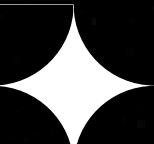


BALLPARK PROPOSAL

GET READY



PREPARED FOR

Nacho @ Ranch

FRIENDS

Fri3nds.com

40 SW 13TH ST.

Miami, Fl 33130

INDEX

WHAT WE DO ⁰¹

EXECUTIVE SUMMARY ⁰²

ABOUT US ⁰³

WHO WE ARE ⁰⁴

OUR PROCESS ⁰⁵

PROPOSALS ⁰⁶

TERMS AND CONDITIONS ⁰⁷

HEY NACHO

Marcelo Russo

co-FOUNDER & CEO
MARCELO RUSSO

Esteban Muñiz

co-FOUNDER & CBO
ESTEBAN MUÑIZ

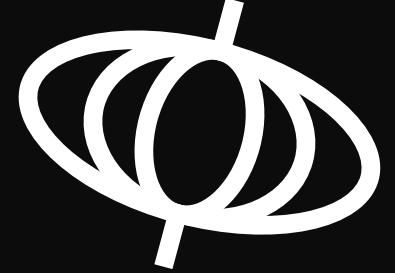
Nacho, thanks for taking the time to meet with me on Monday. It was wonderful learning about the ranch crypto product and meeting David and learning more about Shirtum.

With our intersecting expertise in sales, marketing, branding, and our 10 years of technology solutions experience, I think we are a perfect fit.

This deck should give you a 10.000ft. overview of the project and provide an idea of our proposed engagement. Please do not hesitate to reach out with any questions, or if you'd like to discuss further.

RECENT WORK

PORTFOLIO



LET US SHOW YOU!

We know handling bulky proposals full of process and case studies can be unwieldy, especially when the budget needs to be shared quickly and efficiently within internal teams.

So we decided to skip it all together for your proposal.

We have separated our case studies and detailed information about Fri3nds in a separate document: **The Capabilities Deck**.

Feel free to drop us a line and we'll send it to you.

READY TO GET
STARTED

WE ARE READY

WE GET IT.

Choosing the right partner to keep your world balanced and take the quantum-leap your company needs is hard.

You want to work with a partner who is innovative and creative enough to bring a fresh perspective to the table, while working openly and collaboratively through the entire project.

With our background in creative technical solutions, our unique approach to a collaborative workflow, and our global team, we think we're a great fit.

BOTTOM LINE:

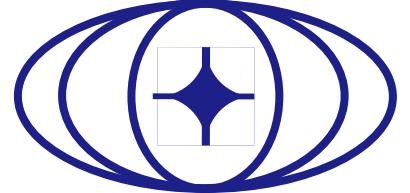
WE'RE READY TO GET TO WORK.



HOW MUCH
DOES THIS
COST?

HOW LONG
WILL THIS
TAKE?

SERVICES



We wouldn't be good friends if we didn't make sure you know what services you will be getting from our core capabilities, and which could be a great fit for you.

NO-BS 01

Clarify your purpose, positioning and personality to establish a strategic foundation for your brand & product

CO-CREATE 02

Leverage your brand strategy to create a world-class visual identity that is unique, confident, and beautiful.

WEBFLOW BUILD 03

Create your site with the most powerful build tool in the market, returning the power to your team to create magic

FLUTTER BUILD 04

Build once deploy almost anywhere. Built by Google, powered by Fri3nds. Special for your Mobile needs

SOCIAL MEDIA 05

Build once deploy almost anywhere. Built by Google, powered by Fri3nds. Special for your Mobile needs

EXECUTIVE

SUMMARY

WHAT MAKES GREAT RELATIONSHIPS IS STRAIGHT-TALK

We have to be on the same page and move in lockstep.

Based on the information provided and the initial analysis done by our team, the follow. Services will be billed on a **per-project basis** and the estimated professional fees are based on the objectives, scope of work, activities, deliverables, and timeline as described in this proposal.

Our goal is to collaborate with your team on a milestone basis that allows for maximum feedback.

Small milestone approvals will build towards the final deliverables. We believe in partnership to ensure we work collaboratively to minimize deviations. Remember, any changes in the scope of Services or Deliverables will ultimately affect the fees and timeline outlined in this proposal.

