YOUR  
LOGO

**COMPANY NAME**

DEV AGENCY

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your development partner. We provide end-to-end software and web development services designed to meet your technical needs, support your business goals, and scale with your growth.  
  
This proposal outlines how we will support [Client Name] with tailored development solutions.

# Problem or Opportunity

[Client Name] is seeking technical expertise to build, improve, or maintain digital products such as websites, web apps, mobile apps, or custom software to improve operations or create new value for customers.

# Proposed Solution

We propose a full-cycle development engagement that includes planning, UI/UX design, development, testing, and deployment.  
  
Key Benefits:  
- Reliable, scalable, and secure applications  
- Transparent, agile development process  
- Long-term support and optimization

# Scope of Work

Our development services include:  
  
- Technical discovery and requirements gathering  
- UI/UX design and prototyping  
- Frontend and backend development  
- API integration and third-party services  
- QA testing and deployment  
- Ongoing maintenance and support

# Timeline

Estimated timeline for planning, development, and launch:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Planning | Define requirements and architecture | [Start Date] |
| Design Phase | Wireframes and UI/UX prototypes | [Date] |
| Development | Frontend/backend build and integrations | [Date] |
| Testing & Deployment | QA testing and go-live | [Completion Date] |

# Pricing

Estimated pricing for development services engagement:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Discovery & Design | Requirements, UI/UX design | [Amount] |
| Development | Core build and integrations | [Amount] |
| Testing & Launch | QA and final delivery | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a full-service development agency delivering scalable web and mobile solutions for startups, SMEs, and enterprises.  
  
- Experience: [X] years in custom software development  
- Expertise: React, Node.js, Python, PHP, WordPress, Shopify, Flutter, etc.  
- Mission: To build powerful digital products that are efficient, reliable, and user-friendly

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: SaaS dashboard development  
- Outcome: Delivered MVP in 8 weeks and enabled client to secure investor funding  
  
Testimonial:  
“[Your Company Name] delivered exactly what we needed—on time, on budget, and with great communication.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon final delivery or monthly milestones.  
Ownership: All code and deliverables are the client’s property upon payment.  
Revisions: Two revision rounds included per milestone or feature set.

# Acceptance

To proceed with the development engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_