

Morrow Design House

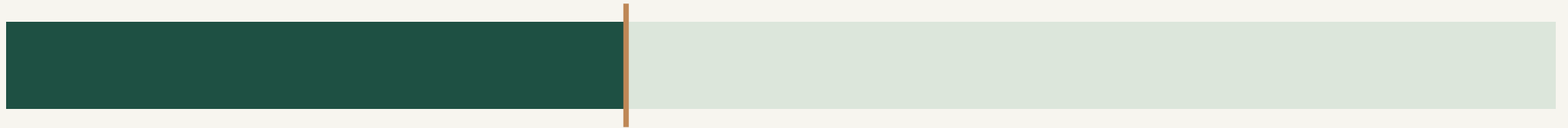
Clear briefs, controlled revisions.



Fictional prelaunch

Revisions consume time.

Paid delivery capacity



40% sold-time target

Preparation and support also take time.

Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



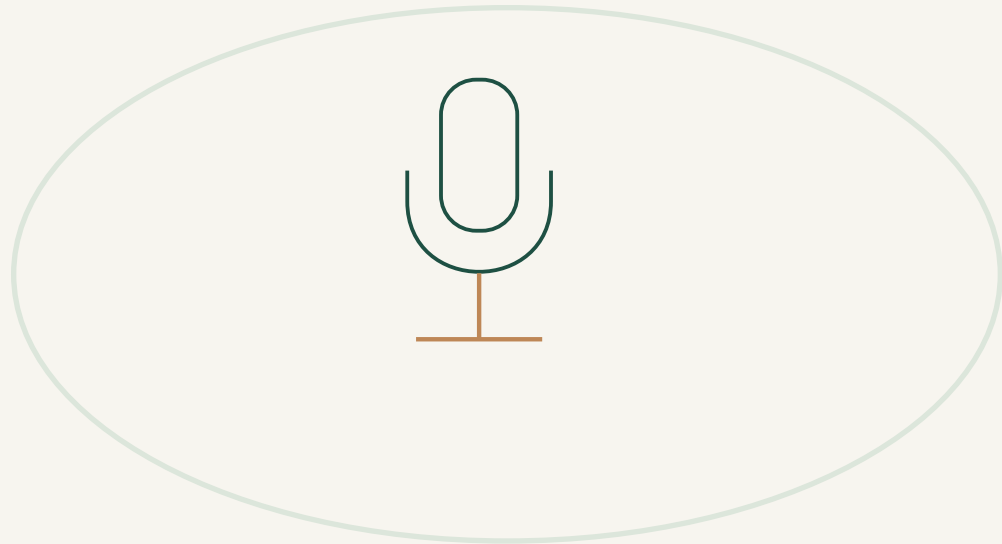
Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Business sponsors

An approved creative brief

Brand owners

A defined asset set

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Brand identity 20%

175/h

Web and UX 25%

165/h

Campaign art 20%

155/h

Copywriting 15%

140/h

Social creative 20%

135/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

Internal creative team

Freelance specialists

Another studio

Check before booking

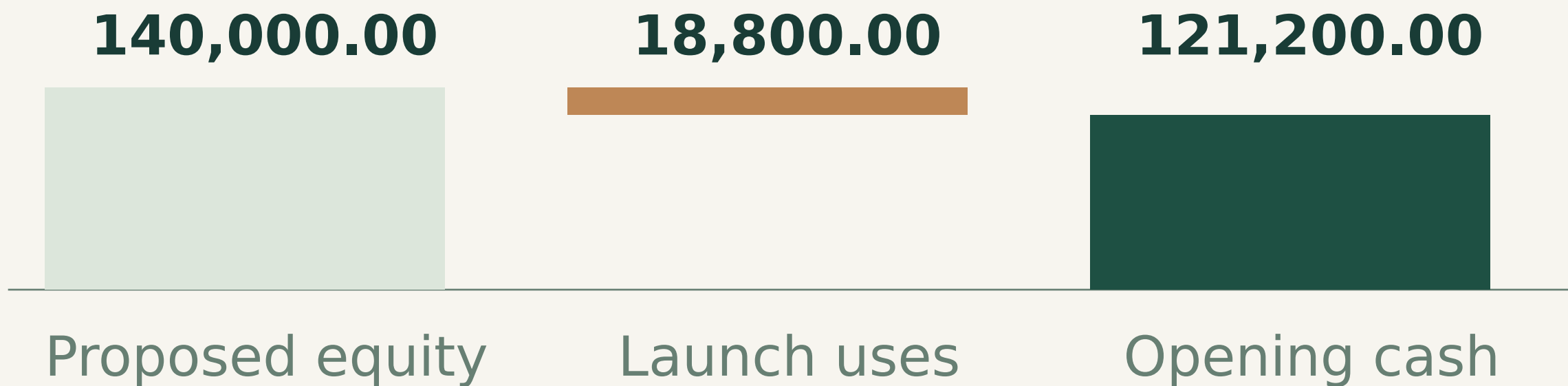
Brief and rights

Review and revisions

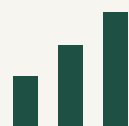
Handover and collection

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net loss: USD -60,340.84



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Creative director	9,166.67
Creative team	12,500.00
Operations support	1,000.00

The paid director is already in delivery.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 50,000.00

Owner contribution: USD 90,000.00

Terms and funding remain uncommitted.

Project payback: not reached within 36 months