

# GXA PRESENTATION - QUICK REFERENCE

## PRIMARY OFFER: WEB + MOBILE BUNDLE

Net Payment: \$15,950 | Total Investment: \$20,500 | Save: \$4,550

### Breakdown:

Web App: \$12,500  
Prototype Credit: -\$2,500  
NET: \$15,950

Mobile Apps: \$8,000  
Bundle Discount: -\$2,050

### PAYMENT SCHEDULE:

1. \$4,000 (40%) Contract signing
2. \$3,000 (30%) Phase 2 completion
3. \$2,000 (20%) Phase 3 completion
4. \$1,000 (10%) Web launch
5. \$4,000 (Mobile) Mobile contract
6. \$4,000 (Mobile) Mobile launch

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### VALUE PROPOSITION:

Annual Savings: \$35,000 - \$80,000

ROI: Pays for itself in 2-3 months

Timeline: Web (3-4 months) + Mobile (+4-6 weeks)

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### KEY TALKING POINTS:

- "Since you wanted mobile apps, bundle saves \$4,550"
- "Web for staff on computers, mobile for customers on phones"
- "Complete solution: \$15,950 vs \$25,000 separately"
- "Saves \$35k-80k per year - pays for itself in 2-3 months"

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### PRESENTATION FLOW:

1. Demo web app (3-4 min)
2. Address mobile request (30 sec)
3. Present bundle: \$15,950 net (1 min)
4. Show value: \$35k-80k savings (1 min)
5. Close: "What questions?" (30 sec)

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### QUICK NUMBERS:

Bundle: \$15,950 net  
Web Only: \$10,000 net  
Savings: \$35k-80k/year  
ROI: 2-3 months

Timeline: 4-5 months  
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### BACKUP OPTION:

Web Only:  
\$10,000 net  
Mobile later:  
\$8,000 (90 days)