

Sam Torres

Freelance Proposal

PROJECT DETAILS

PROJECT iOS app MVP for Northwind Apps — user auth, onboarding flow, core feature screens, push notifications, App Store submission, and 30-day post-launch support.

RATE \$12,000 flat

TIMELINE 8 weeks

DATE May 14, 2026

****Subject: Proposal: iOS MVP Development for Northwind Apps****

Hi Northwind Apps Team,

I'm Sam Torres, an iOS developer specializing in taking products from concept to the App Store. I've reviewed your requirements for the Northwind Apps MVP, and I am confident I can deliver a high-performance, scalable application within your eight-week timeline.

****Understanding of Project****

You need a streamlined iOS MVP that validates your core value proposition while providing a premium user experience. The goal is to move from development to a live App Store presence with a focus on:

- * Secure user authentication and a frictionless onboarding flow.
- * Polished execution of core feature screens.
- * Reliable push notification integration for user retention.
- * A successful launch and 30 days of post-launch technical stability.

****Proposed Approach****

I build natively using Swift and SwiftUI to ensure the app is fast, responsive, and adheres to Apple's Human Interface Guidelines. My process focuses on "clean code" architecture, which means that while this is an MVP, the foundation will be ready for rapid scaling and new features post-launch.

We will use a milestone-based approach with weekly check-ins to ensure the product remains aligned with your vision.

****Timeline & Deliverables****

Total Duration: 8 Weeks

- * ****Weeks 1–2: Discovery & Design:**** Architecture planning, UI/UX wireframes, and authentication logic.
- * ****Weeks 3–6: Core Development:**** Building the onboarding flow, primary feature sets, and push notification integration.
- * ****Week 7: QA & Beta Testing:**** Internal testing, bug fixes, and TestFlight deployment for your

final review.

- * **Week 8: Deployment:** Final App Store submission and optimization.
- * **Post-Launch:** 30 days of dedicated technical support to monitor performance and resolve any bugs.

Investment

The total investment for this project is a flat fee of **\$12,000**.

This includes all development, project management, App Store submission coordination, and the 30-day support period.

Closing

I've helped several startups launch successful MVPs by focusing on what matters most: speed to market without sacrificing quality. I am ready to start as early as next week.

Are you available for a brief call on Thursday or Friday to discuss the core feature screens in more detail?

Best regards,

Sam Torres
iOS Developer
[Portfolio Link/Website]