

Table of Contents

Introduction	3
Proposal Overview	3
About ACME-1	3
Project Goals	3
Project Scope and Objectives	3
Scope of Work	4
Key Deliverables	4
Project Objectives	4
Milestones	5
Technical Approach and Solution Design	5
Technology Stack	5
Development Methodology	5
Solution Architecture	6
Third-Party Integrations	6
Scalability and Maintainability	6
Security and Performance	6
Hosting Environment	6
Timeline and Milestones	7
Project Timeline and Milestones	7
Key Milestones	7
Project Schedule	7
Budget and Pricing	8
Cost Breakdown	8
Payment Schedule	9
Additional Options	9
Support and Maintenance	9
Technical Support	9
Response Time and Coverage	9
Maintenance	10
About Us	10
Our Experience	10
Ghost CMS Expertise	10
What Sets Us Apart	10



Team and Roles	10
Key Personnel	11
Communication and Responsibilities	11
Risks and Mitigation Strategies	11
Potential Risks	11
Mitigation Strategies	12
Terms and Conditions	12
Payment and Delivery	12
Intellectual Property	12
Confidentiality	12
Termination	13



Introduction

Proposal Overview

Docupal Demo, LLC presents this proposal to Acme, Inc (ACME-1) for custom development services for the Ghost publishing platform. We understand ACME-1's need for enhanced user engagement, improved content delivery, and streamlined content management. This project aims to address these needs by creating a tailored content experience and improving website performance.

About ACME-1

ACME-1 is a business specializing in retail and e-commerce solutions. To support these core operations, a robust and adaptable content platform is essential.

Project Goals

This Ghost customization project will focus on several key areas:

- **Enhancing user engagement:** Creating interactive and personalized content experiences to keep users interested and active on the platform.
- **Improving content delivery:** Optimizing website performance and content presentation for faster loading times and better readability.
- **Streamlining content management:** Simplifying content creation, organization, and publishing workflows for ACME-1's team.

Our proposed solutions are designed to directly address ACME-1's identified challenges and objectives.

Project Scope and Objectives

This document outlines the scope of work, deliverables, and objectives for the Ghost CMS custom development project for ACME-1. Docupal Demo, LLC will deliver a customized Ghost CMS solution tailored to ACME-1's specific needs.



Scope of Work

The project encompasses custom theme development, membership enhancements, and API integrations within the Ghost CMS platform. We will create a unique Ghost theme that reflects ACME-1's brand identity and enhances user experience. Membership enhancements will provide ACME-1 with greater control over subscriber management and content access. Custom API integrations will connect Ghost CMS with other ACME-1 systems.

Out of Scope: This project excludes third-party content creation and marketing automation integrations.

Key Deliverables

The primary deliverables for this project are:

- **Custom Ghost Theme:** A bespoke theme designed and developed to ACME-1 specifications.
- **Integrated Membership System:** Enhanced membership functionality integrated within Ghost.
- **API Integrations:** Custom API integrations connecting Ghost CMS to ACME-1's systems.

Project Objectives

The objectives of this project are to:

- **Enhance ACME-1's Brand:** Develop a custom Ghost theme that aligns with and reinforces ACME-1's brand.
- **Improve User Experience:** Create a seamless and engaging user experience on the ACME-1 Ghost platform.
- **Streamline Membership Management:** Provide ACME-1 with efficient tools for managing members and subscriptions.
- **Enable Data Integration:** Facilitate data flow between Ghost CMS and other ACME-1 systems via API integrations.
- **Ensure Scalability:** Deliver a solution that is scalable and can accommodate future growth.



Milestones

The project will be executed according to the following milestones:

1. **Theme Design Approval:** ACME-1 approves the proposed custom theme design.
2. **Development Completion:** All custom development work is completed and tested.
3. **System Deployment:** The customized Ghost CMS is deployed and operational.

Technical Approach and Solution Design

We will deliver a robust and scalable custom Ghost solution tailored to ACME-1's specific requirements. Our approach focuses on modular design, maintainability, and seamless integration with existing systems.

Technology Stack

Our development will leverage the following technologies:

- **Node.js:** A JavaScript runtime environment for server-side logic.
- **JavaScript:** For front-end interactivity and dynamic content.
- **Handlebars:** A templating engine for creating reusable UI components.
- **HTML & CSS:** For structuring and styling the website's presentation layer.
- **Ghost API:** To interact with the Ghost CMS for content management and data retrieval.

