

Clear View Specialist Support Brief & Request for Quotation

A decision tool for UK small business owners. Hourly specialist support invited against defined work packages. The founder builds the product; you are asked to do the parts he should not.

REFERENCE

RFQ-05 · Specialist Support

CONTACT

James Dawes

QUOTATION REQUIRED BY

One idea, stated before any feature

Small business owners are drowning in machine-generated confidence that has never been tested against their actual business. Clear View does the parts software does well — structure, recall, arithmetic, pattern-spotting, first drafts — so that the expensive human hour goes only where judgement changes the outcome. **Every output shows its own working. Nothing is presented as a finished answer.**

Who it is for

UK businesses with one to twenty employees. Capable but under-structured: decisions taken reactively, no written plan that would survive outside scrutiny, and an awareness that AI matters without knowing where it fits. They have usually been sold either a consultancy retainer they cannot justify or a template that does not fit.

The commercial model

TIER	PRICE	WHAT IT UNLOCKS
Free	£0	One full Position Check and its exported summary. No card, no artificial limits.
Foundation	£99 / month	All modules, unlimited pitch decoding, tender alerts, monthly reviewed output
Momentum	£499 / month	Adds scheduled human sessions and deliverables to deadline
Bespoke	from £2,000	Project work delivered by the consultancy, not the platform

Billing is monthly only. No annual toggle is in scope. Subscription checkout is Phase 2.

Three product rules that constrain the build

- **No fabricated proof.** Every figure displayed must trace to something the user entered or the app calculated from it. Empty metric slots are designed empty states, never placeholder numbers, fake stats, testimonials or logos.
- **No affiliate or supplier recommendations.** The app must never score, rank or recommend a third-party supplier anywhere.
- **Shows all working.** Every generated output carries a status: model-generated, needs your input, or human-reviewed. Nothing reaches the third state automatically.

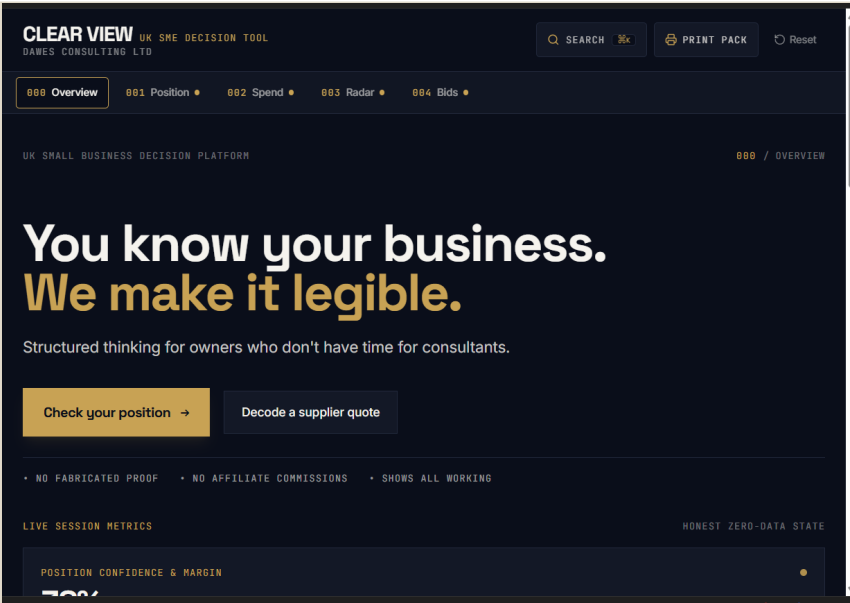
Voice

A straight-talking adviser. Warm, direct, never flattering. Buttons say what happens. Empty states are invitations with dry wit, not apologies. Banned throughout the interface: “great question”, “journey”, “empower”, “seamless”, “AI-powered”, “unlock”, “supercharge”.

Read this before you price anything

A working prototype has already been built by me and is live in production. **This is not a greenfield project and I am not asking you to take over the build.**

I am continuing to develop the product myself and contracting specialist hourly support for defined packages I cannot deliver to a professional standard. You are being asked to quote against those packages, not against the whole product.



CURRENT BUILD, LIVE AT CLEARVIEWCONSULTANCY.VERCEL.APP

Current state

ITEM	DETAIL
Codebase	React single-page application, built and maintained by me. Code available for review under NDA before you quote.
Hosting	Vercel, production deployment, valid configuration
Modules	All four present at prototype level: Position, Spend, Radar, Bids
Model layer	Currently Gemini. All calls routed through a single interface so the provider is swappable — see Package D.
State	Client-side only. No backend, no accounts, no database.
Known defect	The deployment does not prerender: fetching the URL returns metadata and no body content. Package A addresses this.

What I am buying

Judgement and specialist skill by the hour, against packages with a clear finish. I write the product; you make sure the parts that could damage a client or a business are done properly. I would rather pay a specialist for four hours than spend three days on something I cannot responsibly sign off.

Four modules and a human handoff. Each module is a structured flow with defined inputs and a defined output the user keeps — not a chatbot.

