

# The Agency DAO - Standardized Services Offerings

## Overview

The Agency provides professional services across blockchain, Web3, and decentralized technology domains. Our standardized offerings ensure consistent pricing, clear scope definitions, and predictable delivery timelines for clients.

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## Service Categories

### 1. Strategy & Consulting

Professional advisory services for organizations navigating Web3, DAO structures, and decentralized systems.

#### 1.1 DAO Strategy & Design

##### Scope:

- Governance framework design
- Tokenomics modeling and analysis
- DAO tooling recommendations
- Launch strategy and roadmap
- Community structure planning

##### Deliverables:

- Comprehensive DAO design document
- Governance framework specification
- Token distribution model
- Implementation roadmap
- Risk assessment and mitigation plan

##### Pricing:

- **Foundation Package:** \$15,000 - \$25,000 (2-3 weeks)
- **Comprehensive Package:** \$35,000 - \$60,000 (4-6 weeks)
- **Enterprise Package:** \$75,000+ (8+ weeks, ongoing advisory)

**Ideal For:** New DAOs, organizations transitioning to decentralized governance, protocol teams

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## 1.2 Web3 Product Strategy

### Scope:

- Market analysis and positioning
- Product-market fit assessment
- Go-to-market strategy
- Competitive landscape analysis
- User journey mapping for Web3 products

### Deliverables:

- Product strategy document
- Market research report
- GTM plan with timeline
- User personas and journey maps
- Success metrics framework

### Pricing:

- **Startup Package:** \$10,000 - \$20,000 (2-3 weeks)
- **Growth Package:** \$25,000 - \$45,000 (4-6 weeks)
- **Scale Package:** \$50,000+ (ongoing strategic partnership)

**Ideal For:** Web3 startups, protocols launching new products, traditional companies entering Web3

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## 1.3 Tokenomics Design

### Scope:

- Token utility design
- Distribution and vesting schedules
- Economic modeling and simulations
- Incentive mechanism design
- Regulatory considerations review

### Deliverables:

- Tokenomics whitepaper
- Economic model with simulations
- Distribution schedule and rationale
- Utility framework documentation
- Visual diagrams and infographics

**Pricing:**

- **Core Model:** \$20,000 - \$35,000 (3-4 weeks)
- **Advanced Model:** \$40,000 - \$70,000 (5-8 weeks, includes simulation)
- **Comprehensive Suite:** \$80,000+ (full economic design + ongoing optimization)

**Ideal For:** Token launches, protocol upgrades, DeFi projects, gaming economies

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## 2. Development Services

Full-stack blockchain and Web3 development from smart contracts to user interfaces.

### 2.1 Smart Contract Development

**Scope:**

- Custom smart contract development (Solidity, Rust, Move)
- Contract architecture design
- Gas optimization
- Security best practices implementation
- Testing and documentation

**Deliverables:**

- Production-ready smart contracts
- Comprehensive test suite
- Deployment scripts
- Technical documentation
- Architecture diagrams

**Pricing:**

- **Simple Contract:** \$8,000 - \$15,000 (1-2 weeks) - Basic token, simple NFT
- **Standard Contract Suite:** \$20,000 - \$40,000 (3-5 weeks) - Multi-contract system, moderate complexity

- **Complex Protocol:** \$50,000 - \$150,000+ (6-12 weeks) - DeFi protocols, advanced mechanisms

**Ideal For:** Token launches, NFT projects, DeFi protocols, on-chain governance systems

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## 2.2 Smart Contract Audit & Security Review

### Scope:

- Line-by-line code review
- Automated security scanning
- Manual vulnerability assessment
- Gas optimization review
- Best practices compliance check

### Deliverables:

- Detailed audit report
- Vulnerability classification (Critical/High/Medium/Low)
- Remediation recommendations
- Re-audit after fixes (included)
- Security badge/certification

### Pricing:

- **Basic Audit:** \$10,000 - \$20,000 (1-2 weeks, <500 lines)
- **Standard Audit:** \$25,000 - \$45,000 (2-3 weeks, 500-1500 lines)
- **Comprehensive Audit:** \$50,000 - \$100,000+ (3-5 weeks, complex protocols)

