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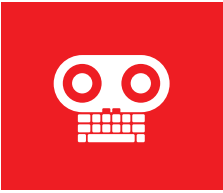
THE FARMER'S OFFICE

Resource delivery and learning platform

The goal of the new website is to promote and provide the online business course that builds off the success of Julia Shanks's book "The Farmer's Office" and her new Online Business Course & Consulting Collective.

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YOUR GOALS

And how they align with our process

You need

User-centric design

An informative and easy way to navigate the website to experience your content and purchase your packages (books + media).

CMS

A simple CMS that's intuitive, easy to use, and can manage the content being published. For the sake of performance, we will rely on third-party hosting platforms for audio and video content.

The CMS can either natively support membership and sellable content or we can use third party services to provide your desired functionality.

How we approach those needs

1. Meeting of the Minds

We ask that key stakeholders join us for a single kickoff, during which we identify pain points and begin mapping a solution. Our informal but thorough discovery process will walk us through:

(A) An understanding of your disparate user personae, and their objectives in experiencing your website. (B) A hierarchy and organization of information that is centered around those objectives we discover in the user personae exploration, while still maintaining the theme of a united organization.

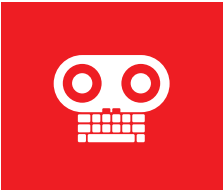
Most importantly, we do this part together. You know you better than we do.

2. Wireframes

Thus begins a series of weekly sprints with scheduled remote check-ins, in which we work against an established task list. First, from the lessons gleaned from the charrette, we will follow up with wireframes. These are diagrams that give a sense for architecture, hierarchy of information, and layout. These wireframes also serve as a charter from which we can give a more granular task list.

3. Design

With the wireframes in place, we can turn our attention to typography, layout, and color. We work within the parameters of your brand, taking the time to understand your existing voice and style. We believe that we should be invisible in the design of your site; it's a confluence of your style and the architecture developed



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during our charrette. Design work is done by professionals who are within our network, and directed by David Delmar.

4. CMS

We like to listen before speaking. We'd like to discuss your needs in more depth before suggesting a suitable Content Management System.

5. Set up, customization, development

Once we've got designs we're excited about, and the CMS solution we all feel best speaks to your needs, the rest is a breeze -- Headphones on, and heads down. We will continue to check in with you weekly, to show you our progress. Everything we build is mobile responsive and compatible across modern browsers.

6. Testing/QA

We stand behind our work. That means ensuring that everything looks great and works as it should. Every line of markup we write is semantically structured, and in line with W3C standards.

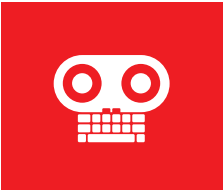
7. Deployment and Maintenance

It's your site, and so you have the rights to any work we do for you. We're happy to hand off any creative assets, including the source code, to you. Your team is welcome to extend or modify it as you see fit.

We don't disappear after deployment. We want to make sure that you love your website, and that means being available to you while you're getting acclimated to it.

Why you won't find a specific project timeline in this proposal

This goes back to our philosophy of listening before speaking. We don't yet have a complete grasp of your needs, because we haven't yet conducted our Discovery Phase. So any timeline we propose now will be riddled with assumptions -- about your feature set, about the architecture. We propose developing a timeline, together, as a part of our Discovery Phase.



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OUR TEAM

Student coders, professional guidance

The design, strategy, and the more technically nuanced work is done by seasoned professionals, who then guide our apprentices through the work that is commensurate with their respective levels of experience. They are additionally supported by our extensive network of volunteers.

The people leading strategy and design

David Delmar, Executive Director, is an award-winning designer and interface developer with experience working with startups and established brands. He most recently built and led an exceptional creative group at PayPal's Boston office, uniting design and development efforts into a single team. Together, they were responsible for designing and building first-to-market digital advertising concepts for brands like FedEx, Starbucks, and Coca Cola. He believes in knowledge-sharing, and so helped launch the PayPal Incubator (fka Start Tank), and served as its User Experience subject matter expert, advising startups on product design. He sits on the Boston University College of Fine Arts Dean's Advisory Board. David regularly leads workshops for non-profit leaders, walking them through an exploration of successful user experience. He will be personally overseeing the discovery and design phases of your project.

