Prepared By: Chris Renshaw   **Sent On: [Sent.Date]**

[Client.FirstName], [Client.Surname]

Thanks for reaching out to me regarding your upcoming development project. I specialize in HTML 5 app and website design and development and am excited to work with you to accomplish your goals. I've prepared this document as a more thorough introduction to [my work] and a detailed breakdown of the deliverables and pricing for your upcoming project.

About my work:

I am a software engineer specializing in HTML 5 apps and websites. I design, build, and support websites for private and public institutions around the world. I apply a well-tested framework to each project that allows me to complete web development and application projects on time and on budget without sacrificing features or functionality.

My Approach:

I apply a six-step framework to every development project. This allows me to break projects down into distinct phases so that we can monitor progression and results along the way.

1. Planning

Every project begins in the planning phase. In this phase, I work with the customer to discover what your needs, wants, and true objectives are. This allows me to thoroughly plan a complete project up front, avoiding costly delays and unforeseen challenges later on.

2. Design

In this phase, I create mockups and prototypes based on earlier discussions. By allowing you to review a visual representation of my understanding of your needs early on in the project, I can further solidify your requirements and discover any additional needs or challenges that did not present themselves in the planning phase.

3. Build

In this phase, I begin the process of building your app or website. I place a heavy emphasis on adhering to the technical and design specifications laid out in the planning phase, and performing regular functional tests, which allows me to correct any problems during the build rather than addressing them after project completion.

4. Test & Train

I perform thorough testing on all sites and apps before the final launch. I simulate heavy stress to measure performance and test various browsers, operating systems, and devices with the site or app to be sure that it is responsive and performs well across all platforms. I also perform training with your staff, so that they will be able to easily make minor adjustments or publish new content once your site or app is live.

5. Launch

The live launch of your site or app can be a stressful period. Even with thorough testing throughout development, unforeseen challenges can arise. That's why I provide full monitoring and support during the launch period. I stand ready to make sure that your launch is successful, and will be ready to quickly address any issues that arise.

6. Support

Once your site launches successfully, you'll still require a technical partner to support ongoing needs. I offer a wide variety of support services for our completed projects, including monitoring and optimization.

Project Timeline

Here's how your project breaks down, according to preliminary analysis and our standard execution process:

Phase	Date Complete
Planning	
Design	
Build	
Test & Train	
Launch	
Support	

Project Cost

Here's how the costs associated with the project break down:

Name	Price	QTY	Subtotal
Website Build	£	1	£
Training	£	1	£
12 Months Monitoring & Optimization	£	1	£

Subtotal **£**

Total £

By signing electronically below, you agree to the scope of work and pricing laid out in this document. You agree to adhere to my standard terms and conditions, which can be found on our website.

Signed by

_____ _____
[Client.FirstName] [Client.LastName]
[Client.Company]