◆ **BILLING STYLE:** PER-MILESTONE

◆ **INVESTMENT:** \$96,025 USD

◆ **ESTIMATED LAUNCH:** EARLY MARCH 2023

◆ **PROJECT HIGHLIGHTS:**

MARKETING WEBSITE IN WEBFLOW

FLUTTER MVP DEVELOPMENT

MULTI-PLATFORM PRODUCT

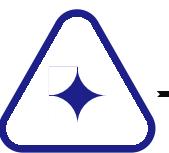
BLOCKCHAIN SMART CONTRACT & NFT

TRAINING & SUPPORT

PROJECTED HIGH-LEVEL TIMELINE

- ♦ **ESTIMATED PROJECT DURATION**

3/4 MONTHS



PRODUCT

N/A



DESIGN

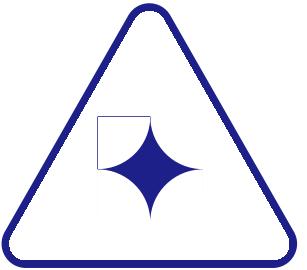
N/A



BUILD

12 / 14 WEEKS

OUR PROCESS



FRI3NDS NO-BS (BRAND & PRODUCT STRATEGY)

◆ 01 STAKEHOLDER INTERVIEWS

We're thorough and flexible. Is your leadership team widespread? No worries, we don't expect every stakeholder to join the full discovery session. If needed, we'll schedule one-on-one interviews with each person who could not attend to understand their individual goals and expectations for the website and user experience.

◆ 02 BUSINESS GOALS

Tell us your wildest hopes and dreams... for your business. We'll make sure to craft digital assets that align with your business goals and your customers needs. This is where we dig into your objectives for the product and beyond.

◆ 03 BRAND STORY & RESEARCH OVERVIEW

We'll help define your brand through key attributes including: voice & tone, look & feel, value proposition, customers/tribe and cultural trends. We will include the research you have already done to paint a comprehensive picture and top it off with our team's expert insight and unique perspectives.

◆ 04 USER PROFILES

Let's get to know your users. Here we will define your primary and secondary customers, surfacing their jobs, challenges, pain points, and feelings. Then we synthesize these items into concise and thorough profiles that your team can reference for all brand & marketing efforts.

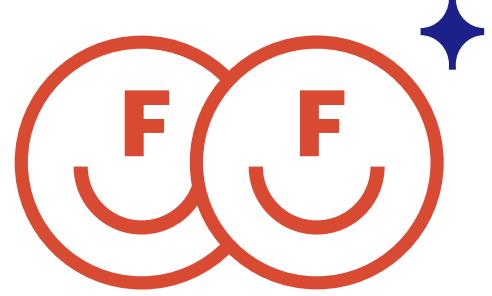
◆ 05 PRODUCT STRATEGY

Transforming ideas into reality is not a common skillset. Luckily our team has done it time and again. Defining the strategy for an MVP and onward is a critical step. This step will help us align from investment strategies to team growth from this early stage.

◆ 06 PRODUCT ROADMAP

The brass tacks. This is where we develop an extensive list of features you all would love to see integrated in your product. This will finally nail down the entire scope and timeline for the MVP project and set expectations for the future.

OUR PROCESS



FRI3NDS CO-CREATE (VISUAL DESIGN / UX+UI)

❖ 01 INFORMATION ARCHITECTURE

Armed with the user profiles, stories, and business objectives, we will conduct an inventory of the information and data currently available, and establish what is needed. We will then organize this into a wireframe prototype.

❖ 03 HIGH FIDELITY VISUAL DESIGN

Where visual design finally meets and marries user experience. We will translate the wireframes into full website mockups, integrating the template designs into the clickable prototype. All visuals will be drawn from the brand guidelines, existing assets, stock photography, and illustrations we create.

❖ 02 WIREFRAME/LO-FIDELITY

Armed with the insights from the ideation phase, the location's specifics and the brand story, we will craft a complimentary story for the web. Then we'll organize this into a wireframe which contains the site copy in basic outline format.

OUR PROCESS



FRI3NDS BUILD (DEVELOPMENT)

◆ 01 DIGITAL STYLE GUIDE

Once the prototype is complete, we will craft a digital style guide, which will outline all aspects of the marketing website's visual language.

