

# ECI Construction - Project Cost Estimate

## ECI Construction - Unified Business Intelligence Platform Cost Estimate

**Client:** ECI Construction  
**Project:** AI-Powered Business Intelligence Platform (Phase 1: Proposal Management)  
**Date:** February 3, 2026  
**Prepared By:** CRM Wizards / Kiedrowski Team  
**Valid Until:** March 31, 2026

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### Executive Summary

#### Project Overview

Development of a custom AI-powered unified business intelligence platform tailored specifically for ECI Construction's unique recreation construction business. **Phase 1 focuses on proposal management** as the foundation, with a clear roadmap to expand into municipal CRM, resource allocation, data aggregation, and project intelligence modules.

The initial system will replace manual proposal processes, reduce CEO time spent on proposals by 80%+, preserve institutional knowledge, and demonstrate the platform vision that addresses all 5 of Ted's identified pain points.

#### Investment Summary

Phase	Deliverable	Timeline	Investment
Phase 1	Non-Functional POC	2 weeks	\$5,000
Phase 2	Proposal MVP (Core Features)	6-8 weeks	\$28,000
Phase 3	Municipal CRM Module	4-5 weeks	\$22,000
Phase 4	Advanced Features & Guard Rails	5-6 weeks	\$25,000
Phase 5	Integration & Polish	3-4 weeks	\$15,000
Total	Full Platform (5 Modules)	20-25 weeks	\$95,000

#### Cost Comparison vs. Off-The-Shelf Solutions

Solution	Year 1	Year 2	Year 3	3-Year Total
OpenAsset Shred.ai	\$15,000	\$15,000	\$15,000	\$45,000
Unanet Proposal AI	\$12,500	\$12,500	\$12,500	\$37,500
Responsive	\$12,500	\$12,500	\$12,500	\$37,500
Custom Solution (Proposals Only)	\$70,000	\$3,000	\$3,000	\$76,000
Custom Platform (All 5 Modules)	\$95,000	\$3,500	\$3,500	\$102,000

**Note:** Off-the-shelf solutions only address proposal management. ECI would need additional tools for CRM, resource management, and data aggregation, adding \$20K-40K/year in recurring costs.

**Break-even Point (Proposals Only):** Month 28 vs. Shred.ai

**Break-even Point (Full Platform):** Month 32 vs. multiple vendor solution

5-Year Savings (Full Platform): \$85,000 - \$145,000 vs. vendor silos  
10-Year Savings (Full Platform): \$210,000 - \$310,000 vs. vendor silos

## Phased Approach & Pricing

### Phase 1: Non-Functional Proof of Concept

**Duration:** 2 weeks (Feb 3 - Feb 17, 2026)

**Investment:** \$5,000

**Team:** 1 Lead Developer + 1 UI Developer

**Deliverables:**

- ✓ Professional UI prototype (enterprise SaaS quality)
- ✓ Interactive mockup of all core proposal features
- ✓ Platform navigation showing all 5 future modules:
  - Proposal Management (working in POC)
  - Municipal Project CRM (preview mockup)
  - Resource Allocation (preview mockup)
  - Data Aggregation (preview mockup)
  - Project Intelligence (preview mockup)
- ✓ Simulated AI responses with ECI sample data
- ✓ Demo presentation materials
- ✓ Technical architecture documentation
- ✓ Production roadmap for full platform expansion

**Hourly Breakdown:**

Role	Hours	Rate	Subtotal
Lead Developer (Eli)	25	\$150	\$3,750
UI Developer (Naggie)	15	\$100	\$1,500
Total	40	-	\$5,250

**Discounted POC Price:** \$5,000 (includes meeting time and revisions)

**Success Criteria:**

- Demonstrate clear value proposition vs. off-the-shelf solutions
- Achieve client approval to proceed to Phase 2
- Validate technical approach and design direction

### Phase 2: MVP Development (Core Features)

**Duration:** 6-8 weeks

**Investment:** \$28,000

**Team:** Lead Developer + Developer + Part-time QA

**Deliverables:**

- 1. Proposal Library System** - Upload and store proposal documents (PDF, Word) - Automatic metadata extraction - Full-text search capability - Filter and categorize proposals - Preview and download functionality
- 2. AI Content Generator** - Integration with AI API (Claude 3.5 or GPT-4) - Content templates for common sections: - Safety plans - Project approach - Company qualifications - Quality control procedures - Context-aware generation using historical data - Edit and refine generated content - Save custom templates
- 3. RFP Analysis Tool** - Upload RFP documents - Automatic key information extraction: - Project scope and requirements - Budget and timeline - Submission requirements - Required sections - Inconsistency detection - Priority ranking - Exportable analysis summary
- 4. Basic Analytics Dashboard** - Historical project statistics - Fee analysis by project type - Timeline trends - Simple visualizations - **Estimate validation & sanity checks:** - Fee recommendation based on historical data - Warnings for unusual pricing patterns - Timeline reality checks - Comparison to similar past projects
- 5. User Interface** - Responsive web application - Professional design system - Intuitive navigation - Mobile-friendly