Development Methodology

We will employ an agile development methodology. This iterative approach allows for flexibility, continuous feedback, and ensures the final product aligns perfectly with ACME-1's evolving needs. Regular communication and progress updates will be provided throughout the development lifecycle.

Solution Architecture

The solution will be built upon a modular architecture to promote code reusability and maintainability. This approach divides the application into independent modules, each responsible for a specific function. This modularity enhances



scalability and simplifies future enhancements.

Third-Party Integrations

The solution will integrate with the following third-party services:

- **Stripe:** Secure payment processing for handling transactions.
- **Mailgun:** Reliable email delivery for transactional and marketing communications.

These integrations will be implemented using the respective APIs, ensuring a secure and efficient data exchange.

Scalability and Maintainability

To ensure scalability, we will implement optimized database queries and leverage a scalable hosting infrastructure. The modular architecture also contributes to maintainability by isolating changes and reducing the risk of unintended consequences.

Security and Performance

Security is a top priority. We will conduct regular security audits, implement data encryption, and follow security best practices to protect sensitive information. Performance monitoring tools will be used to identify and address potential bottlenecks, ensuring optimal website speed and responsiveness.

Hosting Environment

We recommend a cloud-based hosting solution such as AWS, Google Cloud, or Digital Ocean. These providers offer scalable infrastructure and robust security features. The specific hosting configuration will be determined based on ACME-1's traffic and storage requirements.



