Six-month roadmap: two November starts, one plan from December

Proposed engagement: November 2026–April 2027 · Target website launch: January 2027

Highlighted column: January target. November rows marked Path A or Path B apply to that start only. Event schedule to be confirmed.

NOVEMBER

Path A · $4,200 · up to 28 h

Path B · $9,500 · up to 63 h

DECEMBER

$9,500 · up to 63 h

Product literature and website development

JANUARY

TARGET

$15,600 · up to 104 h

Target website launch

FEBRUARY–APRIL

$15,600/month · up to 104 h

Monthly production and event preparation

	Nov 2026	Dec 2026	Jan 2027	Feb 2027	Mar 2027	Apr 2027
Focus	**Two starting scopes** **A $4,200 or B $9,500**	**Product literature and website development** **$9,500, up to 63 h**	TARGET **Target website launch** **$15,600, up to 104 h**	**Monthly production, updates and event preparation** **$15,600 per month, up to 104 h**		
Product literature	• Both paths: priority product brief • Path B: reusable product-sheet template • Path B: first product sheet submitted for technical review	• Template completion and source readiness • Kit #1 produced and submitted for review • Path A: template built from the November brief	• Kit #2 • Final revisions to kit #1	• One kit per month: #3 Feb, #4 Mar, #5 Apr		
Website	• Path B: website page plan and initial copy	• Architecture, core template and priority pages • Path A: page plan built first • Completion and launch stay in January	• Completion and launch, up to 8 standard pages (target) • Mobile, forms and download testing	• Up to 4 page updates and 1 new product page per month		
Events			• None planned; a confirmed January event needs an RPS priority decision	• Feb: initial event deck and leave-behind (the month's two units) • Mar and Apr: two event-material units per month • *Event schedule to be confirmed.*		
Coordination and reporting	• Both paths: access and approval map • Both paths: focused sales discovery • Both paths: light baseline from available RPS figures • Both paths: December work plan	• Consolidated reviews and January plan	• Content and approval tracker • Baseline measurement setup • Source handover and delivery report	• Application note or case-study draft per month • Monthly delivery report		

Proposed fees

Path A Prepare first: $4,200 for November, up to 28 hours. Six-month total **$76,100**.

Path B Prepare + start production: $9,500 for November, up to 63 hours. Six-month total **$81,400**.

December: $9,500. January–April: $15,600 per month. Totals exclude continuing agency fees and third-party costs.

Capacity. December up to 63 hours under either path. January up to 104 hours (88 planned + 16 contingency); no January event materials unless RPS sets that priority. **January launch gate.** Approved technical and brand content; Working access and domain settings; Tested mobile, forms and downloads; RPS final sign-off. If required approvals are pending, the site stays in review and the timing is re-agreed. One complete product sales kit comprises a brochure up to 2 pages, a technical summary up to 2 pages, and a product presentation up to 6 slides. Engineering, certifications, custom software, paid platforms, media, print, travel and event fees are separate. All fees, scope and timing are proposed for discussion, not an accepted agreement. Payment, continuation and notice terms are to be agreed. There is no automatic extension beyond April 2027.

Interactive proposal:
rps-proposal-page.netlify.app