**Ideal For:** Pre-launch protocols, security-conscious projects, projects seeking investor confidence

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## 2.3 dApp Development

### Scope:

- Frontend development (React, Next.js, Vue)
- Web3 integration (ethers.js, wagmi, viem)
- Wallet connection and authentication
- Smart contract interaction layer
- Responsive design and UX optimization

### **Deliverables:**

- Production-ready dApp
- Responsive web interface
- Web3 wallet integration
- Deployment and hosting setup
- User documentation

### **Pricing:**

- **MVP dApp:** \$15,000 - \$30,000 (3-4 weeks) - Core functionality, basic UI
- **Standard dApp:** \$35,000 - \$70,000 (5-8 weeks) - Full features, polished UI/UX
- **Enterprise dApp:** \$80,000 - \$200,000+ (10-16 weeks) - Complex features, custom design, advanced integrations

**Ideal For:** DeFi platforms, NFT marketplaces, DAO dashboards, Web3 social apps

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## **2.4 Backend & Infrastructure**

### **Scope:**

- API development and integration
- Indexing and data services (The Graph, custom indexers)
- IPFS/Arweave integration
- Database design and management
- DevOps and deployment automation

### **Deliverables:**

- Production API endpoints
- Database schema and migrations
- Indexing services
- Infrastructure as code
- Monitoring and logging setup

### **Pricing:**

- **API Development:** \$12,000 - \$25,000 (2-4 weeks)
- **Indexing Solution:** \$15,000 - \$35,000 (3-5 weeks)
- **Full Backend Stack:** \$40,000 - \$80,000+ (6-10 weeks)

**Ideal For:** Projects needing off-chain data, complex queries, scalable infrastructure

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### 3. Design & User Experience

Visual design and user experience services tailored for Web3 products.

#### 3.1 Brand Identity & Visual Design

**Scope:**

- Logo design and brand guidelines
- Color palette and typography
- Visual asset creation
- Marketing materials design
- Brand strategy consultation

**Deliverables:**

- Logo suite (primary, variations, marks)
- Brand guidelines document
- Design system foundations
- Marketing asset templates
- Source files (Figma, Adobe)

**Pricing:**

- **Startup Branding:** \$8,000 - \$15,000 (2-3 weeks)
- **Complete Brand Identity:** \$18,000 - \$35,000 (4-6 weeks)
- **Enterprise Rebrand:** \$40,000+ (8+ weeks)

**Ideal For:** New projects, rebrands, projects seeking professional market presence

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#### 3.2 UI/UX Design for dApps

**Scope:**

- User research and persona development
- Information architecture
- Wireframing and prototyping
- High-fidelity UI design
- Design system creation

- Usability testing

**Deliverables:**

- User flow diagrams
- Wireframes (low and high fidelity)
- Interactive prototypes
- Final UI designs (Figma)
- Design system/component library
- Developer handoff documentation

**Pricing:**

- **Core Screens:** \$10,000 - \$20,000 (2-3 weeks, 5-10 screens)
- **Full dApp Design:** \$25,000 - \$50,000 (4-6 weeks, complete application)
- **Design System + dApp:** \$55,000 - \$90,000+ (8-12 weeks, comprehensive)

**Ideal For:** dApp launches, UX improvements, professional product presentation

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### 3.3 NFT Art & Collection Design

**Scope:**

- Generative art system design
- Trait creation and layering
- Rarity distribution planning
- Metadata structure
- Preview and promotional assets

**Deliverables:**

- Complete NFT collection (up to 10,000 items)
- Trait layers and variations
- Rarity chart and distribution
- Metadata files
- Marketing visuals

**Pricing:**

- **Small Collection:** \$8,000 - \$15,000 (1-3 weeks, up to 1,000 NFTs)
- **Standard Collection:** \$18,000 - \$35,000 (3-5 weeks, up to 10,000 NFTs)

- **Premium/Custom Art:** \$40,000+ (hand-drawn, unique pieces, complex systems)

**Ideal For:** NFT projects, gaming assets, community membership tokens

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## 4. Marketing & Growth

Web3-native marketing and community growth services.

