22601 Pacific Coast Highway Suite 230 Malibu, CA 90265

NAME / ADDRESS

Generic

MALIBU, CALIFORNIA

Estimate

DATE	ESTIMATE NO.
6/13/2013	4107

			i			
	DESCRIPTION		HOURS / QTY		HOURLY RATE / F	TOTAL
 PROJECT: Custom 5 Page Ecommerce Website with Wordpress Content Management System (CMS) and Responsive HTML PAYMENT TERMS: 50% non-refundable deposit to begin. 25% due upon viewing of live demo or upon 60 days from start date, whichever comes first. 25% remaining balance due upon completion or upon 90 days from start date, whichever comes first. Max cap of 127 hours of labor included. Hours exceeding this cap will be billed weekly @ \$90/hr and due on receipt. 			1	0.00	0.00	
Thanks for your consideration.				TOTAL		
Phone #	Fax #	E-mail		Web Site		ite
310.456.1784	310.919.3026	chris@vividcandi.com		www.vividcandi.com		ndi.com

By signing this estimate, you understand and agree to all the terms stated on this estimate and approve the quoted work to proceed with Vivid Candi, Inc.

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					i	
	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL	
TOTAL (WITH RESPONSIVE HTML / ALL OPTIONS): \$16,510.00 TOTAL (WITHOUT RESPONSIVE HTML): \$12,350.00 (\$4,160 off) SITE MAP: -Home						
-TBD						
-Store						
-Blog (Will utilize Wordpress post architecture for easy scaleability)						
-TBD						
PHASE 1: LAYOUT						
Thanks for your consideration.						
			TOTAL			
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	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL
A) Overall concept & branding development -Team brainstorming -Review competitor sites -Detailed art direction consultation with Vivid Candi art			8	130.00	1,040.00
director and design team B) Draft options for homepage / overall layout concept		15	130.00	1,950.00	
-Up to 3 sets of C) Draft options creations -Up to 3 sets of	ated for overall interio	r page layout	8	130.00	1,040.00
	ablet size and Iphone	size responsive	8	130.00	1,040.00
-Up to 3 sets of	revisions				
PHASE 2: PRODUCTION A) Install & Setup Wordpress Content Management Software (CMS) -Allows client to add/delete/edit pages -Client can edit text and upload images			0.5	130.00	65.00
B) Create dynamic Wordpress driven navigation with drop			4	130.00	520.00
down jquery menus C) Create homepage and interior page templates -Create all static pages -Slice and prepare images from layouts for export -Convert layout designs to required Wordpress templates			12	130.00	1,560.00
-Integrate & program Wordpress -Style site with CSS programming					
Thanks for your consideration.			TOTAL		
Phone #	Fax #	E-mail		Web Site	

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	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL	
	ising "Responsive HT	ML" modern	24	130.00	3,120.00	
technology		Out the Johnson				
	TML is approximately	3x the labor as				
regular coding	t site to user's device	and ariantation				
	best possible experie					
device views it						
-Test & debug						
	chitect & Program "Blog" section using WP Post		2	130.00	260.00	
architecture		5				
-Utilize Wordpr	ess post architecture	so client can easily				
scale content up/dov		,				
-Main section w	vill show thumbnails, t	itles, excerpt and				
	detail page for each	post				
	p Ecommerce plugin		12	130.00	1,560.00	
	n 1.5m+ websites se	e details at				
www.getshopped.org						
-AJAX and PHP technology utilized						
-Customize ecommerce templates -Setup basic settings						
-Setup basic settings -Setup authorize.net payment gateway and/or paypal						
and/or manual payments						
-Setup flat rate shipping or UPS dynamic shipping						
(customer must have		anno omppnig				
-Test system th						
	NPUT NOT INCLUDE	D. CLIENT WILL				
BE TRAINED ON HOW TO ADD PRODUCTS***		CTS***				
Thanks for your consideration.						
			TOTAL			
Phone #	Fax #	E-ma	ail	Web S	ite	

