



It was a pleasure to connect with you and learn more about your vision for redefining how new parents particularly mothers are supported during one of the most challenging transitions in life. The concept addresses a meaningful gap in the market and has the potential to deliver both social impact and long-term value. I am excited by the opportunity to collaborate with you in bringing this idea to life and to contribute my expertise in product development, design, and technology execution.

To give you a clearer picture, the work behind this kind of app goes far beyond just building screens, and I want to be transparent about the effort involved. It includes:

- **AI Sleep Guidance Model** – designing, training, and fine-tuning an AI system that can give safe and reliable advice. This means setting up the right datasets, ensuring the AI doesn't give generic or risky suggestions, and continuously improving it based on user feedback.
- **Mobile App (Flutter)** – building a smooth, cross-platform app (iOS and Android, or whichever platform you choose first) with an intuitive UI/UX designed for new parents who need a stress-free experience.
- **Backend & Database** – setting up secure cloud infrastructure to handle logins, profiles, user data, and AI responses safely. This also covers GDPR/data privacy compliance, which is very important when building health-related apps in the UK.
- **Integration & Testing** – making sure all the parts (AI, app, backend) communicate smoothly, with extensive testing across devices so the app feels reliable.
- **Ongoing Support & Scaling** – ensuring the app can grow with more users, avoid downtime, and continue improving after launch.

A project like this typically takes around **5–6 months of focused work**. Agencies in the UK would normally charge **£30k–£50k+** for something on this level, considering the AI component and compliance requirements. My rate is **£15k–£20k** for the full build, which I believe is a fair and startup-friendly way to deliver the same quality at a much lower cost.

That said, since I understand funding is still in progress, I'm open to a **hybrid option** as well:

- **£8k–£10k cash + 2–5% equity**

This way you reduce the upfront cost, while I cover my time and effort, and also share in the long-term vision of the product.

If this approach works, I'd be glad to sit down with you and your CTO to go deeper into the technical details and define the exact scope. From there, I can provide a **fixed quote** instead of just an approximate range.

Best regards,
Isva Shahzad,
Founder NetroxIT