Leon Noel, Managing Director of Engineering, is an internationally recognized software developer and entrepreneur. Before joining the Resilient Coders team, he co-founded SocialSci, a scientific surveying company relied on by over 4000 academic institutions and held an associate position at Harvard University. Besides his lecturing work at Harvard Business School, MIT Sloan School of Business, and General Assembly, Leon has also worked with major brands to help train their engineering teams and bring new technology to market. Besides teaching our workforce, Leon will oversee the technical implementation of your project.

Muigai Unaka, Resilient Lab Lead, leads our team of apprentices. He's a designer/developer hybrid. He delegates to, and supports, our coders throughout the course of the project. He's a remover of road blocks, solver of problems, and has the assist in every goal scored.



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OUR TEAM

Our unique talent pipeline



Rebels with a cause

We don't hire coders so that we can build websites. We build websites so that we can hire coders. Towards the end of every Bootcamp, we forecast how much business the Lab will have that quarter. We hire accordingly, and exclusively out of the Bootcamp. Your business has a direct, immediate, and lasting impact on the lives of our students. We know that real change comes from coalition. Thank you for joining ours.

There is more information about who these coders are, and how are model works, later in this proposal.

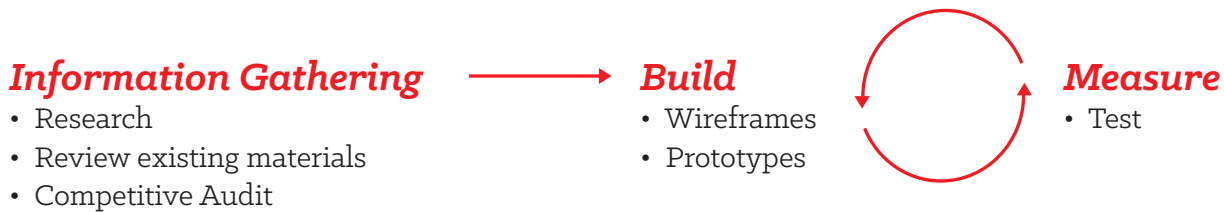


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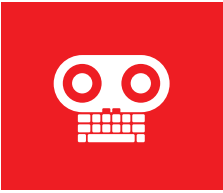
PROPOSED APPROACH

The “Build, Measure, Pivot” Loop



Our principles of methodology

- Small batch iterations designed to support or dispel assumptions
- Weekly sprints, with regular client check-ins
- Active, collaborative mutual support between the parties
- User-centric design, driven not by the preferences or assumptions of either party, but by testing
- Freedom for us both to pivot the design of the product according to findings
- Aggressive investment in research, information-gathering



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Estimate

Our hourly rate is \$80. This pays for the apprentices that work for Resilient Lab as well as the team that supports their professional development throughout this project.

Wordpress and Learn Dash

Custom Wordpress build that uses Learn Dash to sell media packages (Books + Video Content):

Project Administration: \$480

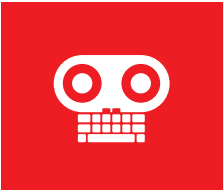
2 rounds of wireframe: \$640

3 rounds of design: \$1080

Weekly development & testing sprint: 4 weeks. \$6,400

Total: \$8,600

Additional Costs: Learn Dash Plugin: \$299.00 (included by Resilient Coders Free of Charge) and 2.9% + .30 per transaction (Stripe Payment Processing)



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WORK WE'VE DONE

Some of our past clients and partners

Wanderu

Wanderu is a service that allows people to more easily book their bus and train tickets. It's like the Kayak of ground travel. The version of their iPhone app with which they went to market was designed by Resilient Lab. We worked closely with the CEO and COO through a discovery phase, during which we explored their user personae, their objectives, priorities, and expectations. The week the app deployed, with an interface designed by a young coder from Hyde Park, it hit #1 in the "travel" category of the app store. It's since been written about in TIME Magazine, the Economist, BostInno, and others.

