Software development proposal

A field service app for Coastal Pest Solutions: schedules, routes, service reports and invoices, for 38 technicians.

PROPOSAL # BLL-P-26-031
ISSUED Dec 7, 2026
VALID UNTIL Jan 8, 2027

CREATED BY

Brightloop Labs
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PREPARED FOR

Coastal Pest Solutions
Mike Harrell
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Cover letter

What we heard, and what we propose

Dear Mike,

Thank you for showing us how Coastal Pest runs today. Your 38 technicians get their routes on paper each morning, write service reports by hand and drop them at the office, where two people retype them into QuickBooks. Reports go missing, invoices go out a week late, and customers call to ask when the technician is coming.

We propose an app built around that day. Technicians see their route on their phone, record treatments, photos and the customer's signature, even with no signal, and the report and invoice go out the moment they finish. The office plans routes on a map and sees every job live.

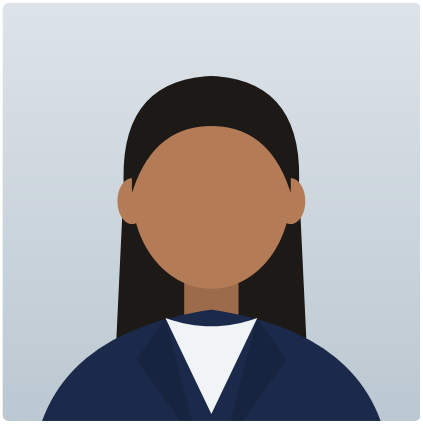
We will not start by writing code. The first five weeks are spent with your technicians and office team, and you will hold a working prototype before the build begins. The price is fixed for each phase, so you know the cost before you commit to the next one.

Kind regards,

Priya Desai

Priya Desai
Head of Delivery, Brightloop Labs

Your delivery lead



Priya Desai

Head of Delivery

Phone: +1 919 555 0141
Email: priya@brightlooplabs.example
Languages: English, Hindi

Priya has led 40 field service and logistics apps since 2014. She runs your weekly demo and is your single point of contact.

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The problem, and the plan

Paper routes and reports

Each technician carries a printed route and fills in 12 to 15 paper reports a day. About 3% are lost or unreadable.

Retyping

Two office staff spend about 30 hours a week retyping reports and invoices into QuickBooks.

Slow invoices

Invoices go out 6 days after the visit on average, and customers have no way to see when you are coming.

What changes

Reports

Done on the phone, sent at once

Invoices

Created in QuickBooks the same day

Customers

A text when the technician is on the way

Expected results, year one

Estimates from your numbers; we will measure them after the pilot.

30 h

Saved each week

No retyping in the office

Same day

Invoicing

Down from 6 days

+1 job

Per technician a day

From better routes

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How we will build it

Four phases with a decision point after each. You can stop after discovery and keep everything we produced.

WEEKS 1–3

Discovery

Tasks

- Workshops with office staff
- Ride-alongs with 4 technicians
- Data and QuickBooks review

Deliverables

- Process maps
- Prioritized backlog
- Fixed price for the build

WEEKS 4–6

Design

Tasks

- Screens for app and dashboard
- Clickable prototype
- Tests with 5 technicians

Deliverables

- Approved designs
- Prototype

WEEKS 7–14

Build

Tasks

- Two-week sprints with demos
- Offline sync
- QuickBooks and SMS integration

Deliverables

- Working app every 2 weeks
- Test reports

WEEKS 15–16

Pilot and launch

Tasks

- Pilot with 6 technicians
- Data import
- Training for all staff

Deliverables

- Apps in the stores
- Go-live
- Training guides

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What the app will do

Daily routes

Optimized routes on a map, updated when jobs change.

Service reports

Treatments, chemicals used, photos and signature, offline.

Invoices

Sent to QuickBooks Online and emailed when the job closes.

Customer texts

On-the-way and job-done messages with the report.

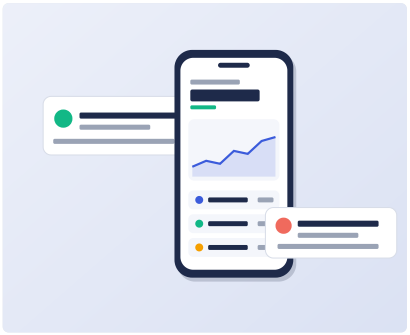
Office dashboard

Every technician and job live, plus daily reports.

Secure

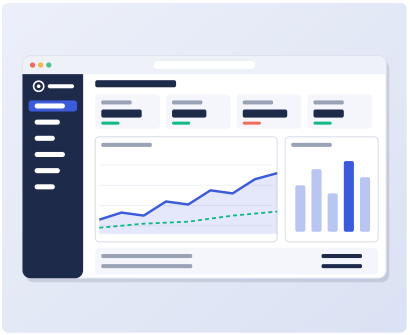
Single sign-on, encrypted data, roles for office and field.

Early design concepts



Technician app

Today's route and the next job.



Office dashboard

Jobs and technicians on one screen.



Reports

Jobs, revenue and chemical use by week.

