

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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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)

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

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

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)

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

Getting Started

Contact The Agency:

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

Book a Discovery Call: [Calendly Link]

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