

PREPARED EXCLUSIVELY FOR

Brightleaf Coffee Co.

Website Redesign & Digital Growth Proposal

Prepared For	Maria Ostrowski, Founder & CEO, Brightleaf Coffee Co.
Prepared By	Horizon Digital Studio, Austin, TX
Date	July 10, 2026
Proposal Valid Until	August 9, 2026

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1 Executive Summary

Brightleaf Coffee Co. has grown from a single roastery to six specialty cafe locations across Central Texas, yet its digital presence has not kept pace with the business. The current website was built in 2019, converts poorly on mobile, and offers no way for customers to manage a coffee subscription online – a gap that is quietly pushing recurring revenue toward third-party marketplaces that keep the customer relationship and the margin.

Horizon Digital Studio proposes a focused ten-week engagement to rebuild Brightleaf's website on a modern, mobile-first foundation, launch a native subscription-commerce experience, and pair the new site with a coordinated SEO and paid-social campaign for the relaunch. Our objective is straightforward: turn Brightleaf's website into its highest-performing sales channel.

What success looks like: a 35% increase in online subscription sign-ups within two quarters of launch, a mobile checkout completion rate above 68%, and a website Brightleaf's team can update themselves without calling a developer.

10 weeks

Discovery to launch

\$26,600

Total investment

35%

Target sales lift

2 About Horizon Digital Studio

Horizon Digital Studio is a nine-person design and development studio based in Austin, Texas, focused on e-commerce and hospitality brands. We have shipped 120+ web and commerce projects since 2014, with a specialty in helping food, beverage, and retail businesses move recurring revenue online without losing the craft of their brand.

2014

Studio founded

120+

Projects delivered

4.9 / 5

Average client rating

3 Objectives

1. Rebuild the Brightleaf website on a fast, mobile-first platform with a design system that reflects the brand's craft-roastery positioning.
2. Launch native subscription commerce so customers can start, pause, or modify a coffee subscription without leaving brightleafcoffee.com.
3. Improve organic search visibility for high-intent local and category terms ahead of the fall wholesale season.
4. Equip the Brightleaf marketing team with a content editor they can use independently post-launch.

4 Scope of Work

4.1 Discovery & Strategy

- ✓ Stakeholder interviews with Brightleaf leadership and cafe managers
- ✓ Competitive and category audit (8 comparable specialty roasters)
- ✓ Customer journey mapping and sitemap for the new site
- ✓ Technical SEO baseline audit of the existing site

4.2 Design & Development

- ✓ Custom visual design system: typography, color, photography direction
- ✓ 12 responsive page templates (home, shop, subscription, locations, journal, etc.)
- ✓ Headless CMS build (content editable without developer support)
- ✓ Accessibility pass targeting WCAG 2.1 AA

4.3 E-Commerce & Integrations

- ✓ Recurring subscription billing with three tiers (Weekly, Biweekly, Monthly)
- ✓ Shipping-rate rules and local-pickup option for all six cafe locations
- ✓ Integration with existing POS and inventory system
- ✓ Order and subscription management dashboard for the Brightleaf team

4.4 Marketing & Launch

- ✓ On-page SEO implementation across all migrated content (20 pages)
- ✓ Six-week paid social and email campaign timed to launch
- ✓ Analytics and conversion tracking setup (GA4 and Synapse Pixel)
- ✓ Staff walkthrough and CMS training session

5 Project Timeline

The engagement runs ten weeks from kickoff to launch, structured in five phases so Brightleaf's team always knows what to expect and when their input is needed.

1

Discovery & Strategy

Weeks 1–2

Stakeholder interviews, competitive audit, sitemap, and technical SEO baseline. Ends with a strategy sign-off meeting.

2

UX & Visual Design

Weeks 3–4

Wireframes, visual design system, and 12 responsive page templates delivered for review and approval.

3

Development & Integration

Weeks 5–7

Headless CMS build, subscription commerce setup, POS integration, and analytics instrumentation.

4

Testing & QA

Week 8

Cross-device QA, accessibility pass, checkout and subscription flow testing, staff training session.

5

Launch & Marketing Rollout

Weeks 9–10

Production launch, six-week paid social and email campaign begins, post-launch monitoring.

Dependency note: Phase durations assume feedback and asset approvals from Brightleaf within two business days of each review milestone. Longer review cycles shift the launch date accordingly.

6 Investment

The table below reflects the full scope described in Section 3, priced as a fixed engagement rather than time-and-materials.

Service	Qty	Unit Price	Total
Discovery Workshop Stakeholder interviews, competitive audit, sitemap	1	\$2,500.00	\$2,500.00
UX & UI Design Design system and 12 responsive page templates	1	\$6,800.00	\$6,800.00
Website Development Headless CMS build with e-commerce integration	1	\$9,400.00	\$9,400.00
Subscription Commerce Recurring billing, shipping rules, three tiers	1	\$3,200.00	\$3,200.00
SEO & Content Migration Technical SEO and 20-page content migration	1	\$2,100.00	\$2,100.00
Launch Marketing Paid social and email campaign, six weeks	1	\$4,000.00	\$4,000.00
Subtotal			\$28,000.00
Loyalty Discount (5%)			-\$1,400.00
Total Investment			\$26,600.00

6.1 Payment Schedule

40% Deposit	Due at contract signing, prior to kickoff – \$10,640.00
30% Design Milestone	Due upon written approval of the visual design system – \$7,980.00
30% Launch Milestone	Due upon production launch – \$7,980.00

Prices are quoted in USD and exclude third-party costs (e.g., subscription-billing processor fees, paid media spend, and stock photography), which are billed at cost.

7 Why Partner With Us



Proven Results

Past subscription-commerce launches for food and beverage clients averaged a 41% lift in recurring revenue within six months.



Dedicated Team

A named project lead and design lead stay with Brightleaf from kickoff through launch – no hand-offs between phases.



Post-Launch Support

30 days of complimentary support after launch, followed by an optional monthly care plan.

8 Terms & Conditions

- This proposal is valid for 30 days from the date on the cover page.
- The project timeline in Section 4 begins upon receipt of the signed agreement and initial deposit, and assumes timely feedback as noted in the dependency note.
- All design and development assets become the property of Brightleaf Coffee Co. upon receipt of final payment.
- Both parties agree to keep the terms of this proposal and any shared business information confidential.
- Work outside the defined scope will be quoted separately or billed at \$150/hour with written approval before work begins.
- Either party may terminate the engagement with 14 days' written notice; fees for work completed to date remain payable.

Acceptance of Proposal

By signing below, both parties agree to the scope, timeline, and investment outlined in this proposal.

For Brightleaf Coffee Co.

For Horizon Digital Studio

Signature

Signature

Printed Name & Title Date

Printed Name & Title Date