◆ 02 CONTENT IMPLEMENTATION

At a baseline, our team will migrate content from the existing website into your new site. Once the content is on the website, we'll do a copy editing pass. Light revisions to the content and structure may be suggested, always following the brand and your current content.

◆ 03 WEBFLOW & FLUTTER DEVELOPMENT

It all comes down to this. This is where we synthesize all of our work to date and translate the mockups into a production-ready website & apps. We'll need to craft a custom backend for this project, which will allow for a few basic features and functionality. The Admin panel will enable the basic features. Source files will be transferred to the technical point of contact prior to launch.

◆ 04 USER ACCEPTANCE TESTS

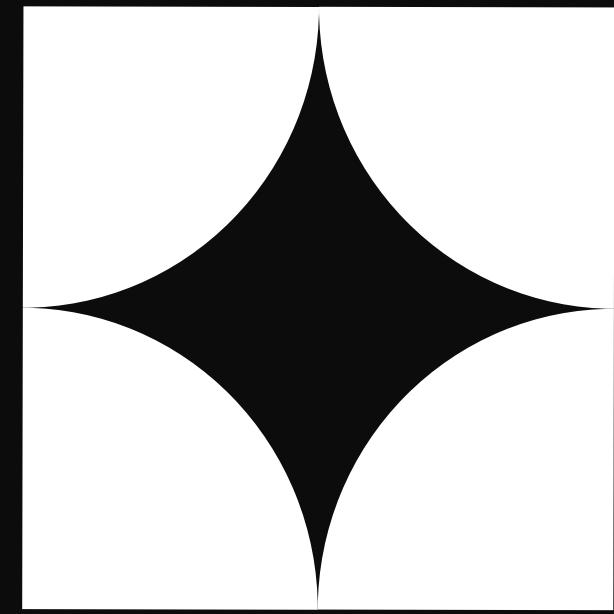
Testing until this stage has been directed by our team, or done during a demo presentation. Here you'll sit down, without our team, and take your time to explore. You'll be able to involve whomever you think is necessary from your end.

◆ 05 QA & LAUNCH

It is important that what we build works in the real world. We'll set up a demo environment to test out the website and apps on all major operating systems and browsers. We will advise on appropriate hosting and launch protocols based on expected traffic.

