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Example Proposal

Costs & Time-Line

## **Total Investment**

Professional fees for the services are estimated to total between £74,000 for the project approach outlined in a proposal.

Services will be billed on a flat project-fee basis and the estimated professional fees are based on the objectives, scope of work, activities, deliverables and timeline as described in the next few pages.

As the pricing for creative/design projects heavily depends on scope, revisions, and a finalized feature set, a final scope of work document will be crafted and delivered based on our facilitated discovery session.

Remember, any changes in the scope of Services or Deliverables will ultimately affect the fees and timeline outlined in this proposal.

# Design Phase

1.0	<p><b>Concept Development: (4-5 Weeks)</b></p> <p>OVERVIEW</p> <p>The Concept Development phase always starts with Market Research to be able to define a strategy. After this we will develop a range of concepts, including a graphic or 3D design, feature definitions, and a list of specifications. These concepts are finally presented and discussed to be able to come to a final concept.</p>
1	<p>MARKET RESEARCH</p>
.1	<p>Analyzing the market, including direct competitors who are selling similar type of Ebikes, and Indirect competitors to get inspiration for our project. What opportunities do we have? And which features could we use?</p>
1.2	<p>STRATEGY</p> <p>Using the market research we can start to define a strategy. Should we produce 1 model, or a family of products? Should we enter the high-price segment of the market, or the low-price segment?</p>
1.3	<p>CONCEPT DEVELOPMENT</p> <p>Sketching, designing and visualizing a range of concepts. Which direction do we want to go into? What are the pro's and con's of each concepts?</p>
1.4	<p>FEATURE SPECIFICATION</p> <p>Taking the best features from each concept to come to a final concept? Which features are feasible within our project timeline? What are the required features and do they fit within the production budget?</p>
1.5	<p>PRESENTATION</p> <p>The work from the past 2+ weeks is summarized into a presentation. The presentation can be used to discuss the strategy, showcase the initial designs, and specify the final concept.</p>

£12.000

## Development Phase

2.0	<b>CAD Design (12 WEEKS)</b>	
	OVERVIEW	
	The Computer Aided Design Phase is where the concept is developed into a feasible product. Every Ebike needs engineering to make sure the frame is strong and durable. The final specifications are communicated in the Bill of Materials, and the technical details are communicated via 2D drawings.	
2.1	ENGINEERING	
	The 3D modeling is done using Creo Parametric, a professional 3D modeling software that costs €15,990. The engineering phase consist of trying a ideas and carefully considering every detail.	
2.2	SUPPLIER SOURCING	
	While we have a large supplier base that we are glad to recommend, some projects require unique components from new suppliers. We to communicate with these suppliers in a professional way in order to prepare the production plan.	
2.3	BILLOF MATERIALS	
	The Bill of Materials is a lists that contains a breakdown of each custom and off-the-shelve part used to assemble an Ebike. Including the price, specifications, item numbers and supplier details.	
2.4	TECHNICAL DETAILS	
	The custom designed parts (such as the frame) is linked to a technical drawing or 3D model. The suppliers will use this to produce a sample or final production part.	<b>£24.000</b>

# Marketing Phase

2.0	<b>Brand Identity Design (6-8 WEEKS)</b>	£16,000
	<p><b>OVERVIEW</b></p> <p>Building a brand that thrives in the intersection of achieving your business goals, exceeding your user’s needs, and boasting award- winning aesthetics. This is what we will craft together. By starting with discovery, moving into stylescapes and finally transitioning into developing and designing comps, the entire process will be collaborative, inspiring, and—most importantly—effective.</p>	
2.1	<p><b>STYLESCAPES</b></p> <p>Stylescapes are a visual encapsulation of your brand’s voice, tone, look, and feel filtered through three prompts. This essential step will help us set the broad direction for the visual identity, and allow you to collaborate with our process at a very early stage.</p>	
2.2	<p><b>LOGO DESIGN</b></p> <p>Where everything comes together. We’ll present three (3) initial concepts with contextual applications. Then we’ll help you decide on a single direction and refine. Includes up to three (3) rounds of revisions.</p>	
2.3	<p><b>STYLE GUIDE</b></p> <p>The logo is just a piece of your new visual identity. To help ensure brand consistency, we’ll craft a living document containing guidelines for the entire identity system: Brand Information &amp; Background, Logo Usage, Color Palette, Primary and Secondary Typography Use, Photography Style and Integration, Common Errors, and Voice &amp; Tone Recommendations.</p>	
3.0	<p><b>Marketing Website (8-12 WEEKS)</b></p> <p><b>OVERVIEW</b></p> <p>The website will be the ultimate educational resource and the middle of your marketing funnel. Our goal is to achieve depth of information, aesthetic impact, and ultimately, educated customers.</p>	

3.1	WIREFRAME & COPYWRITING	Armed with the insights from the ideation phase, the product specifics and the brand story, we will craft a complimentary story for the web. Then we'll organize this into a wireframe which contains the site copy in basic outline format.	
3.2	MOCKUPS & VISUAL LANGUAGE	Where visual design meets and marries user experience. We will translate the wireframes into full website mockups, integrating the template designs into a clickable prototype. All visuals will be drawn from the brand guidelines and your existing assets.	
3.3	WEB DEVELOPMENT & LAUNCH	It all comes down to this. This is where we synthesize all of our work to date and translate the mockups into a dynamic Wordpress website with a handcrafted custom theme. And of course, this will be optimized for both search and mobile. Development will be limited to HTML, CSS and PHP and a maximum of six (6) pages.	
3.4	OPTIMIZATION	After the website and campaign has been launched, we will continue to optimize and improve the user experience. Depending on your needs, we will manage everything to do with marketing for a agreed upon period of time.	£22,000

**Total**

COMPLETE INVESTMENT	The total professional fees for this project	£74,000
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# Project Timeline

