

PROPOSAL | [PHASE 1]

# [Client or project]

[What we deliver, in one line.] From [start] to [milestone].

PREPARED FOR

[Client team]

PREPARED BY

The Tomorrow Shop

DATE

[Month D, YYYY]

[PHASE 1]

[Mon D] to [Mon D, YYYY]

START

[Weekday, Mon D]

[KEY DATE]

[Month D, YYYY]

## AT A GLANCE

# [Phase 1]: [start] to [milestone]

[One sentence: what this phase achieves for the client, and by when.]

## WHAT WE DELIVER

### [Deliverable one]

[What it is and when it lands, in one line.]

### [Deliverable two]

[What it is and when it lands, in one line.]

### [Deliverable three]

[What it is and when it lands, in one line.]

### [Deliverable four]

[What it is and when it lands, in one line.]

### [Deliverable five]

[What it is and when it lands, in one line.]

## KEY DATES

[Mon D] Kickoff

[Mon D] [First deliverable]

[Mon D] [Launch or milestone]

[Mon D] [Final handover]

[Mon D–D] [Key event]

## INVESTMENT

# [\$00,000]

Estimate: [000] hours at [\$00] an hour.

[\$0,000] deposit to start.

## TEAM

Max Technical lead

[Name] [Role]

Gary Campaign lead

## TO START ON [MONDAY]

Signed approval  
and deposit

One named approver on  
your side

[Materials we need  
from you]

[Access we need: domain,  
accounts]

DELIVERABLE

# [Deliverable name]

[Why it matters to them, in one or two sentences.  
Lead with who uses it and what it lets them do.]

**[PRINCIPLE]**

[One or two sentences. A constraint the client cares about,  
stated plainly.]

**WHAT IT COVERS**

|             |                                                                 |
|-------------|-----------------------------------------------------------------|
| [Component] | [What is included, in one line. Concrete nouns, no adjectives.] |
| [Component] | [What is included.]                                             |
| [Component] | [What is included.]                                             |
| [Component] | [What is included.]                                             |
| [Component] | [What is included.]                                             |
| [Component] | [What is included.]                                             |

LED BY

[Name], [discipline]  
[Name], [discipline]

DELIVERED AS

[Formats: PDF, live site, templates,  
handover files]

**[PRINCIPLE]**

[One or two sentences.]

## DELIVERABLE

# [Deliverable name]

[One sentence on who it serves and what it does for them.]

## LED BY

[Name], [discipline]

## BUILT TO BE

[Qualities that matter: fast, accessible, content-managed]

[Page or module]

[What it does.]

[Page or module]

[What it does.]

[Page or module]

[What it does.]

[Page or module]

[What it does.]

[Page or module]

[What it does.]

[What follows in a later phase, in one line.]

## [SUPPORTING WORKSTREAM]

LED BY [NAME]

[Item]

[What is included.]

[Item]

[What is included.]

[Item]

[What is included.]

[Item]

[What is included.]

[Sources, limits or a guarantee, in one line.]

## PLAN

# [Seven] weeks to [milestone]

| WEEK OF | FOCUS                       | SHIPS                            |
|---------|-----------------------------|----------------------------------|
| [Mon D] | Kickoff, access, [research] | [What the client can see or use] |
| [Mon D] | [Focus]                     | [Ships]                          |
| [Mon D] | [Focus]                     | [Ships]                          |
| [Mon D] | [Focus]                     | [Ships]                          |
| [Mon D] | Launch                      | [Ships]                          |
| [Mon D] | [Focus]                     | [Ships]                          |
| [Mon D] | [Milestone]                 | [Handover, review]               |

## HOW WE WORK

**Weekly check-in.** Thirty minutes each week and a short written update every Friday.

**Made by people.** Everything the public sees is made by people. Automation stays behind the scenes: data, reporting, scheduling.

**One approver.** A named decision-maker on your side and two working days to review, so the timeline holds.

**Yours to keep.** Accounts, source files, code and data are set up in your name from day one.

## SUCCESS MEASURES

# How we'll know it worked

[What success means for this client, in one sentence. Agree these numbers before kickoff.]

| MEASURE                                  | TARGET           | REPORTED IN                |
|------------------------------------------|------------------|----------------------------|
| [Measure the client already cares about] | [Number by date] | [Dashboard, weekly update] |
| [Measure]                                | [Target]         | [Where]                    |
| [Measure]                                | [Target]         | [Where]                    |
| [Measure]                                | [Target]         | [Where]                    |
| [Measure]                                | [Target]         | [Where]                    |

[Which targets we control directly and which we influence, in one line.]

## HOW WE REPORT

**Always on.** [The dashboard, live and self-serve.]

**Every Friday.** A short written read: what moved, what did not, what we are changing.

**At each milestone.** A full review against every measure on this page.

BEYOND [PHASE 1]

# After [milestone]

[What the next phases depend on.] We will bring a proposal to the [review], sized to that result, at the same rate.