**Hourly Breakdown:**

Role	Hours	Rate	Subtotal
Lead Developer	80	\$150	\$12,000
Developer	100	\$100	\$10,000
UI/UX Design	20	\$125	\$2,500
QA/Testing	20	\$90	\$1,800
Project Management	15	\$125	\$1,875
<b>Total</b>	<b>235</b>	<b>-</b>	<b>\$28,175</b>

**Fixed Price:** \$28,000

### Phase 3: Municipal CRM Module

**Duration:** 4-5 weeks

**Investment:** \$22,000

**Team:** Lead Developer + Developer

**Can Run Parallel with Phase 2 or Sequential**

**Deliverables:**

- 1. Municipal Project Pipeline** - Project tracking from early design through RFP - Status workflow: Planning → Design → Pre-RFP → Active RFP → Won/Lost - Estimated RFP date and project value tracking - Visual pipeline dashboard (kanban or list view) - Quick filters by status, municipality, project type
- 2. Touch Point Management** - Activity timeline for each municipal project - Log meetings, calls, emails, site visits - Next action reminders and follow-up tracking - Relationship strength indicators - Key decision-maker contact database
- 3. Municipal Database** - Cities/counties relationship tracker - Procurement contact management - Historical project data by municipality - Win rate analysis by municipality - Preferred contractor lists tracking
- 4. Alerts & Automation** - "Design phase starting - schedule touch-point" alerts - "90 days until estimated RFP" notifications - "No contact in 60 days" relationship risk warnings - Email integration for automated activity logging - Calendar integration for follow-up scheduling
- 5. CRM-Proposal Integration** - When project moves to RFP, pull relationship context into proposal module - Historical interaction summary auto-populated - Key stakeholder preferences accessible - Win/loss data informs proposal strategy

**Ted's Exact Requirement:**

*"Frankly – we should also think about a simple CRM platform – we don't need anything crazy there either. Again, most of our work is municipal, gets advertised, etc. but keeping track of long design project planning would be good for various touch-points."*

**Hourly Breakdown:**

Role	Hours	Rate	Subtotal
Lead Developer	60	\$150	\$9,000
Developer	90	\$100	\$9,000
UI/UX Design	20	\$125	\$2,500
QA/Testing	15	\$90	\$1,350
<b>Total</b>	<b>185</b>	<b>-</b>	<b>\$21,850</b>

**Fixed Price:** \$22,000

### Phase 4: Advanced Features & Robust Guard Rails

**Duration:** 5-6 weeks

**Investment:** \$25,000

**Team:** Lead Developer + Developer

**Deliverables:**

- 1. Proposal Builder Wizard** - Step-by-step guided workflow - Project information collection - Requirements checklist (auto-populated from RFP) - Section selection and ordering - Batch AI content generation - Full proposal preview - Template selection - Export to PDF and Word
- 2. Advanced Cost Analytics & Estimate Guard Rails** - Interactive dashboards - Historical cost comparisons - Fee recommendation engine - Project duration predictions - Win/loss analysis - Custom report builder - Data export capabilities - **Estimate validation & guard rails:** - Prevent missing labor costs in proposals - Flag pricing errors before submission - Automated compliance checks (prevailing wage,

LEED requirements) - Alert if estimate significantly deviates from historical patterns - Custom validation rules for ECI's recreation construction workflow

**3. Enhanced AI Features** - Fine-tuning on ECI-specific content - Custom prompt engineering - Multi-section coherence - Style consistency enforcement - Technical specification understanding - Automatic compliance checking

**4. Document Generation Engine** - Professional PDF templates - ECI branding integration - Dynamic table of contents - Automatic formatting - Image and diagram support - Cover page customization

Hourly Breakdown:

Role	Hours	Rate	Subtotal
Lead Developer	80	\$150	\$12,000
Developer	90	\$100	\$9,000
AI Prompt Engineering	20	\$150	\$3,000
QA/Testing	20	\$90	\$1,800
Total	210	-	\$25,800

Fixed Price: \$25,000

**Note:** Increased from original \$22K to accommodate comprehensive estimate guard rails system with ECI-specific validation rules, compliance checks, and custom warning logic.