Timeline and Milestones

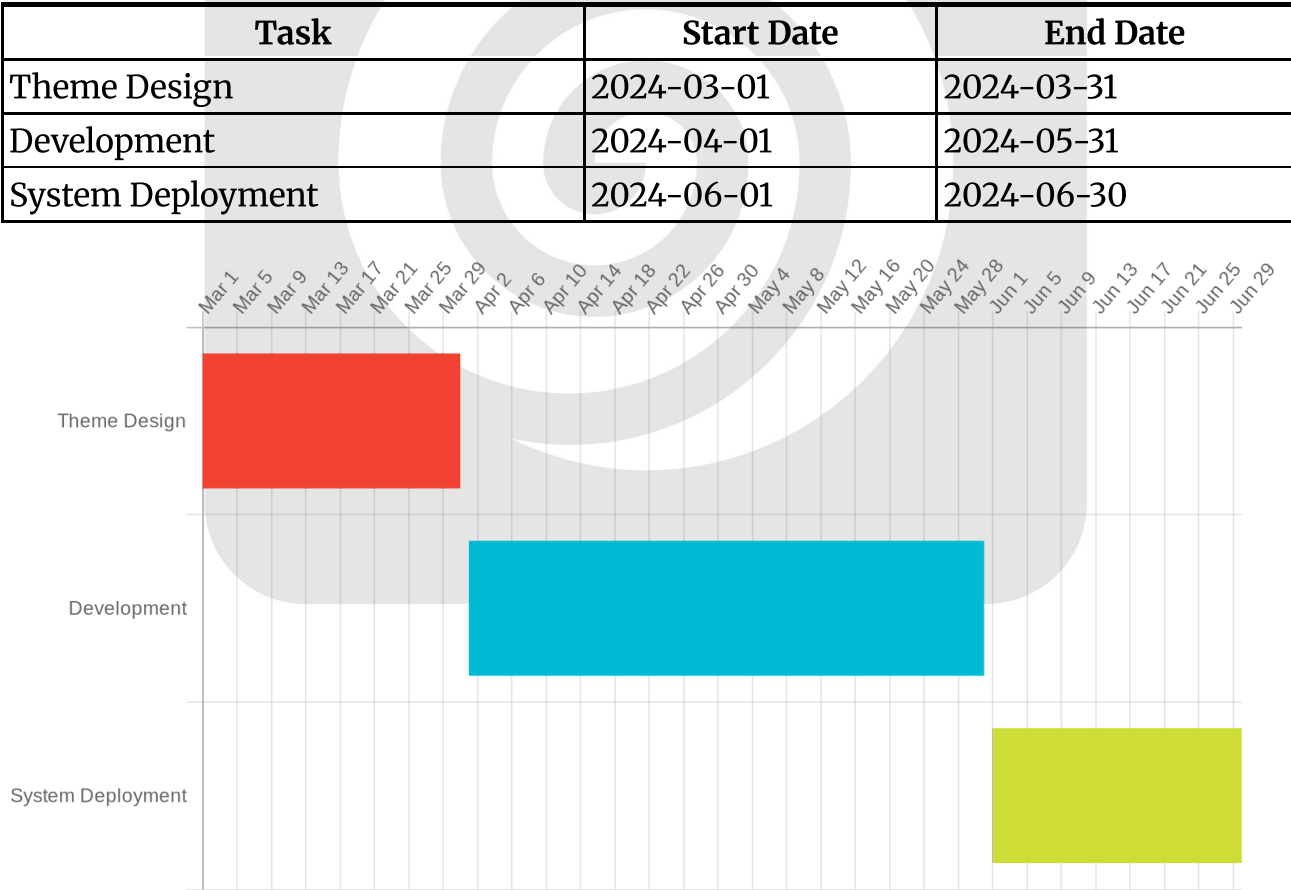
Project Timeline and Milestones

The project is scheduled to commence on March 1, 2024, and conclude on June 30, 2024. The following outlines the key phases and milestones for this project. Success depends on client content and third-party API availability.

Key Milestones

- **Theme Design Approval:** Expected by March 31, 2024.
- **Development Completion:** Targeted for May 31, 2024.
- **System Deployment:** Scheduled for June 30, 2024.

Project Schedule



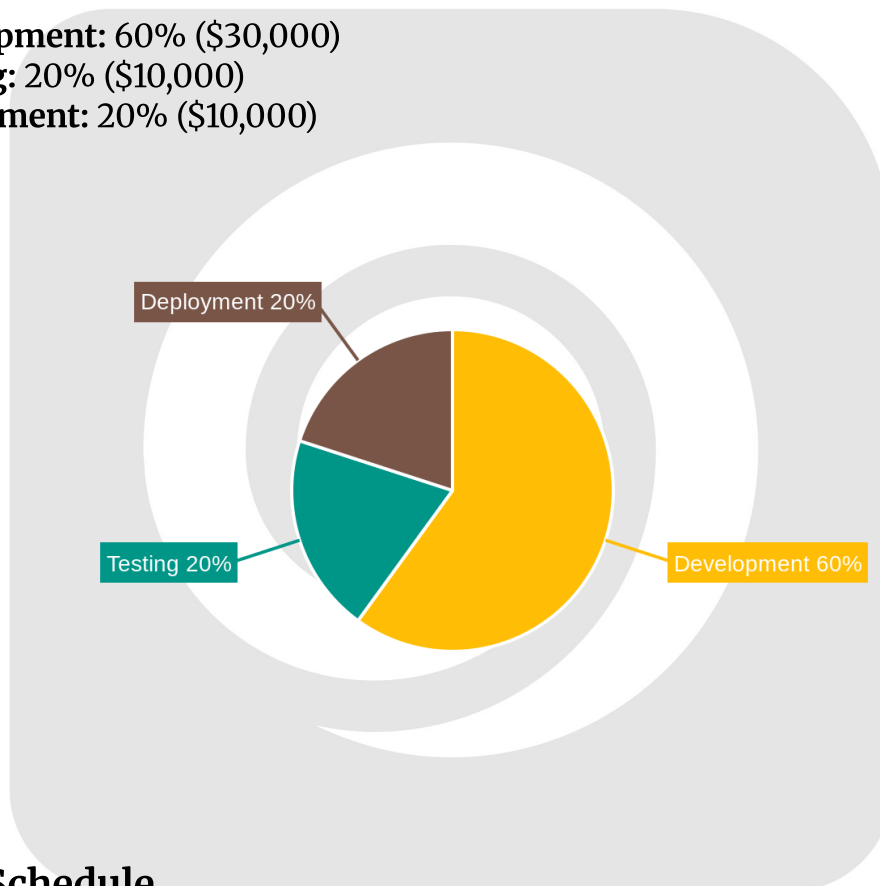
Budget and Pricing

The total investment for this custom Ghost development project is \$50,000. This budget covers all aspects of the project, from initial development to final deployment and testing.

Cost Breakdown

The project budget is allocated as follows:

- **Development:** 60% (\$30,000)
- **Testing:** 20% (\$10,000)
- **Deployment:** 20% (\$10,000)



Payment Schedule

To facilitate smooth project execution, we propose the following payment schedule:

- **Upfront Payment:** 30% (\$15,000) upon signing the agreement.
- **Theme Approval:** 30% (\$15,000) upon your approval of the custom theme.
- **Project Completion:** 40% (\$20,000) upon successful project completion and delivery.

Additional Options

We also offer optional services to enhance your Ghost platform:

- **Additional Training Sessions:** Customized training sessions are available at an hourly rate to ensure your team is proficient in managing the new platform. Please contact us for a detailed quote based on your specific training needs.
- **Ongoing Support Packages:** We provide various ongoing support packages to address any technical issues or provide assistance with platform maintenance. These packages are tailored to your requirements. Details and pricing are available upon request.

