



# Project Proposal



Prepared for :

Client Name

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**Eclipse Design & Insights**  
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# About Us

## ECLIPSE DESIGN & INSIGHTS

Officially founded in 2023, Eclipse Design & Insights traces its roots to several years of pro bono and freelance projects. With over 15 years of collective experience in graphic design, finance, accounting, and data analytics, our mission has always been helping businesses and organizations achieve their goals. Our expert team seamlessly blends design and insights, offering a one-stop-shop solution that guides you from strategic planning to crafting the perfect final product.

Today, we illuminate paths to success, just as an eclipse reveals hidden wonders in the celestial canvas. Get in touch with us today and discover how Eclipse Design & Insights can bring your ideas to life. No project is too small for us, and we are dedicated to providing exceptional service and solutions for all your needs.



## Graphic Design

Elevate your brand with captivating visuals that tell your unique story through our strategic, thoughtful design



## Accounting

Maintain financial accuracy and soundness with meticulous accounting and bookkeeping



## Finance

Achieve your long-term financial goals with strategic guidance and expertise in finance



## Data Storytelling

Transform information into compelling narratives through strategic visualization & communication



## Data Analytics

Gain crystal clear insights into the questions you have and make decisions with confidence



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## Objective

- Conduct a comprehensive financial analysis to assess the client's financial performance, risks, and opportunities.
- Design an engaging and informative annual finance report that effectively communicates the insights discovered through the analysis.

## Project Scope

### Financial Analysis:

- Comprehensive review of the client's financial statements
- Identification of key financial metrics and performance indicators
- In-depth analysis of revenue, expenses, profitability, and financial trends
- Assessment of financial risks and opportunities

### Annual Finance Report Design:

- Conceptualization and design of the annual finance report's visual theme
- Layout and formatting of the report, including charts, graphs, and tables
- Development of custom graphics and visuals to illustrate key insights

### Collaboration and Review:

- On-demand meetings with the client to gather input and feedback
- Revisions and refinements based on client feedback
- Quality assurance and proofreading to ensure accuracy

## Product Description

The final deliverable will be a professionally designed annual finance report that effectively tells the client's financial story.

- A visually appealing cover page that sets the tone for the report.
- Clear and concise financial statements and summaries.
- Infographics and charts for visual representation of key data.
- Interpretive narratives explaining financial results and trends.
- A user-friendly layout for easy navigation and reading.
- High-resolution, print-ready files for physical copies and web-ready PDFs.



## Timeline

Here is the proposed timeline for the project, detailing key tasks and deadlines to ensure a smooth and efficient execution.

<p><b>Planning</b> November 3, 2023</p>	<ul style="list-style-type: none"><li>• Conduct an initial consultation</li><li>• Create a project proposal</li><li>• Develop analysis plan, design concept, and content strategy</li></ul>
<p><b>Development</b> November 17, 2023</p>	<ul style="list-style-type: none"><li>• Conduct financial analyses</li><li>• Collect and compile content</li><li>• Design layout and formatting of the report</li></ul>
<p><b>Review &amp; Revision</b> November 24, 2023</p>	<ul style="list-style-type: none"><li>• Present draft for client review</li><li>• Address client feedback and make revisions</li><li>• Perform quality assurance check</li></ul>
<p><b>Final Delivery</b> November 29, 2023</p>	<ul style="list-style-type: none"><li>• Obtain final client approval</li><li>• Deliver the final version of the annual report</li><li>• Prepare print-ready files and web-ready PDFs</li></ul>

## Friendly Reminder

While we're dedicated to keeping the project on track, life occasionally throws us a curveball. If unexpected delays arise due to forces beyond our control, we may need to adapt our proposed schedule. Your understanding and collaborative spirit are highly appreciated as we journey towards our project goals together!



## Estimated Cost

### Hourly Pricing Guide

Our billing units are based on a **15-minute intervals** to ensure accurate hourly rate calculations tailored to your needs.

DESCRIPTION	RATE	HOURS	AMOUNT
Project Proposal	\$75/hr	1	\$75.00
Financial Analysis	\$80/hr	20	\$1,600.00
Design Concept Development	\$75/hr	5	\$375.00
Layout Design & Styling	\$75/hr	15	\$1,125.00
Revisions & Formatting	\$75/hr	5	\$375.00
Check-in Meetings/Calls	\$80/hr	3	\$240.00
Sub-Total			\$3,790.00
First Time Client Discount (20%)			\$758.00
<b>TOTAL</b>			<b>\$3,032.00</b>

### Our Promise

Rest assured, we're here to ensure your project stays on track, both creatively and budget-wise. If we ever see the hourglass running low on agreed-upon hours, we'll give you a quick heads-up. After all, surprises are best reserved for birthday parties, not project budgets!


## Next Steps


To give the green light to this proposal and get our project rolling, keep an eye on your inbox for an email from us via DocHub to sign the service agreement.


Take a moment to give it a thorough once-over and breeze through the easy-peasy signature process. Got any burning questions or just want to chat about the proposal? Shoot us an email at [info@eclipsechicago.com](mailto:info@eclipsechicago.com)—we're all ears and ready to dive in 😊

And, by the way, thanks a bunch for choosing us to be your parter in this exciting journey!



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