### 4.1 Community Building & Management

**Scope:**

- Discord/Telegram setup and management
- Community engagement strategy
- Moderation and support
- Event planning and execution
- Ambassador program design

**Deliverables:**

- Configured community platforms
- Community guidelines and documentation
- Engagement calendar
- Monthly analytics reports
- Trained moderation team

**Pricing:**

- **Setup + Strategy:** \$6,000 - \$12,000 (one-time)
- **Ongoing Management:** \$4,000 - \$8,000/month (retainer)
- **Full-Service Growth:** \$10,000 - \$20,000/month (comprehensive)

**Ideal For:** Pre-launch projects, growing communities, projects needing professional community ops

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### 4.2 Content Creation & Marketing

**Scope:**

- Content strategy development
- Blog posts and articles
- Social media content



- Video scripts and production
- Email campaigns
- Thought leadership pieces

**Deliverables:**

- Content calendar
- Written content (blogs, threads, posts)
- Visual content (graphics, videos)
- Distribution and scheduling
- Performance analytics

**Pricing:**

- **Content Strategy:** \$5,000 - \$10,000 (one-time)
- **Content Retainer:** \$3,000 - \$8,000/month (ongoing content production)
- **Campaign Package:** \$15,000 - \$40,000 (major launch or campaign)

**Ideal For:** Projects needing consistent content, launches, thought leadership building

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## 4.3 Go-to-Market Campaign

**Scope:**

- Launch strategy and planning
- Multi-channel marketing execution
- Influencer and partnership outreach
- PR and media relations
- Community activation
- Performance tracking and optimization

**Deliverables:**

- GTM strategy document
- Marketing asset suite
- Launch timeline and checklist
- Partnership agreements
- Campaign performance report

**Pricing:**

- **Soft Launch:** \$15,000 - \$30,000 (4-6 weeks)
- **Standard Launch:** \$35,000 - \$70,000 (6-10 weeks)
- **Major Launch Campaign:** \$80,000 - \$150,000+ (12+ weeks, comprehensive)

**Ideal For:** Token launches, mainnet releases, major product updates

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## 5. Ongoing Support & Retainers

Continuous partnership models for long-term collaboration.

### 5.1 Technical Maintenance & Support

#### Scope:

- Bug fixes and updates
- Smart contract monitoring
- Infrastructure maintenance
- Security patches
- Performance optimization

#### Pricing:

- **Basic Support:** \$3,000 - \$6,000/month (up to 20 hours)
  - **Standard Support:** \$8,000 - \$15,000/month (up to 50 hours)
  - **Premium Support:** \$18,000+/month (dedicated team, SLA)
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### 5.2 Strategic Advisory Retainer

#### Scope:

- Regular strategy sessions
- Market intelligence and insights
- Decision support and guidance
- Network introductions
- Ad-hoc consulting

#### Pricing:

- **Advisor Access:** \$5,000 - \$10,000/month (monthly sessions)
- **Strategic Partner:** \$12,000 - \$25,000/month (weekly access, priority support)
- **Embedded Advisor:** \$30,000+/month (daily access, deep integration)

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## 5.3 Full-Service Partnership

### Scope:

- Combination of development, design, marketing, and strategy
- Dedicated team allocation
- Flexible scope and priorities
- Regular reporting and planning

### Pricing:

- **Startup Partner:** \$15,000 - \$30,000/month
  - **Growth Partner:** \$35,000 - \$70,000/month
  - **Enterprise Partner:** \$80,000+/month
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## Custom Projects

For projects that don't fit standardized offerings:

### Process:

1. Initial consultation (complimentary)
2. Scope definition and proposal
3. Custom pricing based on effort, timeline, and value
4. Statement of Work (SOW) agreement
5. Milestone-based delivery