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DESCRIPTION	HOURS / QTY	HOURLY RATE / F	TOTAL
G) Install & setup wholesale pricing plugin for WP Ecommerce (OPTIONAL) -This will enable different pricing levels based on user role and registeration	4	130.00	520.00
-Customize registeration/login process H) Install & setup magic zoom tool plugin for WP Ecommerce (OPTIONAL)	3	130.00	390.00
-This will allow users to hover over any image to view that part in extreme high resolution and detail easily I) Install & setup social media sharing -Setup facebook like button, tweet button and link'd in button for all pages	2	130.00	260.00
-Setup Facebook fanbox plugin -Setup tweet feed J) Install & setup the following best practice plugins -Google XML site map generator - increased page indexing by 100x+	2	130.00	260.00
-SEO ultimate suite of SEO tools includes custom meta tag ability and mass seo editing -WP super cache - speeds up page loads by 500%+ by pre-rendering pages and serving static vs. dynamic pages K) Create up to 3 custom training tutorial videos showing client how to use key sections of website from within Wordpress panel	1	130.00	130.00
PHASE 3: FINAL STEPS A) Make up to 3 sets of minor revisions to overall website demo (5 hours allocated per set of revisions)	15	130.00	1,950.00
B) Create custom browser icon Thanks for your consideration.	0.5	130.00	65.00

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	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL
C) Browser/Computer testing -Test on MAC & PC, primarily optimized for modern versions of Chrome/Firefox/Safari/IE *Optimization for older browsers (i.e. IE7/8) may add further labor and increase a client over their max cap of hours -Debug and optize loading processes -Troubleshoot any cross platform errors and correct /				0.00	0.00
provide solutions D) Launch website live on final domain -Export SQL database and re-import into new site -Change all demo URL's to final URL in code -Upload site			6	6 130.00	780.00
-Test all pages of the site and verify they work correctly E) 30 Days of Support -Applies only to minor issues, additional tutorials / assistance, etc. -Does not apply to major issues caused by client or their hosting -Max cap of 2 hours			(0.00	0.00
Thanks for your consideration.				TOTAL	
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	DESCRIPTION		HOURS / QTY	HOURLY RAT	E/F	TOTAL
-Updated in realt tasks -Displays total pr and know where the B) Regular meetings requested by client	nanagement using Go ime as designers wor roject time so client ca y are vs. max cap of in as needed at each po o chats, teleconference	k on and complete an be in the loop ncluded hours roject milestone or				
ESTIMATE DEFINIT	IONS & CLARIFICAT					
sections defined in the REVISIONS: Revisions are generated	mate are X amount of ne "site map" section ally minor touch-ups a letely new concept. W					
our best to please ev	very client, but please					
Thanks for your cons	sideration.		TOTAL			
Phone #	Fax #	E-m	ail		Web S	ite

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	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL
that takes over 5 ho An example of an ur if a client is on their piece previously app a change of heart ar additional charge TE unreasonable and no concept changes, pa functionalities never estimate, entire colo a re-architecture of t reasonable changes color changes, photo REVISION SETS: This is an overall se Candi at a set miles: the client when to giv provide a revision se meetings to review r WORDPRESS CON This gives each client their own site once v it's not possible for 1 CMS or any other. If	e. We consider any incurs to do a major revision areasonable and major 2nd set of revisions a proved to be re-done and not a revision and was a strand that time to the pon-included revisions age/section name chan discussed previously r scheme changes or he site's HTML templation included are font adjuded any website an officient. We welcome phone evisions sets. TENT MANAGEMEN the approximately 80-9 ve create it. Since our 00% of a site to be may our account off: WARE:	sion and not minor. r revision would be nd asks for a Flash mother way. This is will add an project. Other are complete nges, new or included on the changes that force ates. Examples of ustements, minor is better, etc. ent gives Vivid vid Candi will notify cial review and e conferences or T SYSTEM (CMS): 0% control over work is custom, management by this on what you can	HOURS/QTY	TOTAL	IUIAL
Phone #	Fax #	E-mail		Web Site	
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	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL	
plugins) which are fr give clients amazing Since Vivid Candi do develop this open so hold Vivid Candi liab a plugin post launch new websites. Any s occur after the first 3	tes utilize open source ee for anyone to use. functionality for a fra bes not personally har ource software compa ole for any bugs or glit after our included 30 upport needed for iss 0 days a new website ee for our time to look	This allows us to ction of the cost. d code and ny, client may not ches that occur on day support for ues of this kind that is launched will				
At each milestone de launch, full launch, full	LS FOR PROJECT M uring a project (i.e. lay etc.) we require that proving the current m	out approval, soft each client signs a				
allocated hours for la estimate. Due to the clients, no website p involved. This also e prompt responsive o project. All hourly wo allocated for a projec of \$90/hr and due up PROJECT TIMELIN	t is subject to a maxi abor that is specified of custom nature of our roject is identical in the nsures that our client ustomer support throu- ork exceeding the mat of will be billed at a re- bon receipt. E POLICY:	on the original projects and he amount of hours s always receive ughout their kimum cap of hours duced hourly rate				
	ature of each of our cl	ients and their				
Thanks for your consideration.				TOTAL		
Phone #	Fax #	E-mail		Webs	Site	