MODULE 001

Position

Adaptive interview, one question per screen, 10 to 15 questions, progress indicator. Covers what they sell, to whom, at what margin, revenue sources, fixed cost base, owner hours, and the decision currently stuck. Returns the **Position Summary** — the hero output of the product: a 200 to 300 word written picture, numbered assumptions with confidence tags, and the three questions to answer next. Exports to clean printable HTML and to clipboard as markdown.

MODULE 002

Spend

Recurring cost capture with quick presets. Two fields per line: monthly cost, and what it returns. Lines with no clear return are flagged. Outputs a table with total monthly spend, flagged lines, and an annualised figure, plus an AI Fit panel showing where automation helps and, with equal prominence, where it does not. Copy Audit Summary for executive review.

MODULE 003

Radar

The differentiator. A printable list of ten questions to ask any prospective supplier, plus the **Pitch Decoder**: user pastes a proposal, quote or invoice and receives a structured read across six headings — claims, vagueness, lock-in risk, cost clarity, what is missing, and questions to send back. Copy Email Draft generates a supplier pushback email with the questions itemised.

MODULE 004

Bids

Readiness checklist, a SMART commitment builder that rejects vague input and pushes back for a named beneficiary group, a number and a date, and a method statement drafter working to a word limit with a visual counter. Copy SMART Commitment and Copy Method Statement Draft.

THROUGHOUT

The human handoff

Every module closes with a panel naming what a human session would resolve that the tool cannot — generated from that user's own inputs, never generic. Plus a persistent confidence bar on every generated output showing its status.

Work Packages

04

Eight packages, bought hourly with no minimum commitment and no notice period. Quote for any or all. **The hours shown are my estimate, not an instruction** — if a package needs more, say so and tell me why.

PACKAGE	EST. HRS	BUDGET	PHASE	SCOPE
A — Prerendering and indexing	10	£600	1	Server-side rendering or static generation so content loads without JavaScript. Verified against a crawler.
B — Security review and hardening	15	£900	1	Input handling, dependency audit, environment and key management, rate limiting. Written findings plus remediation.
C — Accessibility audit	14	£700	1	Keyboard navigation, focus, contrast, screen reader behaviour, reduced motion. Tested, not assumed. Report plus remediation.
D — Model layer review	10	£500	1	Confirm all model calls route through one interface and the provider is swappable. Review JSON parsing and failure states.
E — Code review and handover	16	£800	1	Independent read of my code with written feedback, plus documentation good enough for another developer to run and extend it.
F — Subscription billing	20	£1,200	2	Stripe or equivalent. Monthly billing only, cancellable any time. Free tier stays usable without an account.
G — Mobile companion support	30	£1,800	2	Specialist input on a mobile companion. Recommend a progressive web app or native approach, with reasoning.
H — Hourly contingency	30	£1,500	1-2	Unblocking sessions, one and two hour blocks. Quote an hourly rate and typical response time.
Total allocated	145	£8,000	Blended £55.17/hr — Phase 1 from instruction, Phase 2 from month four	

How the packages are bought

- **Hourly, against an agreed estimate.** Quote your rate and estimated hours for each package. If it runs over, tell me before it does.
- **No minimum commitment, no notice period, no retainer.** Each package is instructed separately and stands alone.
- **You work in my repository, on my accounts.** Nothing is hosted or held under a contractor account at any point.
- **Phase 2 is instructed separately** once Phase 1 is complete and the second tranche draws. Quoting Phase 1 creates no expectation of Phase 2 either way.

Why hourly and not fixed price

The specification is still moving as the product meets its first users, and a fixed-price build needs a fixed specification. Hourly against defined packages means I buy what is needed and stop when it is done. If a package

How we would work

ITEM	DETAIL
Division of work	I build the product. You take a defined package, complete it, and hand it back. I am not asking you to manage the project or own the roadmap.
Repository	Mine. You are given access for the duration of a package and it is withdrawn on completion. Branch and pull request, reviewed by me before merge.
Communication	Asynchronous by default, with a call at the start of each package to agree scope and at the end to hand over. I do not expect daily availability.
Reporting	Hours logged against the package, submitted with the invoice. For anything above the estimate, prior agreement.
Payment	On completion of each package, or monthly in arrears for contingency hours. Quote your terms.
Status	As a small company the off-payroll working rules do not apply, so you determine your own IR35 status. This is stated in the engagement agreement.

Where I found you

I am approaching specialists through YunoJuno, PeoplePerHour, Codementor and direct referral. If you are quoting through a platform, please tell me whether your rate is the platform rate or your direct rate, and whether the platform imposes any restriction on working directly in future. I am not looking to circumvent anyone; I would just rather know the position before I engage.

What I am genuinely not competent at

Security review, accessibility testing and payment integration. I can build a working interface and I understand the product deeply, but I would not sign off any of those three on a product handling client business data. That is an honest statement of where the money should go, and it is why these packages exist rather than a general development budget.

The visual language is set and is not open for reinterpretation. It is dark, dense and data-forward, in the vein of modern product-suite interfaces. Bring craft to the execution, not a new direction.