City Awake

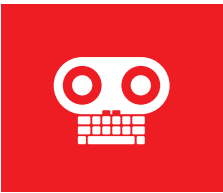
Resilient Lab designed and built the initial version of their website, creating a completely custom Wordpress theme. We worked closely with Executive Director and Founder Justin Kang to distill their brand messaging. They wanted to be seen, not just as the designers of Boston's premier social impact festival, but as a movement that encompasses the festival. It worked. City Awake grew massively, and has since been acquired by the Greater Boston Chamber of Commerce (and have a new web presence).

Quilt

Quilt connects people to affordable life insurance. Their software had initially been built for mobile devices. They hired us to help create a desktop-optimized version of their product.

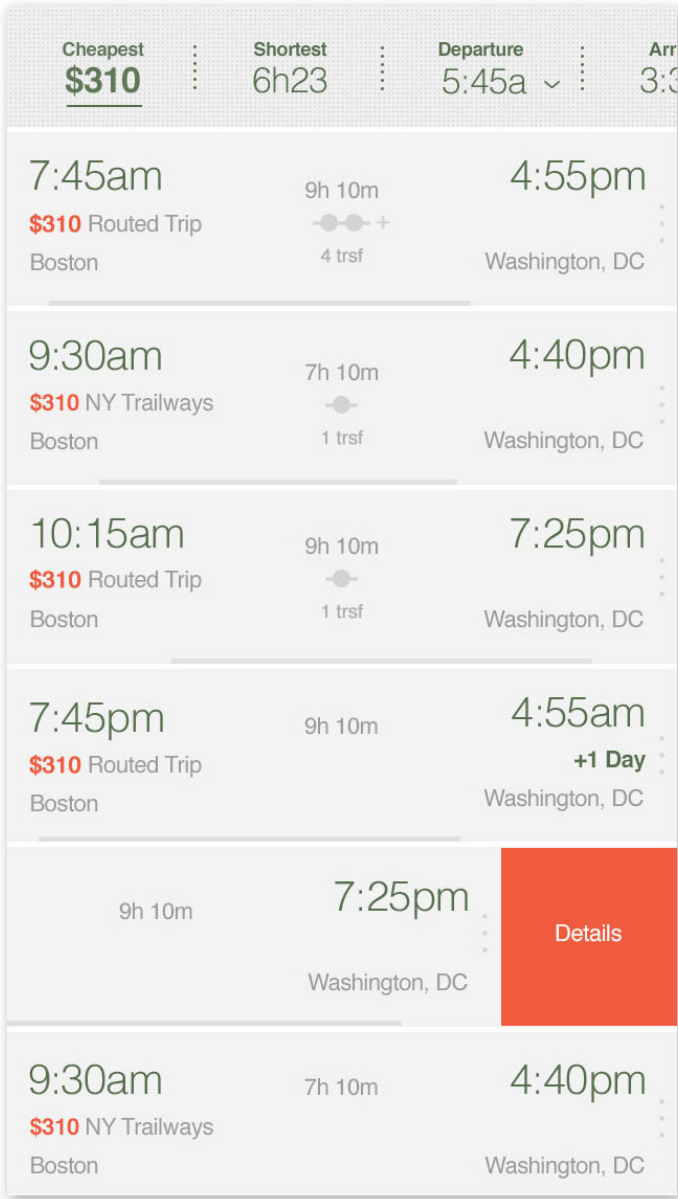
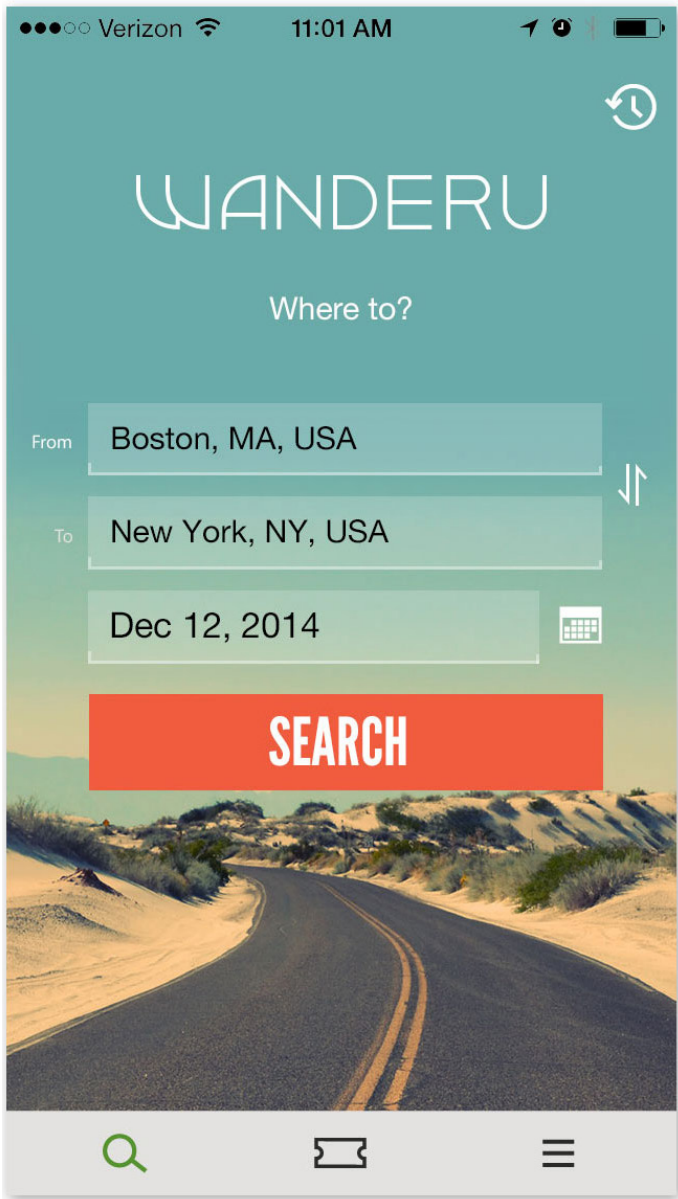
Roslindale Village Main Streets