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	DESCRIPTION		HOURS / QTY	HOURLY RATE	/ F TOTAL
completion of any cli most clients experier a project could take complicated request always aim to please Communication is ke	do not guarantee any ents' website. The av- nce is 2-5 months, ho longer due to delays i s, receipt of required is and meet any desire ey in this process and ETA for completion o	erage timeline that wever it's possible n feedback, tems, etc We will d deadlines. we will always be			
don't be alarmed if y daily. Working this w dent and focus much	EDULES: and to work in blocks ou don't see progress yay allows us to make to better thus creating or than working bits at	immediately or a much bigger a much better			
to you anytime upon for more in depth co	count executive is alw request or when you nversations requiring designers all phone	call in. However, the technical			
numerous emails vs then sending us the miscommunications clients project since	ING POLICY: eive clients who want collaborating interna feedback. This cause and can add much m we have to do extra w great detail and checl	lly as a group and s many ore time to any ork replying to			
Thanks for your cons	•	-		TOTAL	·
Phone #	Fax #	E-m	ail	N	Neb Site

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Generic

	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL
get clients whom wa every question or the ok and we're happy time for email replies excessive emailing of over their max cap of them our reduced he exceeding time per the recommend that our communicate with the in person meeting at emails, miscommuni hours. This ensures BROWSER COMPA All websites Vivid Ca compatible with the Firefox, IE9/IE10 and guarantee compatible IE6 which are less the share. Additionally, mobile friendly techne etc however we do perfect on these deviad additional time to op css and test. Client to browser optimization Client also understat	mailed requests. We and to email us up to 1 bught that comes to not to reply, but please not an lead to a client put f allocated project ho burly rate per max cap hat term described at clients lets us guide f em direct via Skype, each milestone to av cations and exceedin all communication is TIBILITY: andi produces are me atest modern browse d Safari. However, Vir lity with older browse han 3% of the total browse has sites Vivid Cand hologies such as AJAX o not gaurantee any s ices unless client wisi timize for each major understands that all tim how ill be billed hourly of host shat the process of aborative effort between	0-15x per day with hind. All of this is but we do bill our y are in excess and shing their project urs thus charging o of hours term for bove in detail. We he way and teleconference or oid excessive g their max cap of crystal clear. Ant to be rs such as Chrome, vid Candi will not rs such as IE7 or bwser market i produces use X, jquery, HMTL5, site will look 100% hes to pay for device, separate me spent on but of project time. of browser			
Thanks for your con				TOTAL	
Dhana #	Гоу #	۲. m	- 11	W/ch (

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6/13/2013	4107		

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Generic

	DESCRIPTION		HOURS / QTY	HOURLY RATE /	F TOTAL
every single possible of computer setups)	e it's not possible for environment (would and client is encoura to Vivid Candi and we	require hundreds ge to report any			
WEBSITE HOSTING POLICY: Client understands that their selected hosting company will have a direct and very important impact on the final quality and longevity of their website. Vivid Candi, Inc. strongly advises against hosting any dynamic Wordpress website on GoDaddy, Network Solutions, Yahoo or Media Temple hosting since they are known to overcrowd servers and many Wordpress sites are prone to random errors and interruption of service on their hosting servers. The ONLY HOSTING RECOMMENDED BY VIVID CANDI, INC is either Rackspace.com or Vivid Candi's own hosting service. ANY OTHER HOSTING CHOSEN OR FORCED UPON BY CLIENT WILL REQUIRE A SEPARATE SIGNED WAIVER wh					
WORDPRESS UPGRADES POLICY: Any website developed by Vivid Candi, Inc DOES NOT INCLUDE FREE WORDPRESS UPGRADES OR SUPPORT POST LAUNCH. Vivid Candi, Inc. recommends client upgrades every 6-12 months to stay current with technology and security patches. A quote will be created upon request for any Wordpress Upgrade. It is STRONGLY ADVISED CLIENT DOES NOT ATTEMPT TO UPGRADE WORDPRESS OR ANY PLUGINS THEMSELVES doing					
Thanks for your consideration.				TOTAL	
Phone # Fax # E-m			ail	W	eb Site