Palette

TOKEN	VALUE	USE
ink	#0A0E1A	Page base. Near-black with a blue bias, not neutral grey.
ink-raised	#131826	Panels and raised surfaces
line	#232A3D	Hairlines, dividers, panel borders
paper	#F5F3EE	Reading surfaces — long-form output only
brass	#C8A254	The single accent. Numbers, active states, key marks.
signal	#FF6B4A	Flags and warnings. Radar module only. Never decorative.

Dark by default. When a document is generated for reading or printing, the surface flips to `paper` with `ink` type — the tonal switch signals “this is yours to keep”.

Type and structure

- **Two families.** A tight geometric sans at heavy weight for display and numbers, set large with tight tracking. A neutral grotesque for interface and body at 15 to 16px, maximum 68 characters per line.
- **Monospace** at 11px, letter-spaced, for data labels, tags and section markers only. Nowhere else.
- **The scale jumps hard.** Nothing sits between 16px and 40px. The gap is the point.
- **Numbered section markers** in monospace, top right of every section: 000, 001, 002.
- **Asymmetric layout** on a 12-column grid, content deliberately off-centre, panels overlapping at edges. Not a grid of identical rounded cards with identical shadows.

Motion

One orchestrated reveal when a result lands: metrics count up, panels resolve into place, roughly 600ms, once. The Position Summary is the hero moment — it should feel like a verdict arriving. Everything else is still. No fade-up on scroll, no hover-lift on cards. **prefers-reduced-motion** turns the reveal into an instant state change.

What not to build

Not a chatbot — this is a structured tool with defined outputs. No congratulating the user. No countdowns, false scarcity or dark patterns anywhere near pricing. No supplier scoring or recommendation. And no invented statistics, testimonials or logos, at any point, including in placeholder content.

What Your Quotation Must Contain

06

This quotation forms part of a documented funding application, so it must be specific rather than indicative. Please include all of the following:

1. **Your name or trading name, company number if applicable, and address.**
2. **Your hourly rate** in pounds sterling, stating whether VAT is included or excluded and whether you are VAT registered.
3. **Which packages you are quoting for**, and your own estimated hours range for each — agreeing or disagreeing with mine. You are not expected to cover them all.
4. **What you would need from me** before starting each package.
5. **What is included and what is not.** Be explicit about exclusions.
6. **Revision rounds included**, and the cost of further rounds.
7. **Turnaround and availability** for each package, and your typical response time for contingency hours.
8. **Payment terms**, including any deposit and any stage payments.
9. **Confirmation on intellectual property:** that all rights in work produced, including source code, transfer to Dawes Consulting Ltd on payment.
10. **Who does the work.** Named individuals, and whether any part is subcontracted.
11. **What happens after handover:** whether you fix defects found in your own work, and for how long.
12. **How long the quotation remains valid.**
13. **Two examples of comparable work**, with a note on what you delivered.

The clause that matters most

Copyright in commissioned code belongs to the developer by default unless assigned in writing. The engagement agreement contains an express assignment of all intellectual property rights, including source code, to Dawes Consulting Ltd on payment. This applies to every package, however small. Please confirm you accept it before quoting.

Budget context

The figures on page 5 are amounts allocated in a funded plan, not ceilings. They were set by costing estimated hours against published 2026 UK contractor rates — a UK developer average of £438 per day, roughly £55 per hour, with the top decile at £654 per day. The 145 hours total gives a blended £55.17 per hour, so the budget sits on the market rate rather than below it.

Quotations above or below are welcome provided the difference is explained. If a package is under-budgeted for the work it genuinely needs, tell me.

How this proceeds

STAGE	DETAIL
1. NDA	Before code or specification is shared, I will ask you to sign a short one-way non-disclosure agreement. Standard, two minutes.
2. Access	Repository and live build made available for review so you can price accurately.
3. Questions	A call or written exchange to resolve anything unclear before you quote.
4. Quotation	Written quotation covering both phases, per page 7.
5. Agreement	Written engagement agreement including the IP assignment, before any work begins.

Questions I will ask before instructing

- Which named person writes the code, and are they the person I am speaking to?
- What happens if you become unavailable mid-project?
- Do I own the repository and all source code outright from day one?
- Is any part of this subcontracted, and to whom?
- How do you handle a change of scope mid-build?
- What would you tell me not to spend money on at this stage?

A note on the last question

Asked in good faith. The product I am building tells business owners to put that exact question to their suppliers, on the basis that an honest answer is worth more than an eager one. I would rather hear that something in this brief wastes money than discover it in month three.

Terms of this request

This is a request for a quotation and does not constitute an instruction, an offer or a contract. I am under no obligation to accept any quotation received, and no work is authorised until a written engagement agreement is signed. Any work subsequently instructed will be governed by that agreement.

Contact

ITEM	DETAIL
Contact	James Dawes, Dawes Consulting Ltd
Email	
Telephone	
Live build	clearviewconsultancy.vercel.app
Quotation required by	