



DISCOVERY & PLANNING

María González, Café Esperanza



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Discovery & Planning Agreement

Setting the foundation for your project success

This Discovery & Planning phase creates a detailed roadmap that ensures your project runs smoothly and delivers exactly what you need.

Planning Phase Investment

\$1,500

\$1,000 deposit to start

Applies toward total project cost

How We'll Work Together

A

Streamlined Process

3-5 days

If you have your content and materials prepared:

- We'll review, organize, and optimize your content for our creative process
- Define the technical features that support your business goals
- Create your detailed timeline with clear, reliable milestones

B

Comprehensive Discovery

1-2 weeks

If you're still gathering materials:

- We'll create a content checklist tailored to your project needs
- Help organize your existing materials effectively
- Guide you through obtaining required assets, then complete the process outlined in Path A

We'll determine the best path based on your current preparation level.

Your Commitment

Discovery Process

(~1 hour of your time)

We'll determine the best approach based on your current situation - if you have your creative assets prepared and a clear vision of what you want, we can streamline this process through focused email exchanges.

- 1 Share your vision and requirements**
for your project
- 2 Engage with us to review your current materials**
and identify improvement areas (we'll lead this process)
- 3 Participate in our guided assessment**
of functionality needs and project requirements
- 4 Respond to our recommendations**
and provide feedback within 3 business days



What You'll Receive



Complete Project Roadmap

- Detailed project outline with all pages and features
- Content requirements and asset planning
- Technical specifications for functionality updates



Clear Timeline & Budget

- Realistic project timeline with key milestones
- Detailed cost breakdown for the complete project
- Payment schedule that works for your business



Professional Documentation

- Written project scope for your approval
- Complete content checklist of items you'll need to provide
- Step-by-step action items and clear deliverables

Timeline: Approx. 7-10 business days once you've provided all content and materials



Agreement & Next Steps

Our Commitment

- Professional Discovery Process**
Comprehensive assessment of your current project with strategic recommendations
- Detailed Planning Documentation**
Complete project outline, specifications, and clear timeline for full project
- Next Steps Guarantee**
When you complete all planning requirements, we commit to providing you with the next available start date

Investment & Terms

Planning Phase Investment: \$1,500

- \$1,000 deposit to begin (due upon signing)
- \$500 final payment upon planning completion
- This amount applies toward your total project cost
- No obligation to proceed with full project

Scope: Discovery, planning, and documentation only
Confidentiality: All information shared remains confidential
Timeline: 7-10 business days (content dependent)

Ready to Begin?

Pay \$1,500 Initial Payment

Secure payment via FreshBooks

Client Signature:

María González, Café Esperanza
Date: _____

Brillnt Representative:

hello@brillnt.com | (313) 286-5990
Date: _____