Brightwave Studio
Digital products that grow businesses

BUSINESS PROPOSAL

Mobile Booking App

A simple way for Bright Smile customers to book and manage appointments

PREPARED FOR
Sofia Alvarez
Operations Manager
Bright Smile Dental

PREPARED BY
Priya Nair
Senior Account Executive
Brightwave Studio

PROPOSAL
No. BW-2026-032
Issued October 17, 2026
Valid until November 16, 2026

brightwave.studio · hello@brightwave.studio · +1 (415) 555-0142

Dear Sofia,

Thank you for the opportunity to support Bright Smile Dental. Following our discovery call, we have prepared this proposal to design and build a mobile app that lets your customers book, change and pay for appointments from their phones.

01 Executive Summary

Bookings today come in by phone and email, and no-shows cost you revenue every week. We propose an iOS and Android app with online booking, reminders and in-app payments, delivered in three phases over fourteen weeks.

02 Your Goals

- ✓ Let customers book and reschedule in under a minute
- ✓ Reduce no-shows with automatic reminders
- ✓ Take payments before the appointment
- ✓ Give staff a single daily schedule

03 Proposed Solution

We will build one app for iOS and Android that connects to your scheduling system, so the calendar your team uses stays the single source of truth.

Product design	User flows, screen design and a clickable prototype tested with real customers.
App development	iOS and Android apps with booking, reminders and secure accounts.
Payments & scheduling sync	Card payments and a two-way sync with your calendar.
Release & support	App store submission, staff training and 30 days of support.

> **WHY BRIGHTWAVE STUDIO**
> We have launched twenty-three mobile apps for service businesses, and our booking apps reduce no-shows by 31% on average.

04 Investment

The table below details the products and services included in this proposal. All amounts are in USD.

ITEM	QTY	UNIT PRICE	AMOUNT
Product design Flows, screens, prototype	1	11,200.00	**11,200.00**
App development iOS and Android, 14 screens	1	26,800.00	**26,800.00**
Payments & calendar sync Card payments, two-way sync	2	3,900.00	**7,800.00**
Release & training Store submission, 2 sessions	2	650.00	**1,300.00**

Subtotal	**47,100.00**
Discount (5% multi-phase)	**- 2,355.00**
Total (USD)	**44,745.00**

05 Timeline & Next Steps

Proposal review call — Oct 24, 2026
Walk through the proposal and answer open questions.

Contract signature — Oct 31, 2026
Sign the agreement and confirm the project start date.

Project kickoff — Nov 6, 2026
Kickoff workshop with your team and stakeholder interviews.

06 Terms

50% of the total investment is invoiced at signature and 50% at launch. Invoices are payable within 30 days. Additional requests outside the agreed scope are estimated separately and only started after written approval.

07 Acceptance

By signing below, both parties agree to the scope, pricing and terms described in this proposal.

FOR BRIGHTWAVE STUDIO

Priya Nair
Senior Account Executive

Date: _____

FOR BRIGHT SMILE DENTAL

Sofia Alvarez
Operations Manager

Date: _____