YOUR  
LOGO

**COMPANY NAME**

HEALTH APP MARKETPLACE LAUNCH PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your Health App Marketplace launch. We specialize in building, marketing, and scaling digital health ecosystems that bring together apps, services, and users.  
  
This proposal outlines our plan to launch and grow a curated health app marketplace for [Client Name].

# Project Objectives

The primary goals are:  
  
- Design and deploy a digital marketplace tailored to health and wellness applications  
- Onboard vetted health tech providers and apps  
- Enable secure discovery, downloads, subscriptions, and user feedback  
- Drive adoption through strategic marketing and partner engagement

# Proposed Services

Our health app marketplace launch services include:  
  
- Platform planning and UX design  
- Backend infrastructure and secure API integrations  
- App partner recruitment and verification workflows  
- Payment gateway and subscription integration  
- Launch marketing plan and brand positioning  
- Analytics dashboard for user and partner insights

# Scope of Work

Scope includes:  
  
- Discovery workshop and user journey mapping  
- Wireframes and front-end UI/UX development  
- Vendor onboarding framework and listing system  
- Admin portal with moderation and analytics tools  
- Integration with EHR APIs and third-party app services (if needed)  
- Launch campaign materials and app store strategy

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Research | Define requirements and UX framework | [Start Date] |
| Design & Development | UI design, platform setup, partner onboarding | [Date] |
| Launch Preparation | Testing, integration, and go-live readiness | [Date] |
| Marketplace Launch | Platform goes live with initial partners | [Completion Date] |

# Pricing

Estimated cost breakdown for marketplace platform launch:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Design | Research, user journeys, wireframes | [Amount] |
| Platform Development | Frontend/backend, app listings, API setup | [Amount] |
| Vendor Onboarding Tools | Admin tools, review workflow, partner dashboard | [Amount] |
| Marketing & Launch | Go-to-market plan and brand assets | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a digital health platform developer with a record of delivering scalable, compliant, and user-focused apps and marketplaces.  
  
- Experience: [X] years in health IT, product design, and digital infrastructure  
- Expertise: HIPAA-compliant design, app curation, data privacy, user engagement  
- Mission: To empower health providers and consumers with access to trusted, interoperable digital tools

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Marketplace launch for a digital therapeutic company  
- Outcome: Onboarded 60+ health apps and drove 50K+ users in the first 90 days  
  
Testimonial:  
“[Your Company Name] built a health tech marketplace that was user-friendly, secure, and scalable. They were key to our success.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% upfront, balance on milestones.  
Scope: Includes UX design, development, integrations, and marketing support.  
Client Responsibilities: Provide branding, legal disclaimers, and vendor input.  
Adjustments: Scope changes or feature requests may impact timeline and budget upon mutual agreement.

# Acceptance

To approve this Health App Marketplace Launch Proposal and begin services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_