Proposal for MVP Development of Flick!

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Prepared for internal and client use only

1. Executive Summary

Flick! is a mobile-first platform that transforms everyday Clipper lighters into social collectibles. Through QR-enabled IDs, gamification, trading, and community features, Flick! creates an ecosystem that builds brand loyalty, encourages repurchases, and generates viral engagement.

The MVP will focus on delivering the essential functionality:
- QR scanning & registration of lighters
- User onboarding & profile creation
- Lost & found workflow
- Trading & gifting features
- Basic gamification & rewards system

2. Project Objectives
- Validate core functionality (QR registration, trade, lost & found).
- Demonstrate user adoption potential through gamification and rewards.
- Provide Clipper with real-time consumer insights (usage, trade trends, collection behaviors).
- Lay the foundation for scalable features (advanced gamification, AR drops, global events).

3. Scope of Work
- QR Code Registration
- User Profiles & Onboarding
- Lost & Found System
- Trading & Gifting
- Gamification & Rewards (Lite Version)
- Admin Dashboard (Basic)

4. Development Timeline (2 Months)

Phase	Duration	Key Deliverables
Week 1–2	Planning & Architecture	Finalize technical specs, design wireframes, database schema
Week 3–4	Core Feature Development	QR registration, user onboarding, profile system
Week 5–6	Core Feature Development	Lost & found flow, trading module, in-app chat
Week 7	Gamification Integration	Lucky draw algorithm, badges, reward notifications
Week 8	Testing & Launch Prep	QA testing, bug fixes, deploy MVP to app stores

5. Deliverables
- Mobile App (iOS & Android, Hybrid Framework – Flutter/React Native)
- QR Code Integration & Database
- User Accounts & Profile Management
- Trading & Messaging Module
- Lost & Found Workflow
- Basic Gamification (Lucky Lighter + Badges)
- Admin Dashboard (basic metrics)
- MVP Deployment & Handover Documentation

6. Technology Stack

- Frontend (Mobile): Flutter or React Native
- Backend: Node.js / Express
- Database: Supabase or Firebase
- Authentication: OAuth (Google, Email, Social)
- Cloud Hosting: Vercel / AWS / GCP
- Analytics: Firebase Analytics

7. Cost & Payment Terms

Total Project Cost: **$18,500 USD**

- 40% upfront ($7,400) – project initiation
- 30% mid-point ($5,550) – after Phase II completion
- 30% final delivery ($5,550) – upon MVP handover

8. Next Steps

- Approval of scope & budget.
- Kickoff meeting to finalize product backlog & wireframes.
- Begin 2-month development cycle.

Conclusion

The Flick! MVP will be delivered in 2 months at a fixed cost of $18,500 USD, enabling Clipper to test real-world adoption, build early community engagement, and validate Flick! as the world's first trackable lighter ecosystem.