The Tomorrow Shop

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.]

LED BY

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

DELIVERED AS

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

[PRINCIPLE]

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

[PRINCIPLE]

[One or two sentences.]

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.]

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 [FULL]	[EXTENDED]
	[$00,000] [000] hours	**[$00,000]** [000] hours	**[$00,000]** [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.

Scope and changes	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.
Billing	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.
Payment	Invoices are due within [14] days. Work may pause while an invoice is more than [15] days overdue.
Ownership	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.
Third-party costs	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.
Confidentiality	Your materials, data and plans stay confidential and are used only for this work.
Cancellation	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.]
Fixes	We fix defects in what we built for [30] days after delivery at no charge. New features are new scope.
Liability and law	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]

NAME

SIGNATURE

DATE

THE TOMORROW SHOP

NAME

SIGNATURE

DATE