**Typical Range:** \$10,000 - \$500,000+ depending on scope

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## Pricing Notes

### Factors Affecting Pricing

- **Complexity:** Technical difficulty and novelty of requirements
- **Timeline:** Rush projects may incur 20-50% premium
- **Scope Changes:** Change requests handled via formal change order process
- **Team Composition:** Senior specialists may increase rates
- **Client Readiness:** Well-prepared clients with clear requirements may reduce costs

## Payment Terms

### Standard Terms:

- 30% deposit upon SOW signing
- 40% at midpoint milestone
- 30% upon completion and acceptance

### Retainer Terms:

- Monthly billing in advance
- Unused hours do not roll over (unless specified)
- 30-day cancellation notice required

## Discounts

- **DAO-to-DAO:** 10% discount for registered DAO clients
  - **Multi-Service Bundle:** 15% discount when combining 3+ service categories
  - **Long-Term Retainer:** Up to 20% discount for 6+ month commitments
  - **Referral Program:** 10% credit for successful client referrals
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## Engagement Process

### 1. Discovery Call

- Initial consultation (30-60 min, complimentary)
- Understand client needs and objectives
- Assess fit and capability

### 2. Proposal & Scoping

- Detailed proposal with scope, timeline, pricing
- Team composition and expertise overview
- Success criteria and deliverables definition

### 3. Agreement & Kickoff

- SOW or Master Services Agreement execution
- Deposit payment

- Project kickoff meeting
- Communication channels setup

#### 4. Delivery & Iteration

- Regular progress updates
- Milestone reviews and approvals
- Iterative feedback incorporation
- Quality assurance and testing

#### 5. Completion & Handoff

- Final deliverables transfer
- Documentation and training
- Warranty period (typically 30 days)
- Post-project support options

### Service Level Agreements (SLA)

#### Response Times

Support Tier	Initial Response	Resolution Target
Basic	48 hours	Best effort
Standard	24 hours	5 business days
Premium	4 hours	48 hours (critical)

#### Availability

- **Standard Projects:** Business hours (9 AM - 6 PM client timezone)
- **Premium Support:** Extended hours with emergency contact
- **Enterprise:** 24/7 critical issue support available

### Quality Guarantees

## Development Services

- Code review by senior developers
- Automated testing with >80% coverage
- Security best practices compliance
- 30-day bug fix warranty

## Design Services

- Unlimited revisions during design phase (within scope)
- Brand guidelines compliance
- Accessibility standards (WCAG 2.1 AA minimum)
- Source file delivery

## Consulting Services

- Industry best practices application
  - Research-backed recommendations
  - Actionable deliverables
  - 30-day Q&A support post-delivery
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## Add-On Services

Available for any engagement:

- **Accelerated Timeline:** +25% fee for 2x speed
  - **White-Glove Support:** Dedicated project manager (+\$5k-15k)
  - **Training & Workshops:** \$2,000 - \$5,000 per session
  - **Documentation:** Comprehensive technical docs (+\$3k-10k)
  - **Post-Launch Monitoring:** 30-day monitoring and optimization (\$5k-15k)
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## Case Study Examples

### Example 1: DeFi Protocol Launch

**Services:** Tokenomics Design + Smart Contract Development + dApp Development + Audit + GTM Campaign **Timeline:** 16 weeks **Investment:** \$285,000 **Result:** Successful launch with

\$50M TVL in first month

## Example 2: DAO Governance Upgrade

**Services:** DAO Strategy + Smart Contract Development + UI/UX Design **Timeline:** 8 weeks

**Investment:** \$95,000 **Result:** Improved governance participation by 340%

## Example 3: NFT Collection Launch

**Services:** NFT Art Design + Smart Contract + Marketing Campaign + Community Building

**Timeline:** 10 weeks **Investment:** \$125,000 **Result:** Sold out 5,000 NFT collection in 48 hours

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## Getting Started

### Contact The Agency:

- Email: [hello@theagency.dao](mailto:hello@theagency.dao)
- Discord: [Agency Community Server]
- Telegram: @TheAgencyDAO
- Website: theagency.dao

**Book a Discovery Call:** [Calendly Link]

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*Pricing and offerings subject to change. Custom quotes provided upon request. All prices in USD.*