Paid discovery offer (one to two pages)

From the free scoping kit by Netling Digital. Guide: How to Scope a Client Software Project. File > Make a copy to edit. Text in [brackets] is for you to fill in.
Project: [name] · **Prepared for:** [name] · **Valid until:** [date]

Why discovery first

From our call and your questionnaire, three things would move the price of version 1 the most: [unknown 1], [unknown 2], [unknown 3]. Today our estimate for the build is [likely range] hours, with a worst case of [worst]. Discovery replaces those guesses with decisions, so the build quote is firm.

What you'll get

Discovery has one job: turn your idea into clear, agreed requirements that the planning, design and build can follow without guessing.

- **Stakeholder interviews** with you, your team and, where possible, a few target users
- **A requirements document:** what version 1 must do, for each type of user, including the admin side
- **User stories and user flows** for the main tasks, so every requirement can be tested
- **A prioritised feature list**, split into version 1 and later
- **A technical review:** your existing systems, data and each integration checked against its real API
- **A risk list**, with how each risk is handled
- **A fixed quote and plan for version 1**, built on the requirements above

Architecture, wireframes and screen design come next, in the planning and design phases, and start from these requirements.

Time, price and what we need from you

- **Duration:** [n] weeks, from [start] to [end]
- **Price:** [fixed fee], invoiced [schedule]
- **Your time:** [n] workshops of [length], plus answers to questions within [n] working days

If you go ahead with the build

[Choose one: "We credit [all / n%] of the discovery fee against the build if you sign within [n] days of the final quote." / "Discovery is priced separately and is not credited."]

Who owns the outputs

On full payment, [agency] assigns to [client] the copyright in the discovery deliverables listed above, by a written assignment signed by both parties. [Agree the wording with a lawyer for your

jurisdiction: payment alone does not transfer copyright in the US or UK.]

Next step

Reply to accept, and we'll book the first workshop for [date].