Phase 5: Integration & Polish

**Duration:** 3-4 weeks  
**Investment:** \$15,000  
**Team:** Lead Developer + Integration Specialist

Deliverables:

- 1. System Integrations** - Procore API integration (read-only project data) - Financial system data sync (if feasible) - Email integration for notifications - Calendar integration for deadlines - Cloud storage integration (Google Drive/Dropbox)
- 2. Performance Optimization** - Database query optimization - Caching implementation - Image and file optimization - Load time improvements - Scalability enhancements
- 3. Security & Compliance** - User authentication system - Role-based access control - Data encryption (at rest and in transit) - Audit logging - Backup and recovery procedures - GDPR/privacy compliance
- 4. Training & Documentation** - User training sessions (2x 2-hour sessions) - Administrator documentation - User guide - Video tutorials - Support documentation - API documentation (for future integrations)
- 5. Deployment** - Production environment setup - Domain and SSL configuration - Monitoring and alerting - Initial data migration - Go-live support

Hourly Breakdown:

Role	Hours	Rate	Subtotal
Lead Developer	45	\$150	\$6,750
Integration Specialist	40	\$125	\$5,000
DevOps/Deployment	15	\$125	\$1,875
Training/Documentation	10	\$125	\$1,250
Total	110	-	\$14,875

Fixed Price: \$15,000

Detailed Cost Breakdown

Development Team Rates

Role	Hourly Rate	Justification
Lead Developer (Eli)	\$150/hr	15+ years experience, Salesforce certified, AI expertise
Senior Developer (Naggie)	\$100/hr	8+ years experience, full-stack, AI integration

Role	Hourly Rate	Justification
UI/UX Designer	\$125/hr	Enterprise SaaS design experience
Integration Specialist	\$125/hr	API integration, systems architecture
QA/Testing	\$90/hr	Quality assurance, test automation
Project Manager	\$125/hr	Agile methodology, client communication

### Total Hours by Phase

Phase	Total Hours	Average Weekly Hours	Team Size
Phase 1	40	20	2
Phase 2	235	33	2-3
Phase 2A	185	37	2
Phase 3	210	35	2
Phase 4	110	28	2
Total	780	33 avg	2-3

### Infrastructure & Third-Party Costs (Estimated Annual)

Service	Purpose	Annual Cost
Hosting	Vercel/AWS	\$500 - \$1,200
Database	PostgreSQL (Supabase/PlanetScale)	\$300 - \$600
AI API	Claude/OpenAI	\$1,200 - \$2,400
Storage	Document storage (S3/R2)	\$100 - \$300
Monitoring	Error tracking, analytics	\$200 - \$400
Email	Transactional emails	\$100 - \$200
SSL/Security	Security certificates	\$100 - \$200
Total Annual		\$2,500 - \$5,300

**Note:** AI API costs are usage-based. Estimate assumes ~500 proposals/year with average 5 sections each.

## ROI Analysis

### Time Savings Calculation

**Current State:**

- Ted spends ~15 hours/week on proposals (60 hours/month)
- Hourly CEO value: ~\$200/hr (based on \$400K salary equivalent)
- Monthly cost of current process: 60 × \$200 = **\$12,000/month**

**Future State with AI System:**

- Estimated time reduction: 80% (12 hours/week saved)
- New time on proposals: 3 hours/week (12 hours/month)
- Monthly time savings value: 48 × \$200 = **\$9,600/month**

**Annual Savings:**

- Time savings: \$9,600 × 12 = **\$115,200/year**
- Avoided proposal manager hire: **\$80,000/year** (salary + benefits)
- **Total Annual Value: \$195,200**

### Payback Period

**Proposals Only Investment:**

Metric	Value
Initial Investment	\$70,000
Monthly Time Savings Value	\$9,600
Payback Period	7.3 months
Year 1 Net Benefit	\$45,200
3-Year Net Benefit	\$270,600
5-Year Net Benefit	<b>\$456,000</b>

**Full Platform Investment (All 5 Modules):**

Metric	Value
Initial Investment	\$95,000
Monthly Time Savings Value	\$12,000+
Payback Period	8 months
Year 1 Net Benefit	\$49,000
3-Year Net Benefit	\$334,000
5-Year Net Benefit	\$566,000
vs. Multiple Vendor Silos	<b>Saves \$210K+ over 5 years</b>

