Brightwave Studio
Digital products that grow businesses

BUSINESS PROPOSAL

Mobile Booking App

A simple way for FitHub Studios customers to book and manage appointments

PREPARED FOR
Kevin Park
Founder
FitHub Studios

PREPARED BY
Daniel Brooks
Account Director
Brightwave Studio

PROPOSAL
No. BW-2026-037
Issued November 1, 2026
Valid until December 1, 2026

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

Dear Kevin,

Thank you for the opportunity to support FitHub Studios. 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	3	3,900.00	**11,700.00**
Release & training Store submission, 2 sessions	3	650.00	**1,950.00**

Subtotal	**51,650.00**
Tax (8%)	**4,132.00**
Total (USD)	**55,782.00**

05 Timeline & Next Steps

Proposal review call — Nov 8, 2026
Walk through the proposal and answer open questions.

Contract signature — Nov 15, 2026
Sign the agreement and confirm the project start date.

Project kickoff — Nov 21, 2026
Kickoff workshop with your team and stakeholder interviews.

06 Terms

Invoices are payable within 30 days. 30% of the total investment is invoiced at signature, 40% at design approval and 30% at launch. 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

Daniel Brooks
Account Director

Date: _____

FOR FITHUB STUDIOS

Kevin Park
Founder

Date: _____