[Phase 2]: [Name]  
[MON TO MON]

[Likely scope, as a comma-separated list of outcomes.]

[Phase 3]: [Name]  
[MON TO MON]

[Likely scope.]

Everything in [Phase 1] is built to carry into these phases without rework.

## ASSUMPTIONS

[Materials] are available in week one.

[Rights or permissions] allow the uses described.

One named approver with a two-day turnaround.

[Anything else the plan depends on.]

## NOT INCLUDED

[Work quoted separately]

Paid media and other third-party spend

[Printing, production, event costs]

[Anything the client might assume is in]

OPTIONS

# Choose a scope

[Three levels, so the work can match the budget. Each one stands on its own; the next level adds to it.]

|               | [ESSENTIALS]      | RECOMMENDED<br>[FULL] | [EXTENDED]  |
|---------------|-------------------|-----------------------|-------------|
|               | [\$00,000]        | [\$00,000]            | [\$00,000]  |
|               | [000] hours       | [000] hours           | [000] hours |
| [Deliverable] | ●                 | ●                     | ●           |
| [Deliverable] | [Lighter version] | ●                     | ●           |
| [Deliverable] | ○                 | ●                     | ●           |
| [Deliverable] | ○                 | ●                     | ●           |
| [Deliverable] | ○                 | ○                     | ●           |
| [Deliverable] | ○                 | ○                     | ●           |

A filled dot means included. [Anything that differs by level, such as timeline or support, in one line.]

## TERMS

# Terms of engagement

Plain English. Signing this proposal accepts these terms.

|                          |                                                                                                                                                                                                         |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Scope and changes</b> | This proposal defines the work. Either side can ask for a change; we estimate its hours and timeline, and start once you approve it in writing. Email counts.                                           |
| <b>Billing</b>           | We bill hours worked at [\$00] an hour, logged where you can see them. We do not bill past the estimate without your written approval.                                                                  |
| <b>Payment</b>           | Invoices are due within [14] days. Work may pause while an invoice is more than [15] days overdue.                                                                                                      |
| <b>Ownership</b>         | You own the final deliverables, source files, code and data once the invoices for them are paid. We keep our general tools, methods and know-how, and show the work publicly only with your permission. |
| <b>Third-party costs</b> | Licenses, hosting and tools are billed at cost with receipts and set up in your name where possible. Anything over [\$250] is approved in advance.                                                      |
| <b>Confidentiality</b>   | Your materials, data and plans stay confidential and are used only for this work.                                                                                                                       |
| <b>Cancellation</b>      | Either side can end the engagement with [14] days' written notice. You pay for hours worked to that date, and we hand over everything completed. [Deposit terms.]                                       |
| <b>Fixes</b>             | We fix defects in what we built for [30] days after delivery at no charge. New features are new scope.                                                                                                  |
| <b>Liability and law</b> | Our total liability is limited to the fees paid under this proposal. These terms are governed by the laws of [State].                                                                                   |

INVESTMENT

# [Phase 1] estimate

One rate for the whole team: [\$00] an hour, USD. No retainer.

| DELIVERABLE         | MAX   | [NAME] | GARY  | HOURS | COST       |
|---------------------|-------|--------|-------|-------|------------|
| [Deliverable one]   | [00]  | [00]   | [00]  | [000] | [\$0,000]  |
| [Deliverable two]   | [00]  | [00]   | [00]  | [000] | [\$0,000]  |
| [Deliverable three] | [00]  | [00]   | [00]  | [000] | [\$0,000]  |
| [Deliverable four]  | [00]  | [00]   | [00]  | [000] | [\$0,000]  |
| [Deliverable five]  | [00]  | [00]   | [00]  | [000] | [\$0,000]  |
| Project leadership  | [00]  | [00]   | [00]  | [000] | [\$0,000]  |
| Total               | [000] | [000]  | [000] | [000] | [\$00,000] |

|         |                                                                                                                                       |
|---------|---------------------------------------------------------------------------------------------------------------------------------------|
| Deposit | [20]% on signing: [\$0,000]. Work starts [Weekday, Month D].                                                                          |
| Balance | Hours logged beyond the deposit, invoiced [Month D] and [Month D]. Due within [14] days.                                              |
| Cap     | We will not bill past the estimate without your written approval.                                                                     |
| Costs   | Licenses, hosting and tools billed at cost with receipts, estimated at [\$000–\$0,000]. Anything over [\$250] is approved in advance. |

Signing approves the scope, estimate and terms in this proposal.

OPTION SELECTED

[CLIENT]

THE TOMORROW SHOP

NAME

NAME

SIGNATURE

SIGNATURE

DATE

DATE