

TUKU GROUP — Internal Pricing Document

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Hourly Rate Foundation

Base rate: \$150/hour

- Discovery: 33 hours = \$5,000
 - Single Sprint: 35 hours = \$5,250
 - Additional sprints: 32 hours = \$4,800
 - Volume sprints: 30 hours = \$4,500
 - Retainer: 10 hours/month = \$1,500
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Service Offerings

New Client Discovery

Price: \$5,000

Time investment: ~33 hours

What's included:

- Full discovery conversation
- Vision mapping and articulation
- Constraint identification
- Strategic scoping
- Detailed roadmap with sprints and milestones
- Project architecture setup (internal)
- Voice and workflow establishment (internal)

Payment terms:

- 100% due upfront before work begins
- Non-refundable once work begins

Client-facing tagline: *Clarity before execution.*

Sprint Build

Price: \$5,250 (single sprint)

Time investment: ~35 hours (3.5 hours/day for 10 working days)

What's included:

- Two weeks of focused execution
- Single complete deliverable (brand, design, or platform)
- Scoped, executed, delivered
- Minor refinements within sprint intent

Payment terms (single sprint):

- 50% to begin sprint (\$2,625)
- 50% upon completion (\$2,625)

Client-facing tagline: *Build with intention. Ship complete.*

Multi-Sprint Projects

Pricing tiers:

- **2 sprints:** \$4,800 per sprint (total: \$9,600)
- **3+ sprints:** \$4,500 per sprint (total: varies)

Requirements for volume pricing:

- Client must commit to full series upfront
- 50% deposit on total series due before first sprint begins
- Volume pricing only applies when all sprints committed together

Payment structure:

- **50% deposit** before first sprint begins
- **25% payment** at midpoint (when Sprint 2 begins for 2-3 sprint projects)
- **25% final payment** upon project completion

Examples:

2-Sprint Project (\$9,600 total):

- Upfront: \$4,800 (50%)
- Sprint 2 begins: \$2,400 (25%)
- Final completion: \$2,400 (25%)

3-Sprint Project (\$13,500 total):

- Upfront: \$6,750 (50%)
- Sprint 2 begins: \$3,375 (25%)
- Final completion: \$3,375 (25%)

4-Sprint Project (\$18,000 total):

- Upfront: \$9,000 (50%)
 - Sprint 2 or 3 begins: \$4,500 (25%)
 - Final completion: \$4,500 (25%)
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Retainer Engagement

Price: \$1,500/month

Time investment: ~10 hours/month (4-8 hours typical, buffer included)

What's included:

- Strategic support and guidance
- Small refinements

- Ongoing care and direction
- Available only after completing sprint work together

Payment terms:

- Billed monthly in advance on 1st of month
- Auto-payment preferred (ACH or credit card)
- 30 days written notice required for cancellation

Client-facing tagline: *Strategic support. Thoughtful refinement.*

Entry Point Pricing

New Client Entry: \$10,250

- Discovery: \$5,000
- First Sprint: \$5,250

This is the standard starting point for new client relationships.

Scope Change Policy

During Sprint (Scope Lock)

Once a sprint begins, scope is locked. Minor refinements within sprint intent are included.

Significant additions or changes:

- **Option 1:** Sprint extension at \$200/hour (premium rate to deter mid-sprint changes)
- **Option 2:** New sprint added to roadmap (client gets sprint pricing benefit)

Why \$200/hour for extensions:

- Higher than base rate (\$150/hour) to incentivize proper planning
- Reflects disruption to planned execution
- Encourages clients to add work as new sprints (better for both parties)

During Discovery

Direction changes are expected and accommodated. Roadmap adjusts before sprint work begins. No additional charge.

Between Sprints

Adjustments are normal and expected. Next sprint scope is defined fresh based on learnings. No additional charge.