Resilient Lab designed and built the site that you see now at roslindale.net, working closely with their team to understand their brand guidelines, their messaging, and the expectations and needs of their users. It's also simple for their team to actually update the content on the site.

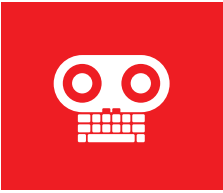


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This app was designed by Resilient Lab.



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WHAT WE DO

And why we do it

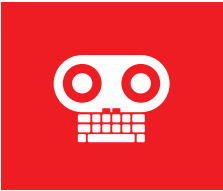
Resilient Coders teaches at-risk youth and early-career adults, from traditionally underserved communities, how to code. We introduce them to a career path that is lucrative, meaningful, and intellectually rewarding.

The problems we see

Industries across the city of Boston are experiencing a crisis in skills gap, struggling to find talent. Boston's youth and early-career adults are struggling to find work. The problem is that most schools and organizations are not teaching the skills that are actually in demand. Resilient Coders teaches those skills. Please find, on the following page, a diagram of our interlocking programs.

Our company values

1. We are, first and foremost, activists. Coding is the megaphone, not the message.
2. We build program like we build software: build, measure, pivot. Question fearlessly, innovate relentlessly.
3. Strategic collaboration with key partners is crucial to our success, because a good coalition achieves more impact than any single player. The communities we serve must play an active role in any coalition or endeavor in which we participate.
4. Learners are treated as investors of their time and energy, not as recipients of information. We present a reason to invest and provide tools to do so. We give purpose, rather than carrots, and agency rather than answers.
5. We reject the notion that one must choose between being a realist and being an optimist.