## Competitive Advantage Benefits

**Quantifiable:**

- Faster proposal turnaround: 50% reduction (competitive edge)
- Higher proposal quality: Estimated 10-15% win rate improvement
- **Institutional knowledge preservation: \$100K+ value**
  - Captures Ted's 20+ years of recreation construction expertise
  - Protects against knowledge loss during transitions/succession
  - Ensures consistency regardless of team changes
- Estimate error prevention: Saves \$50K+ annually in avoided pricing mistakes

**Non-Quantifiable:**

- CEO time freed for strategic initiatives
- Reduced stress and proposal fatigue
- Consistent brand voice across proposals
- Improved team collaboration
- Scalability as company grows
- **Municipal project relationship tracking** (long-cycle sales advantage)
- Platform foundation for resource allocation & data aggregation modules

## Payment Terms

### Standard Payment Schedule

**Option A: Phased Payments (Recommended)**

Milestone	Payment	Due Date
POC Completion (Phase 1)	\$5,000	Upon POC demo approval
Phase 2 - 50% Upfront	\$14,000	Start of Phase 2 development
Phase 2 - 50% Completion	\$14,000	MVP delivery and approval
Phase 3 - 50% Upfront	\$11,000	Start of CRM development
Phase 3 - 50% Completion	\$11,000	CRM delivery and approval
Phase 4 - 50% Upfront	\$12,500	Start of Phase 4 development
Phase 4 - 50% Completion	\$12,500	Feature delivery and approval

Milestone	Payment	Due Date
Phase 5 - 50% Upfront	\$7,500	Start of Phase 5 development
Phase 5 - Final Payment	\$7,500	Production go-live
<b>Total</b>	<b>\$95,000</b>	-

#### Flexible Options:

- **Proposals Only (Phases 1-2, 4-5):** \$73,000 - Stop after proposals, add CRM later
- **Proposals + CRM (Phases 1-3):** \$55,000 - Core platform foundation
- **Full Platform:** \$95,000 - All 5 modules with complete integration

#### Option B: Net-30 Invoice Schedule

Invoice #	Deliverable	Amount	Terms
Invoice 1	POC Completion	\$5,000	Net 30
Invoice 2	Phase 2 Start	\$14,000	Net 30
Invoice 3	Phase 2 Completion	\$14,000	Net 30
Invoice 4	Phase 3 Start	\$11,000	Net 30
Invoice 5	Phase 3 Completion	\$11,000	Net 30
Invoice 6	Phase 4 Start	\$12,500	Net 30
Invoice 7	Phase 4 Completion	\$12,500	Net 30
Invoice 8	Phase 5 Start	\$7,500	Net 30
Invoice 9	Phase 5 Go-Live	\$7,500	Net 30
<b>Total</b>		<b>\$95,000</b>	

#### Option C: Discounted Prepayment

- Full platform payment upfront: **\$90,250** (5% discount)
- Proposals only prepayment: **\$66,500** (5% discount)
- Payment due: Start of Phase 2
- Risk mitigation: Escrow arrangement available

### Ongoing Maintenance & Support (Optional)

**Tier 1: Basic Support** - \$500/month - Bug fixes and critical updates - 48-hour response time - Email support - Monthly system health check

**Tier 2: Standard Support** - \$1,200/month - Everything in Tier 1 - Feature enhancements (up to 5 hours/month) - 24-hour response time - Priority email and phone support - Quarterly strategy sessions

**Tier 3: Premium Support** - \$2,500/month - Everything in Tier 2 - Dedicated developer time (up to 15 hours/month) - 12-hour response time - Proactive monitoring and optimization - Monthly feature roadmap reviews - Custom integrations

## Assumptions & Exclusions

### Assumptions

#### Client Responsibilities:

- Provide access to sample proposal documents (15-20 proposals minimum)
- Designate project stakeholder for weekly check-ins
- Provide timely feedback on deliverables (48-hour turnaround)
- Provide API access to existing systems (Procore, financial system)
- Assign technical contact for integration testing
- Cover infrastructure costs (hosting, AI API, etc.)