Cancellation Policy

Discovery:

- Non-refundable once work begins

- Full refund if cancelled before work starts

Sprint Work:

- Can be paused or rescheduled with 10 business days notice
- Already-paid deposits are non-refundable but can be applied to future work within 12 months

Retainer:

- 30 days written notice required for cancellation
 - Can be paused for up to 3 months without losing relationship status
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Payment Methods

Preferred:

- ACH (no fees)
- Credit card (client covers processing fees)

Invoice terms:

- Discovery: Due immediately upon invoice
 - Sprint deposits: Due before sprint begins
 - Midpoint/completion payments: Due within 7 days of milestone
 - Out-of-scope work: Due within 7 days of invoice
 - Retainer: Auto-payment on 1st of month
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Internal Operations Notes

Project Architecture (Hidden Cost)

The following are included in pricing but not separately disclosed to clients:

- File system setup
- Project folder organization
- Voice guide creation
- Communication protocol establishment
- Workflow design
- Documentation structure

This work typically takes 8-15 hours per new client and is absorbed into Discovery pricing.

Time Allocation Guidelines

- Discovery: Typically 1-2 weeks
- Sprint Build: Exactly 2 weeks (10 working days)
- Daily sprint commitment: 3.5 hours focused time
- Retainer: Spread across month as needed

Client Qualification

Ideal clients for this pricing structure:

- Medium-complexity projects (not entry-level hand-holding)
 - Clear vision or willingness to develop one
 - Decision-making authority
 - Respect for process and expertise
 - Ready to commit to quality over speed
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Value Proposition Philosophy

Why the payment structure works:

The work requires focus. Payment timing ensures we can dedicate attention without distraction while creating natural milestones that confirm value as the project progresses.

The final payment arrives when the work is complete and live. This moment confirms what was built and often becomes the conversation about what's next.

Strategic reasoning:

- 50% upfront secures commitment and covers initial intensive work
 - 25% midpoint payment maintains cash flow during execution
 - 25% final payment creates designed moment for value confirmation
 - Final payment is substantial enough to matter (not token gesture)
 - Completion becomes celebration and transition, not just close-out
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Competitive Positioning

Entry point (\$10,250) positions us:

- Above commodity/freelance market (\$2K-5K projects)
- Below enterprise agency rates (\$25K+ minimums)
- In boutique strategic partner range
- Quality-focused without being exclusive

Retainer (\$1,500/month) positions us:

- Accessible for sustained partnership
 - Profitable at 10 hours/month allocation
 - Low enough to say yes, high enough to take seriously
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Pass-Through Costs Policy

Operational Tools (NOT Pass-Through)

The following are business overhead and absorbed into pricing, never itemized to clients:

- AI subscriptions (Claude Pro, ChatGPT, etc.)
- Development tools (Replit, Cursor, etc.)
- Design software (Figma, Adobe, etc.)
- Project management tools
- Normal API usage within subscription limits

Monthly operational tool costs: ~\$150-400

These costs represent approximately 0.7-1.8% of monthly revenue and are already covered by the \$150/hour rate. They are professional tools that increase efficiency and quality, not line items.

Client-Specific Services (Client Pays Directly)

External services required for the client's project:

- Domain registration and hosting
- Email service providers
- Analytics tools
- Payment processing setup
- Software licenses for client use

Default policy: Client pays vendors directly. TUKU provides guidance on required services and estimated costs during discovery.

Typical range: \$500-\$3,000 depending on project scope

Exceptional API Usage (Pass-Through with Markup)

If a project requires API usage that meaningfully exceeds normal monthly costs:

Example: Building a chatbot that will make 100K API calls during development, adding \$500 in API costs beyond normal usage.

In that case:

- Note in discovery: "This project requires significant API usage, estimated \$500-800"
- Invoice at cost + 15% markup
- Make it clear this is additional API usage for the build, not normal operational tools
- Invoice upon completion with documentation of actual costs

Threshold for consideration: Additional API costs exceeding \$300 beyond normal monthly usage.

Documentation: Provide client with breakdown showing baseline usage vs. project-specific usage.

Future Pricing Considerations

When to raise rates:

- When booking 3+ months out consistently
- When declining work due to capacity
- When client quality improves at current rates
- Annual rate review each January

Volume discount limits:

- 3+ sprints at \$4,500 is floor
- Don't go below \$4,500/sprint regardless of volume
- Protects hourly rate from erosion

Red flags to increase Discovery price:

- If regularly exceeding 40 hours
 - If project architecture taking 20+ hours
 - If clients need extensive education/alignment
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This document is for internal use only. Client-facing materials should use the simplified language and structure provided in website copy documents.