MODERN PHASE SCOPE SHEET

What you get for $25,000.

A real online business taking real customer payments. In 8 weeks. On a calendar.

This sheet shows you what's in the box, why it actually ships in 8 weeks, the founders we've already done it for, and how to start. We publish it because most agencies don't — and that's where founders get burned.

WHAT YOUR BUSINESS LOOKS LIKE 8 WEEKS FROM NOW

Picture the morning after launch.

- ✔ Your site is live. A customer just bought. The order email is already in their inbox.
- ✔ Stripe deposits hit your bank on a schedule you can predict.
- ✔ You don't answer "is the site working?" emails. The admin dashboard answers that.
- ✔ You don't have a developer on retainer. You own the code, the data, and the customers.
- ✔ You walk into investor, partner, or supplier conversations with a working product — not a pitch deck.
- ✔ The site earns while you sleep, work, or travel. It's a business now, not a side project.

That's the deliverable. Everything below is how we get you there.

WHAT'S IN THE BOX

Every Modern Phase build includes all ten of these. No upsells. No surprise line items. No "oh you also need..." mid-build.

- ✓ **Authentication**

  Customers sign up with email and password — or with Google or Apple. They reset their own passwords. Sessions stay logged in across devices. You never manually create a user account.

- ✓ **Payments**

  Stripe is wired in for live cards on day one. Apple Pay and Google Pay too. You take credit cards from any country Stripe supports the moment you go live. One-time charges, subscriptions, or both.

- ✓ **Database**

  Your business data — products, customers, orders, content — modeled to match how your business actually runs. Hosted in production. Backed up daily. We don't keep your data on a laptop.

- ✓ **Production deploy + custom domain**

  Your site, on your domain, with HTTPS and a global CDN. We push the deploy and own the live config. Zero DevOps on your end.

- ✓ **Transactional email**

  Welcome emails. Order receipts. Password resets. All sent from your domain — not from "noreply@somerandom.com." Customers see your brand in their inbox.

- ✓ **Admin dashboard**

  See every order, customer, and event without asking us. Mark orders shipped. Pull a CSV. Run the business yourself, day to day.

- ✓ **Mobile-responsive UI**

  Works on every phone, tablet, and laptop on day one. We test on a $200 Android, not just an iPhone — half your customers will be on cheap devices.

- ✓ **Basic analytics**

Google Analytics 4 for traffic. Microsoft Clarity for heatmaps and session recordings. Both wired before launch. You see exactly how customers use the site.

- **One marketing landing page**

  The page you point ads or links at. Conversion-focused, not a brochure. Built to turn cold traffic into a sign-up or a sale.

- **Legal pages**

  Terms of Service and Privacy Policy boilerplate, ready to customize. Stripe and most ad platforms require these to charge or run ads.

WHY THIS ACTUALLY WORKS IN 8 WEEKS

Every other agency quotes 6 months because they build from scratch. We don't. The mechanism:

1. **We don't build from scratch**
   We start from one of four production-ready foundations — SaaS, AI Product, Marketplace, or E-Commerce. Auth, payments, deploy, admin, and email are already wired in.

2. **We configure, not invent**
   The boring 80% is already solved. Your project time goes into the parts that make YOUR business unique — your catalog, your fitment logic, your pricing rules, your onboarding flow.

3. **AI compresses the custom work**
   Modern AI coding assistants make the configuration step 5–10× faster than it was three years ago. We're not generating slop — we're using it like a senior pair-programmer.

4. **One senior engineer, full ownership**
   No junior dev hand-offs. No project manager translating between you and the build. The person making decisions is the person writing the code.

Bottom line: 80% of the work is done before kickoff. Your money buys the 20% that makes your business different — not the boring scaffolding every business needs.

FOUNDERS WE'VE ALREADY DONE IT FOR

Two real builds. Both founders had industry knowledge and capital — neither had a tech team. Both shipped.

BUILD 01 — E-COMMERCE

Second Amendment Cycles

Live online motorcycle parts store taking real customer orders, built for the founders of Second Amendment Cycles.

- Catalog of 32,000+ parts with custom "pick your bike" fitment selector
- 97.5% of parts have full year/make/model fitment data — built from 35+ messy supplier feeds
- Stripe checkout (cards, Apple Pay, Google Pay), order emails, admin dashboard
- Tests run before each release so nothing breaks in production

BUILD 02 — PLATFORM

A Northern California tourism platform

An events pipeline running every day plus a founder-onboarding flow — the two features that get the platform to launch.

- Daily events pipeline pulling from many sources, normalized and pushed live with no manual work
- Cleaner that fixes wrong dates, missing places, and duplicates before they reach customers
- Onboarding flow so local businesses can self-sign-up and feed clean data into the platform
- AI-discoverable index — clean structured data that ChatGPT and Perplexity can read and recommend

Full case studies → modernphase.io/case-studies

WHAT'S NOT IN THE BOX

Real things real businesses need — but separate work, separate budget. Bring your own, hire elsewhere, or add them as scope after launch.

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If you need any of these, we'll tell you up front who to hire or how to add them after launch.

MID-SPRINT CHANGES — THE RULES

You can change scope after we start. We don't pretend scope is frozen. But the rules are explicit:

- → **Adding scope** triggers a price tag and a date slip, agreed in writing before we touch it.
- → **Cutting scope does NOT reduce the price.** The price covers a ship guarantee, not piecework.
- → **Redesigns of locked screens** count as new scope, not changes.
- → **Bug fixes and polish** are always included.

PAYMENT MILESTONES

Three milestones, calendar-based — not deliverable-based. We hit dates because we hit dates, not because we "finished a sprint."

$10,000

at signing — kickoff

$10,000

at week 4 — midpoint

$5,000

at week 8 — launch

$25,000 total. Fixed. No hourly billing. No surprise invoices.

THE SHIP-IT GUARANTEE

If we miss the eight-week launch date on the locked scope, we keep working until it ships — at no extra cost.

You don't pay us for time. You pay us for a launched business. We carry the timeline risk. That's how risk-reversal is supposed to work — and most agencies won't write it down.

WHO THIS IS FOR — AND WHO IT ISN'T

RIGHT FIT

- ✓ You're a non-technical (or semi-technical) operator with capital and a market you already know.
- ✓ You want a launched business, not a prototype.
- ✓ You're OK with locked scope in exchange for a fixed price and a calendar date.
- ✓ You'd rather pay a real builder once than manage a freelancer forever.

NOT A FIT

- ✗ Pre-validation founders who haven't talked to 10 customers yet — validate first, then build.
- ✗ Buyers who want hourly billing or weekly status meetings — we ship, we don't update.
- ✗ Companies needing HIPAA, SOC2, or other audit-grade compliance work.
- ✗ Anyone shopping for the cheapest option — we're not it.

Not sure where you sit? Take the 90-second decision tool — modernphase.io/tools/where-to-build. About 60% of users get told NOT to hire us. That's the point.

How to start

Two paths from this PDF. One commits you. The other costs you nothing.

PRIMARY — START THE BUILD

Start the $3,000 Discovery

A paid 1-week engagement. We turn your idea into a locked scope sheet, a foundation pick, and a calendar launch date. **100% credited toward your $25k build** if you proceed.

Start at modernphase.io/discovery →

SECONDARY — NOT SURE YET?

Take the 90-second decision tool

Honest recommender across DIY, freelancer, no-code, mid-tier, and senior agency. Takes 90 seconds. Tells most people NOT to hire us.

modernphase.io/tools/where-to-build →

Questions before you start? Email scott@modernphase.io.