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Scope: first release and later

The first release covers what saves the most time. Later items are estimated in the backlog and priced when you want them.

FEATURE	FIRST RELEASE	LATER
Routes, jobs and service reports	Yes	
Offline mode with sync	Yes	
QuickBooks Online invoices	Yes	
On-the-way texts	Yes	
Customer portal with history		Phase 2
Online booking		Phase 2
Inventory of chemicals by truck		Phase 2

Sixteen weeks

From kickoff in January to go-live in late April.

JAN 11
Kickoff
Discovery begins.

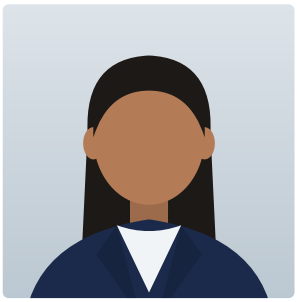
FEB 1
Design
Backlog approved.

FEB 22
Build
Prototype approved.

APR 19
Pilot
6 technicians.

MAY 3
Go-live
All 38 technicians.

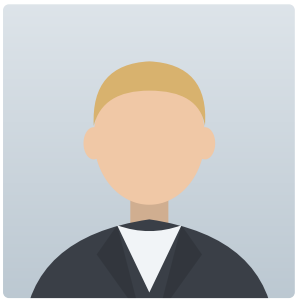
Your team



Priya Desai
Delivery lead



Sam Ortiz
Product designer



Ben Carter
Mobile lead



Aisha Bello
Backend lead

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Investment

Fixed prices by phase. The build price is confirmed at the end of discovery and can only go down if the scope shrinks.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Discovery and design					
1	**Discovery: workshops, ride-alongs, requirements** Code: DS-DSC • Two days riding with technicians • Process maps and a prioritized backlog	1 phase	$9,500.00	–	0%	$9,500.00
2	**UX and UI design: mobile app and office dashboard** Code: DS-UX Clickable prototype tested with 5 technicians before any code is written.	1 phase	$14,000.00	–	0%	$14,000.00
					Subtotal: Discovery and design	**$23,500.00**
	Build					
3	**Technician mobile app, iOS and Android, works offline** Code: BD-MOB 	1 phase	$48,000.00	–	0%	$48,000.00
4	**Office web dashboard: scheduling, routes, reports** Code: BD-WEB	1 phase	$26,000.00	–	0%	$26,000.00
5	**Integrations: QuickBooks Online, maps, SMS** Code: BD-INT	1 phase	$12,500.00	–	0%	$12,500.00
					Subtotal: Build	**$86,500.00**
	Launch					
6	**Testing: automated tests, device testing, pilot with 6 technicians** Code: LN-QA	1 phase	$9,000.00	–	0%	$9,000.00
7	**App store release, data import and training** Code: LN-REL	1 phase	$3,500.00	–	0%	$3,500.00
					Subtotal: Launch	**$12,500.00**

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#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Support, first year					
8	**Hosting, monitoring, security updates and support** Code: SP-YR1 Response: Next business day; 2 hours for outages	12 months	$850.00	–	0%	$10,200.00
					Subtotal: Support, first year	**$10,200.00**

Subtotal	$132,700.00
Sales tax (custom software, not taxed in NC)	$0.00
Total	**$132,700.00**

Payments by milestone

Each phase is invoiced when you accept its deliverables. Support is billed monthly after go-live.

MILESTONE	DUE	SHARE	AMOUNT
1. Discovery accepted Backlog and fixed build price	About Feb 1	7%	$9,400.00
2. Design accepted Approved prototype	About Feb 22	11%	$14,100.00
3. Build accepted Feature-complete app	About Apr 19	65%	$86,500.00
4. Go-live All technicians live	About May 3	9%	$12,500.00
5. Monthly support 12 monthly invoices	From June	8%	$10,200.00
Total		**100%**	**$132,700.00**

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Terms

1. Ownership

1.1 Coastal Pest owns the source code, designs and data once each phase is paid. We keep no license fees.

2. Changes

2.1 New features are added to the backlog and priced before they are built. You can swap features of similar size without cost.

3. Acceptance

3.1 You have 10 business days to accept each deliverable or list what must be fixed.

4. Warranty

4.1 Defects reported within 90 days of go-live are fixed at no charge.

5. Data

5.1 Customer data is stored in the United States, encrypted at rest and in transit, and never used for any other purpose.

6. Third-party costs

6.1 App store accounts, maps and SMS usage are billed by those providers to you, at about $180 a month.

7. Confidentiality

7.1 Each party keeps the other's information confidential during the project and for 3 years after it.

8. Ending

8.1 You may stop after any phase. You pay for the phases completed and keep their work.

Approve the proposal

Sign to approve the proposal and start discovery. The build is approved separately at the end of discovery.

Brightloop Labs

SIGNER · YOU

Priya Desai

Head of Delivery

Signing link sent to **priya@brightlooplabs.example**

Signature

Date MM / DD / YYYY

Coastal Pest Solutions

SIGNER · CLIENT

Mike Harrell

Chief Operating Officer

Signing link sent to **mharrell@coastalpest.example**

Signature

Date MM / DD / YYYY

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