#### Technical Assumptions:

- Modern web browsers supported (Chrome, Firefox, Safari, Edge - last 2 versions)
- Internet connection required (web-based application)
- ECI proposal documents are in standard formats (PDF, Word)
- Existing systems have documented APIs or export capabilities

- AI API services remain available and pricing stable

## Exclusions

### Not Included in Base Pricing:

- Custom integrations beyond Phase 4 scope
- Data migration from legacy systems (unless specified)
- Third-party software licenses or subscriptions
- Hardware or infrastructure costs
- Training beyond 2 initial sessions
- On-site visits (remote work assumed)
- Ongoing support after 30-day warranty period
- Content writing or proposal copywriting services
- Legal review of generated content

## Change Order Process

Changes to scope will be handled via change order process: 1. Client submits change request in writing 2. Team provides impact analysis (time, cost, schedule) 3. Client approves or declines change order 4. If approved, work proceeds under new terms

### Change Order Rates:

- Additional development: \$150/hr (Eli), \$100/hr (Naggie)
- Rush requests: 1.5× standard rate
- After-hours support: 1.5× standard rate

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## Risk Mitigation & Guarantees

### Quality Guarantees

#### 30-Day Warranty:

- All bugs and defects fixed at no charge
- Covers issues arising from normal use
- Starts from final delivery date

#### Performance Guarantees:

- Page load times <2 seconds (on standard connection)
- 99.5% uptime SLA (excluding scheduled maintenance)
- AI response times <10 seconds for standard requests

### Risk Mitigation Strategies

#### Technology Risks:

- Use proven, stable technology stack
- Multiple AI provider options (Claude, GPT-4, fallback)
- Regular backups and disaster recovery plan
- Comprehensive testing at each phase

#### Budget Risks:

- Fixed-price phases prevent cost overruns
- Clear scope documents signed before each phase
- Change order process for additions
- Transparent communication on timeline/budget status

#### Timeline Risks:

- Buffer built into estimates (conservative)
  - Agile methodology allows for adjustments
  - Weekly progress updates
  - Early warning system for potential delays
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## Next Steps

### To Proceed with POC (Phase 1):

#### 1. Contract Execution

- Review and sign Phase 1 SOW
- Execute Master Services Agreement
- Process initial \$5,000 payment

#### 2. Kickoff Meeting (Week of Feb 3)

- Confirm POC features and priorities
- Gather sample proposal documents
- Establish communication channels
- Schedule demo date (target: Feb 17)

#### 3. Development Begins

- Week 1: Foundation and core UI
- Week 2: Features, polish, demo prep

#### 4. Demo & Decision

- Live demonstration of POC
- Gather feedback
- Decision to proceed to Phase 2

### Questions for ECI Team:

- What is your preferred payment structure?
- Do you have sample proposals ready to share?
- Who will be the primary project stakeholder?
- What is your ideal timeline for full production launch?
- Are there specific integrations you consider must-have vs. nice-to-have?
- What are your questions or concerns about this proposal?

## Appendix: Comparison Matrix

### Feature Comparison: Custom vs. Off-The-Shelf

Feature	Custom Solution	Shred.ai	Unanet	Responsive
Proposal Library	✓ Customized	✓ Standard	✓ Standard	✓ Standard
AI Content Generation	✓ ECI-trained	✓ Generic	✓ Generic	✓ Generic
RFP Analysis	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Cost Analytics	✓ Custom dashboards	✗ No	✗ No	✗ No
Estimate Guard Rails	✓ Yes	✗ No	✗ No	✗ No
Knowledge Preservation	✓ Institutional	⚠ Generic	⚠ Generic	⚠ Generic
Municipal CRM	✓ Phase 2+	✗ No	✗ No	✗ No
Procore Integration	✓ Yes	✗ No	⚠ Limited	✗ No
Resource Allocation	✓ Phase 3+	✗ No	✗ No	✗ No
Custom Branding	✓ Full control	⚠ Limited	⚠ Limited	⚠ Limited
Data Ownership	✓ Full ownership	⚠ Vendor-hosted	⚠ Vendor-hosted	⚠ Vendor-hosted
Mobile Access	✓ Responsive	✓ Yes	✓ Yes	✓ Yes
Excel File Upload	✓ Yes	✗ PDF only	✗ PDF only	✓ Yes
Unlimited Users	✓ Yes	✓ Yes	✓ Yes	✗ Per-user fee

Feature	Custom Solution	Shred.ai	Unanet	Responsive
Future Expandability	✔ Unlimited	✗ Fixed features	✗ Fixed features	✗ Fixed features
Support Included	✔ 30 days	✔ Email only	✔ Email only	✔ Email only

**Document Status:** Final Estimate - Subject to client approval

**Valid Through:** March 31, 2026

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**Next Action:** Client review and approval for Phase 1 POC