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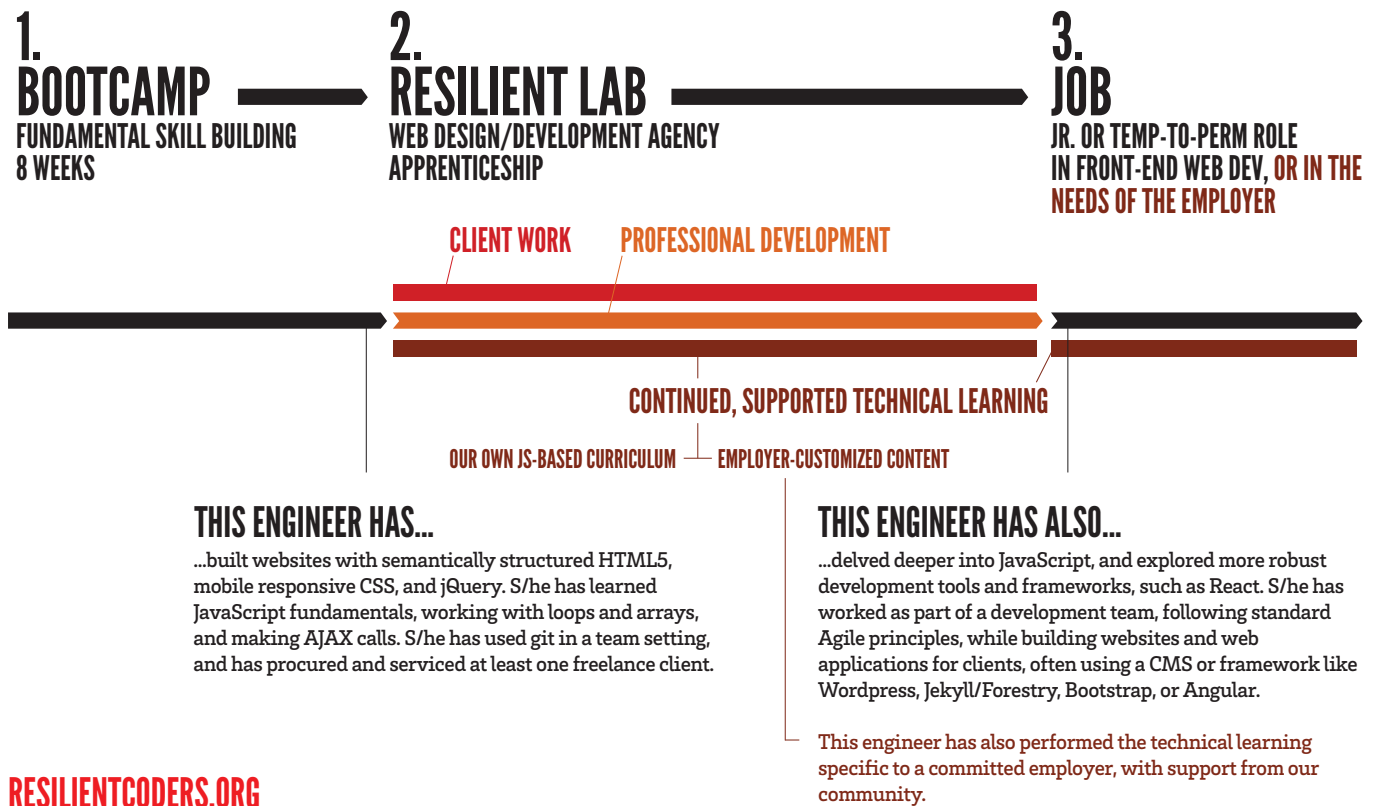
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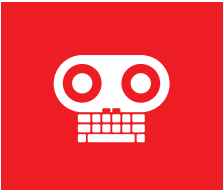
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WHAT WE DO

And how we do it





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AWARDS AND PRESS

Resilient Coders making noise

Resilient Coders is a four-time winner of TUGG(.org), winner of 2016 BostInno 50 on Fire, 2015 MassChallenge finalist, 2015 Rosoff Award Finalist, and official partner in the City of Boston's response to street violence. David Delmar, our founder, is the recipient of the Greater Boston Chamber of Commerce 2016 Ten Outstanding Leaders (TOYL) Award, MassTLC's 2016 Distinguished Leader Award, and Boston University College of Fine Arts 2015 Inspiring Young Alumni Award. We've been recognized by the White House, featured in Fast Company News, Boston Globe, Boston Herald, BostInno, Bay State Banner, NPR, NECN, Xconomy, and other news outlets. We have presented our unique pedagogy on the TEDx stage. We invite you to learn more about us at resilientcoders.org.

THANK YOU

Please reach out with any questions.