

learntoaction – Client Proposal

Project Overview

Project Name: learntoaction

Tagline: Turn learning into real action through progress-trackable worksheets

learntoaction is a **multi-tenant SaaS platform** designed for coaches, educators, and trainers to deliver *learning-by-doing* experiences using interactive worksheets and workbooks. The system focuses on **action, reflection, and measurable progress**, not video consumption or passive learning.

This proposal outlines the **development scope, phased delivery plan, timeline, and cost estimate** for building the platform.

Objectives

- Build a **scalable, production-ready SaaS platform**
 - Enable educators to create interactive worksheets and workbooks
 - Allow students to save progress, resume anytime, and track completion
 - Provide analytics to measure engagement and outcomes
 - Support future growth with subscriptions, branding, and domains
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Project Scope & Phased Delivery

Phase 1 – Core Learning Engine (MVP)

Duration: 8-10 weeks

Scope

- Multi-tenant backend architecture
- Teacher & student authentication
- Worksheet creation and management
- Interactive worksheet runtime (student-facing)
- Autosave & resume functionality
- Field system with immutable field keys
- Student progress tracking & completion
- Basic analytics (views, completions, time spent)
- Initial cloud deployment

Deliverables

- Fully functional worksheet-based learning system
- Students can start, pause, resume, and complete worksheets
- Teachers can create and publish worksheets

Cost

- ₹4,00,000 – ₹6,00,000 (India)
 - \$8,000 – \$12,000 (Global)
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Phase 2 – Workbooks, Branding & Advanced Analytics

Duration: 6–8 weeks

Scope

- Workbook builder (multi-page worksheet flows)
- Workbook progress & completion tracking
- Advanced analytics dashboards
- Custom fields & dynamic values
- Workspace branding (logo, colors)
- Default domain setup
- Custom domain integration with SSL

Deliverables

- Multi-page learning journeys
- Deeper insights into learner behavior
- Branded educator workspaces

Cost

- ₹3,00,000 – ₹4,50,000 (India)
 - \$6,000 – \$9,000 (Global)
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Phase 3 – SaaS Hardening & Business Features

Duration: 4–6 weeks

Scope

- Subscription plans & usage limits
- SaaS admin dashboard (Super Admin)
- Role-based access controls
- Performance optimization & caching

- Security hardening
- Activity logs & audit trails
- GDPR-ready data handling

Deliverables

- Monetization-ready SaaS platform
- Admin-level visibility and controls
- Improved reliability and scalability

Cost

- ₹2,00,000 – ₹3,00,000 (India)
- \$4,000 – \$6,000 (Global)

Total Estimated Cost

Region	Estimated Cost
India	₹9,00,000 – ₹13,50,000
Global	\$18,000 – \$27,000

Final cost may vary based on scope adjustments and change requests.

Assumptions

- Phased development approach
- Single primary stakeholder for approvals
- Feedback provided within reasonable timelines
- Hosting and third-party service costs billed separately

Out of Scope (Unless Explicitly Added)

- AI-based features
- Mobile native apps
- Community or chat features
- Offline mode
- Enterprise SSO

Payment Structure (Recommended)

- Phase-wise payment
 - 30–40% advance per phase
 - Remaining amount upon phase completion
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Why Phased Development

- Faster time-to-market
 - Reduced risk
 - Flexibility to adapt based on user feedback
 - Cost control
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Timeline & Milestones

Phase	Duration	Key Milestones
Phase 1 – Core Engine	Week 1–2	Architecture, Auth, DB schema
	Week 3–4	Worksheet builder + runtime
	Week 5–6	Autosave, progress, analytics
	Week 7–8	QA, deployment, handover
Phase 2 – Workbooks & Branding	Week 1–2	Workbook flows
	Week 3–4	Analytics dashboards
	Week 5–6	Branding + domains
Phase 3 – SaaS Hardening	Week 1–2	Subscriptions + RBAC
	Week 3–4	Security + performance

Scope vs Cost Negotiation Guide

If budget needs to be reduced: - Remove advanced analytics → save ~15% - Delay custom domains → save ~10% - Limit workbook depth → save ~10–15%

If budget increases: - Add AI-assisted worksheet suggestions - Add cohort analytics - Add mobile-first optimizations

Golden rule: **Core worksheet runtime is non-negotiable**; features around it are adjustable.

Statement of Work (SOW)

Scope of Work

The vendor shall design, develop, test, and deploy the learntoaction SaaS platform as described in the phased scope above.

Deliverables

- Source code repository
- Deployed production environment
- Technical documentation
- Admin & user guides

Timeline

Project execution shall follow the timeline defined in the Timeline & Milestones section.

Payment Terms

- Phase-wise billing
- 30–40% advance per phase
- Remaining amount payable on milestone completion

Change Management

Any work outside the defined scope shall be treated as a change request and billed separately.

Ownership

Upon full payment, the client shall own the custom-developed source code. Vendor retains rights to reusable components.

Warranty & Support

30 days post-launch bug-fix support included. Enhancements billed separately.

Conclusion

This proposal provides a clear, phased, and risk-controlled approach to building learntoaction as a scalable SaaS product. It balances speed, cost, and long-term viability while giving the client full transparency into scope and investment.