FRI3NDS

WE WANT TO MAKE



THINGS WORK FOR YOU

ABOVE & BEYOND *SCHEDULE*

◆ YOUR DEADLINES ARE OUR FINISH LINES

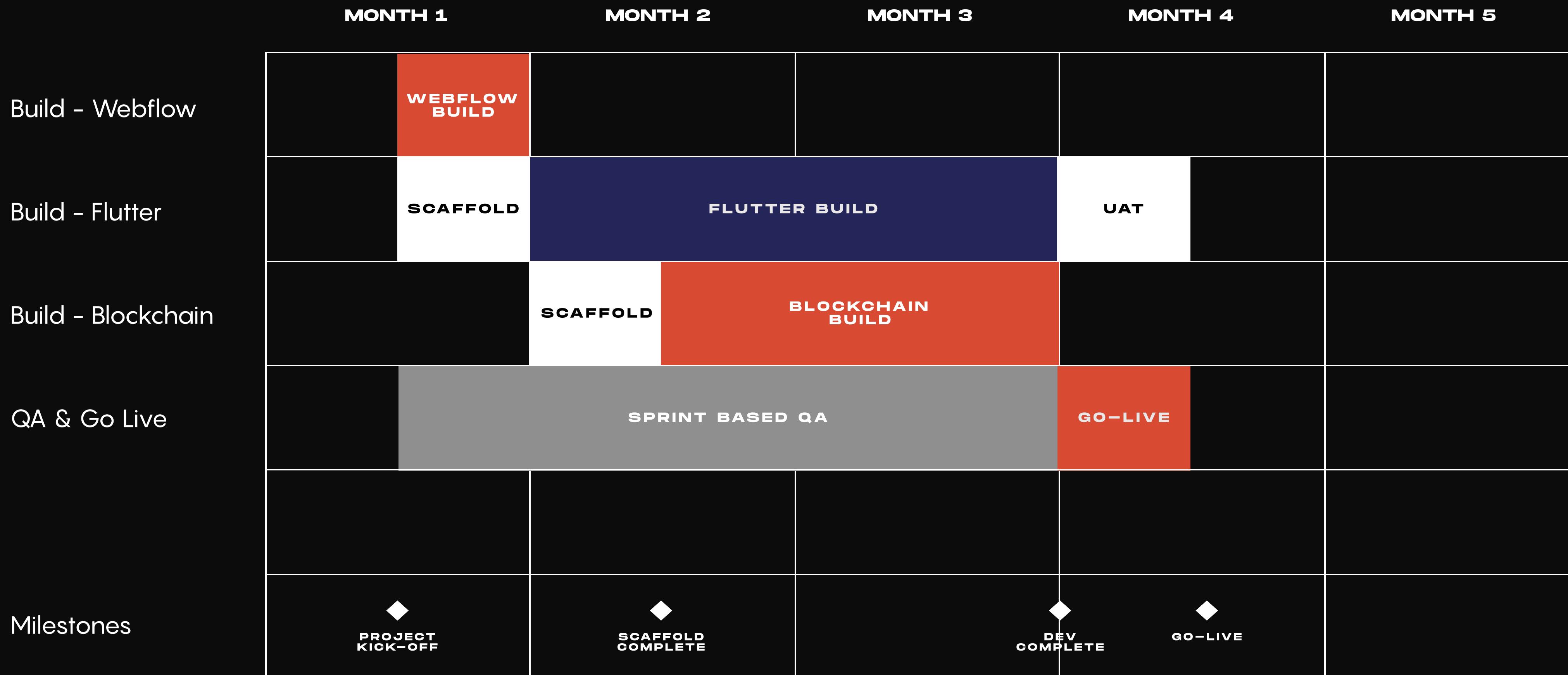
Our goal is to meet every milestone on time and exceed every expectation.

The timelines contained within are purely estimates based on past work. We will work with you to develop more concrete deadlines on our next phases.

Our estimated timelines rely heavily on a speedy approval and feedback cycle.

In order to hit these marks, we request that all feedback and approvals be submitted to Fri3nds Agency within three (3) business days of request.

TIMELINE, 3 TO 4 MONTHS



PRICING STRUCTURE & TIMELINE PAYMENTS

WE WANT TO MAKE THINGS WORK FOR YOU

Since the project has different phases and we want to create a long term relationship. We want to bring forward our payment structure and a couple options for execution.

PAYMENT SCHEDULE

- 40% upon start of Project
- 25% upon design Approval
- 25% upon start the UAT phase
- 10% upon Delivery

- ◆ **BRANDING + DESIGN:** \$45,800 USD
- ◆ **APP DEVELOPMENT:** \$66,025 USD
- ◆ **WEB 3 DEVELOPMENT:** \$ 30,000 USD

THE UPDATED MVP PACKAGE

Product strategy, with our expert team & our CEO, Marce Russo

Webflow marketing website

Flutter app MVP with release to the Appstore, Playstore & a webapp

Flexible engagement for fixed-price project

TOTAL WITHOUT
DISCOUNT

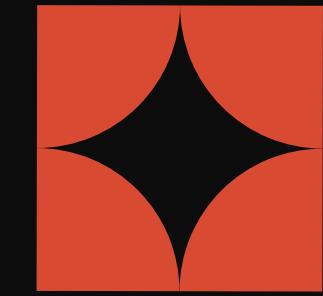
\$120,021

TOTAL WITH
DISCOUNT

\$96,025

FRI3NDS

**ONCE WE START WORKING TOGETHER,
ALL THE PAPERWORK IS SIGNED,**



**THESE ARE THE STEPS WE'LL GO THROUGH
THROUGHOUT THE ENGAGEMENT.**

HOSTING OPTIONS



As a Webflow  Professional Partner we will always suggest Webflow own hosting system. This service will provide ongoing security updates to your Webflow website, keeping it up to date.

We also offer a **monthly maintenance option** in which we allocate hours per month to manually remove any malicious code, manually update plugins, and ensure a clean website experience, but since your site has not launched yet and the estimated workload is unclear, we will propose our maintenance agreement separately if and when applies.

