

MOBILE APP BUNDLE PRESENTATION GUIDE

- â¢ Save \$4,550 vs buying web and mobile separately
- â¢ One integrated system - same database, seamless experience
- Prepared for: GXA Assurances | Date: November 02, 2025
- â¢ Launch together - coordinated timeline

- â¢ Lower total cost with early adopter discount

PRIMARY OFFER: WEB + MOBILE BUNDLE

Since client previously requested mobile apps, present bundle as primary option:

BUNDLE PRICING:

Option	Total	Net Payment	Savings
Web Application:			\$12,500.00
Web + Mobile Bundle (iOS + Android):	\$20,500	\$15,950	\$4,550 (\$12,500 savings)
Web + Mobile Separate Subtotal:	\$25,000	\$23,000	\$2,000 Baseline
Web Only	\$15,000	\$10,000	\$5,000 Save \$5k (no mobile)
Less Prototype Credit:			-\$2,500.00
Less Bundle Discount (10%):			-\$2,050.00
HANDLING COMMON QUESTIONS:			
NET PAYMENT:			\$15,950.00
Q: Why both web and mobile?			
A: Web for staff doing detailed work on computers. Mobile for customers sub			\$20,500.00
Saving vs Separate			\$4,550.00

Q: Can we just do mobile?

PAYMENT SCHEDULE:
A: Staff need computers for paperwork and reports. Web is essential. Mobile is for customer convenience.

Payment 1 (40%): \$4,000.00 - At contract signing

Payment 2 (30%): \$3,000.00 - Web Phase 2 completion

Payment 3 (20%): \$2,000.00 - Web Phase 3 completion
if ordered within 90 days.

Payment 4 (10%): \$1,000.00 - Web app launch

Payment 5 (Mobile 50%): \$4,000.00 - Mobile contract signing

Payment 6 (Mobile 50%): \$4,000.00 - Mobile app launch

TOTAL: \$15,950.00

TIMELINE:

â¢ Web Application: 3-4 months

â¢ Mobile Apps: Launch 4-6 weeks after web

â¢ Total: 4-5 months for complete system

PRESENTATION FLOW:

1. Show Web App

Demo the web application - works on computers and phones

2. Address Mobile Request

Mention: 'You wanted native mobile apps - here's the bundle option'

3. Present Bundle

Lead with bundle pricing: \$15,950 net, saves \$4,550

4. Emphasize Value

Complete solution: Web for staff, mobile for customers

5. Offer Backup

Web-only option available if budget is tight (\$10,000 net)

KEY MESSAGES TO USE:

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"Since you wanted mobile apps, I prepared the **bundle** - saves you \$4,550."

"Bundle: Web for staff on computers, mobile for customers on phones."