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DESCRIPTION			HOURS / QTY	HOURLY RATE / F	TOTAL
	rsible damage and ar ed at our hourly rate (
service. All backups recommend that clie months since websit Any backed up files	s not provide a free w are charged our hour nt pays for this servic es constantly grow ar Vivid Candi, Inc has aunch and reverting t	ly rate and it is e every 6-12 id evolve over time. vill most likely be			
	ontent transfer from a any site unless reque tra for it.				
SOURCE FILES: Vivid Candi is happy to release all source files upon request to any client upon 100% completion of their project and 100% payment.					
QA ITEMS: QA items are a norm work and are also bi	al part of custom wel lled as so.	osite development			
	shes to cancel a cont be paid in full and cli	,			
Thanks for your consideration.				TOTAL	
Phone #	Fax #	E-m	ail	Web S	ite

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	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	. TOTAL
must be sent to the a and will require an ir meeting with the CE	o cancel the contract. attention of the CEO o -person (recommend O of Vivid Candi, Inc. e remedies for any di- occurs.	of Vivid Candi, Inc. ed) or telephone to discuss and see			
Vivid Candi, Inc. doe done unless client ha authorized by the Cl refunds offered will b	CARD CHARGEBAG s not offer cash refur as reasonable cause a EO of Vivid Candi, Inc be in the form of an ac vice provided by Vivid	ds for any work and the refund is . Typically any count credit			
Inc. doesn't feel has pursued and may be pursue any unreason	acks from any client w reasonable and just of reversed. Vivid Cano nable chargebacks in any concludes the ch	ause will be li, Inc may also court despite how			
any consequential d punitive damages. A only any funds paid	ivid Candi, Inc. respo amages such as loss ny damages pursued successfully to Vivid (of profits and will be limited to			
This applies to emai	GES VIA EMAIL: mails to change the c strings of any sort and t will not be altered or	nd client			
Thanks for your consideration.				TOTAL	
Phone #	Fax #	E-ma	ail	Web	Site

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DESCRIPTION			HOURS / QTY	HOURLY RA	TE / F	TOTAL
submissible in court. are required to be sig MATERIALS PROVI Client represents tha Candi, Inc. does not property rights. The Candi, Inc. harmless NON-SOLICITATION INDEPENDENT COI Any attempt on the p or independent contr (Herein referred to a by the client to interfa- its employees or independent	DED TO VIVID CANE infringe on any 3rd pa client agrees to indem from any breach of the NOF VIVID CANDI EI NTRACTORS: wart of the client to ind actor to leave any Viv s "Vivid Candi), or any ere with Vivid Candi's ependent contractors					
 and damaging to Vivid Candi. The client agrees that, during the term of this Agreement, and for a period of two (2) years after the termination of the Agreement, the client will not in any way directly or indirectly: 1) Induce or attempt to induce any employee or independent contractor of Vivid Candi to quit employment or any other type of professional relationship they have with Vivid Candi and/or to otherwise interfere with or disrupt the Vivid Candi's relationship with its employees and/or independent contractors. 						
Thanks for your consideration.				TOTAL		
Phone # Fax # E-mail			ail		Web S	ite

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				i		
	DESCRIPTION		HOURS / QTY	HOURLY RATE / F	TOTAL	
provide information a Vivid Candi's employ solicit, entice, or hire contractor of the Vivi ATTORNEY FEES: In any legal action be Agreement, the preva reasonable attorneys GOVERNING LAW F This agreement will b state of California an	acuss employment op about competitive em yees or independent of away any employee id Candi. etween the parties con ailing party shall be em	ployment to any of ontractor or or independent ncerning this ntitled to recover	HOURS / QTY	HOURLY RATE / F		
Thanks for your cons	sideration.				1	
				TOTAL		
Phone #	Fax #	E-mail		Web Site		
310.456.1784	310.919.3026	chris@vivid	candi.com	www.vividcandi.com		

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	DESCRIPTION		HOURS / QTY	HOURL	Y RATE / F	TOTAL
CA Sales Tax					9.75%	0.00
Thanks for your consideration.				тот	AL	\$16,510.00
Phone #	Fax #	E-mail		Web Site		ite
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