Qelv

Sample proposal and statement of work

The structure every Qelv proposal follows. Each section says what goes in it; the words in brackets are where a real proposal has the client's own details.

Sample · No client data · qelv.io

01 The outcome

One or two sentences on what will be true when the work is done, in the client's own words.

[What exists afterwards, and who uses it.]

02 Where things stand today

How the work is done now, step by step, who touches it and where it breaks. It is read back to the client, so they can correct it before anything is priced.

[Today: the steps, the people and the tools.]

[Where it breaks, and what that costs each week.]

03 The approach

What we will build first and why, the smallest version that works, and the options where there is a real choice.

OPTION	WHAT IT INCLUDES	WHEN IT FITS
A: lean	*[The core the outcome needs, and nothing more.]*	*[Speed matters most.]*
B: fuller	*[Option A, plus the pieces that make it easier to run.]*	*[It will carry more volume soon.]*

04 How success is measured

Agreed before the build, so everyone knows what "it worked" means. Each measure has a baseline, a target and a way to check it.

MEASURE	BASELINE	TARGET	HOW IT IS CHECKED
[For example, hours a week spent on the task]	*[today]*	*[after]*	*[The same week's work, timed before and after.]*
[For example, files rejected downstream]	*[today]*	*[after]*	*[The same kind of file, run through both.]*

05 The decision we ask for

One line: what the client is being asked to approve, and by when, so the proposal ends in a clear yes or no.

> *[Approve option A or B, and a start date.]*

06 Deliverables, and how each is accepted

Every deliverable names the evidence that shows it is done. Nothing is accepted on a feeling.

DELIVERABLE	ACCEPTANCE EVIDENCE
A working system in your accounts	*[It passes the agreed test cases on your data.]*
Code in your repository	*[Every commit in your repository, under your name.]*
Handover documentation	*[Someone on your team runs it from the document alone.]*
A report against the success measures	*[The table in section 4, filled in.]*

07 Out of scope

What this version does not include, written down so nobody assumes it. Anything here can become its own piece of work later.

- ✓ *[A feature the client mentioned that can wait.]*
- ✓ *[A system it will not connect to in version one.]*

08 Milestones and owners

Each milestone has one owner. Some belong to the client, because a build waits on their inputs too.

MILESTONE	OWNER	TARGET WEEK
Requirements confirmed	*[Qelv and the client]*	*[week]*
Sample data and access delivered	*[Client]*	*[week]*
First working version shown	*[Qelv]*	*[week]*

Acceptance tests passed	*[Qelv and the client]*	*[week]*
Handover walkthrough	*[Qelv]*	*[week]*

09 What we need from you

The inputs and dependencies the plan relies on. If one arrives late, the milestones that depend on it move with it.

- ✓ A sample of the real data, with anything sensitive removed
- ✓ Access to the systems the work touches, in your name
- ✓ One person who can answer questions within a working day
- ✓ The person who signs off, at the walkthrough

10 How we keep you informed

A written note every week: what shipped, what is blocked and what comes next, from the person doing the work. A short call at each milestone.

[The day the note arrives, and who receives it.]

11 Price, assumptions and changes

The price is agreed before work starts, from the hours against each work item. Running costs such as hosting are listed apart from the build. The assumptions the price rests on are written out, and so is what happens when one of them turns out wrong.

[The fixed price, and when it is invoiced.]

[Running costs, listed separately.]

[The assumptions, and how a change is proposed and approved.]

12 Acceptance, handover and sign-off

The work is accepted when the evidence in section 6 is met. The handover is a walkthrough for the people who will run it, and the system is theirs from the first commit.

For the client: name, title and date

For Qelv: name, title and date

Want one of these for your project?

Describe the work in a few sentences at **qelv.io/contact**. A free plan comes back within 2 business days.