Support and Maintenance

Docupal Demo, LLC offers comprehensive support and maintenance services to ensure the continued performance and security of your Ghost custom development. Our support services include technical assistance, bug fixes, and security updates.

Technical Support

Our team provides technical support to address any issues or questions that may arise after project completion. We are available to assist with troubleshooting, configuration, and usage of the implemented solution.

Response Time and Coverage

We offer a guaranteed response time of 2 hours during our coverage hours. Our support team is available from 9 AM to 5 PM EST, Monday through Friday.

Maintenance

Our maintenance package includes regular updates and backups to keep your Ghost installation running smoothly and securely. Updates ensure compatibility and access to the latest features, while backups provide a safety net against data loss.



About Us

DocuPal Demo, LLC is a United States-based company specializing in custom software development. We are located at 23 Main St, Anytown, CA 90210. Our base currency is USD.

Our Experience

We bring 10 years of experience to the table. Our core competency lies in crafting CMS solutions tailored to unique business needs.

Ghost CMS Expertise

We have a strong track record with the Ghost CMS platform. Case studies highlighting our custom Ghost implementations are available upon request. These projects showcase our ability to extend Ghost's capabilities and deliver exceptional user experiences.

What Sets Us Apart

Our agile development process ensures flexibility and responsiveness throughout the project lifecycle. We prioritize client satisfaction, working closely with you to achieve your goals. We focus on clear communication and collaboration.

Team and Roles

Docupal Demo, LLC will provide a dedicated team to ensure the successful custom development of your Ghost CMS project. Our team's structure is designed for clear communication and efficient execution.

Key Personnel

John Doe will serve as the Project Manager. John is PMP certified and will oversee all aspects of the project, ensuring it stays on schedule and within budget. His responsibilities include project planning, resource allocation, and risk management. He will also serve as the main point of contact for ACME-1.



Jane Smith will be the Lead Developer. Jane brings over five years of experience in Ghost CMS development. She will be responsible for the technical implementation of the project, ensuring the quality and functionality of the custom features. Jane will lead the development team and provide technical guidance throughout the project.

Communication and Responsibilities

We will maintain consistent communication through weekly status meetings, daily stand-ups, and a dedicated Slack channel. This approach ensures transparency and allows for quick resolution of any issues. Responsibilities are clearly defined to promote accountability and efficient workflow.

Risks and Mitigation Strategies

This section identifies potential risks associated with the custom Ghost development project for ACME-1 and outlines strategies to mitigate them.

Potential Risks

We have identified the following potential risks:

- **Third-Party API Delays:** Delays in the availability or functionality of third-party APIs required for the project could impact the development timeline.
- **Scope Creep:** Changes or additions to the project scope beyond the initial agreement could lead to delays and increased costs.

Mitigation Strategies

To address these potential risks, we will implement the following mitigation strategies:

- **Proactive Communication:** We will maintain open and frequent communication with ACME-1 to address any concerns and provide regular project updates.
- **Regular Risk Assessment:** We will conduct regular risk assessment meetings to identify and evaluate potential risks throughout the project lifecycle.



- **Alternate API Integrations:** We will research and identify alternate API integrations to serve as backups in case of delays or issues with the primary APIs.
- **Flexible Scheduling:** We will implement a flexible scheduling approach to accommodate potential delays and ensure timely project delivery.

Terms and Conditions

These terms and conditions govern the custom development services provided by Docupal Demo, LLC ("Docupal") to Acme, Inc. ("ACME-1") as outlined in this proposal.

Payment and Delivery

Payment will be made via wire transfer in US dollars. Upon receipt of final payment, Docupal will deliver the complete source code for the custom theme and integrations to ACME-1.

Intellectual Property

ACME-1 shall own all intellectual property rights pertaining to the custom theme and integrations developed under this agreement. Docupal makes no claim to ownership of any such intellectual property.

Confidentiality

Both Docupal and ACME-1 agree to maintain the confidentiality of any proprietary or sensitive information disclosed during the course of this project. This obligation is governed by a separate confidentiality agreement already in place between both parties.

Termination

Either party may terminate this agreement with written notice if the other party breaches a material term of this agreement and fails to cure such breach within thirty (30) days of written notice. Upon termination, ACME-1 will pay Docupal for all services performed and expenses incurred up to the date of termination.