HOSTING OPTIONS

SPECIFICATIONS, EXCEPTIONS & CLARIFICATIONS

AS WE MENTIONED BEFORE, FOR US IS PARAMOUNT THAT WE ARE ALL ON THE SAME PAGE, SO PLEASE REVIEW THE FOLLOWING CLARIFICATIONS:

- ◆ All of our websites are constructed using Webflow Content Management System (CMS)
- ◆ Fri3nds will strive to implement all functions requested, but in the unlikely instance that an effort to implement a function requires additional time than originally forecasted, Fri3nds will notify your team prior to implementing the function.
- ◆ In the unlikely instance that a requested function may not be fulfilled due to technological limitations, Fri3nds will notify your team of alternatives, or termination of the requested function may be administered at the discretion of your team.
- ◆ Additions to the site map after final approval may require additional labor hours that fall outside of this scope of work.
- ◆ Your team is responsible for securing the domain for this website along.
- ◆ Any major content changes or page additions after their corresponding milestone approval may require a separate scope of work. This is a rare case that almost never occurs.
- ◆ Fri3nds reserves the right to leverage plugins or customize plugins when we deem this approach best for optimizing your solution.

TERMS & CONDITIONS

PRICING

We will invoice according to the proposed payment schedule above. In the unlikely instance that the effort required to complete the work exceeds our initial estimate, we will notify you for any impending overages prior to incurring the additional labor. If more hours are required, you will be billed at the same hourly rate. Late fees and other terms will be outlined in the terms of the Scope of Work.

All invoices are due upon receipt, unless otherwise specified in the Scope of Work. 15% commission for all media buys, materials, and third-party vendor management (if applicable to the project).

EARLY TERMINATION FEE:

30% of total project cost will serve as an early termination fee should the project be canceled by the client after work on the project has commenced.

REVISIONS

If revisions have not been given in a timely manner, major revisions given less than 48 hours before the due date will result in either:

- ◆ Due Date will be pushed back.

- ◆ Additional hourly costs will be added for unrealistic objectives.

TERMS & CONDITIONS

TIMELINES

This is a high-level estimate of the timeline. Actual timeline will be provided by your account manager upon commencement of the project.

Scheduling and pricing is highly dependent on timely delivery of necessary information, approval of deliverables, and no changes and/ or additions to the scope of work.

We understand that unforeseen circumstances sometimes do occur, so we ask and strive for both parties to exert due diligence and good faith to keep the project on track toward completion in the duration of the project. If a change is needed after the two approved sets of revisions, a formalized change request will be created including amendment deadlines and amended budget

Project commencement occurs when this agreement has been signed and the deposit amount has been received and confirmed.

Should the project not be completed within the perimeters of the initial timeline provided to the client, due to client delays in reviews and/or delay providing in milestones related to client responses, progress bills will be issued every 15 days and payment will be required 10 days after progress invoice is issued, the project will be paid in full and Fri3nds will continue to work with the client to complete project. Default in payment through no fault of ours, the client will assume responsibility for the collection of resulting legal fees.

COPYRIGHTS

All material (graphics, photos, trademarks, designs) for inclusion in this project is either owned by you, the client, and/or have permission to utilize

SOCIAL MEDIA MARKETING

Fri3nds will reserve the right to publish in social media different stages of the Work In Progress (WIP). This includes work that has been discarded or was part of an exploratory phase. We will confirm with you if there's any phase that we should not share at the beginning of the project.

CONCLUSION

Fri3nds is here to provide you with high quality work and outstanding customer service. We strive to meet any of your needs. If there are any aspects of this document that need to be adjusted to better fit your needs, connect with our team, and we will do all we can to do this for you.

**WE HAVE TO
BEGIN
SOMEWHERE.**

**WHY NOT HERE?
WHY NOT NOW?**

THANK YOU

WE'RE HERE TO SERVE YOU!



We know reading proposals isn't particularly exciting but it is a critical step in getting aligned so we can provide the best work possible. We hope we did a good job at clearly communicating our goals and commitment to this project. If there's anything we can clarify or changes you'd like to see on this proposal, please let us know.

FRI3NDS.COM |
CONTACT@FRI3NDS.COM

FRIENDS
cool guys