplata-page.png/.txt, 08-pretplata-addons-scrolled.png, 09-addon-add-button.png
Change-plan drawer	04-change-plan-drawer.png/.txt
UAT structured report	uat-report.json

Related MC tasks

- #105588 — In-app contact form (this doc)
 - #105589 — Pricing restructure base+add-ons (this doc)
 - #105592 — Lead endpoint hardening follow-up (Parisa)
 - #105614 — Stale "Računovođa" copy cleanup follow-up
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