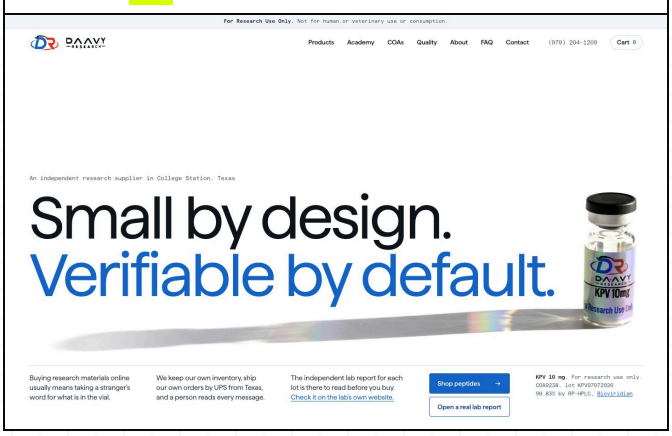
A new website for DAAVY Research.

PREPARED FOR DANIEL · BY ERIC BERG, CRUSH

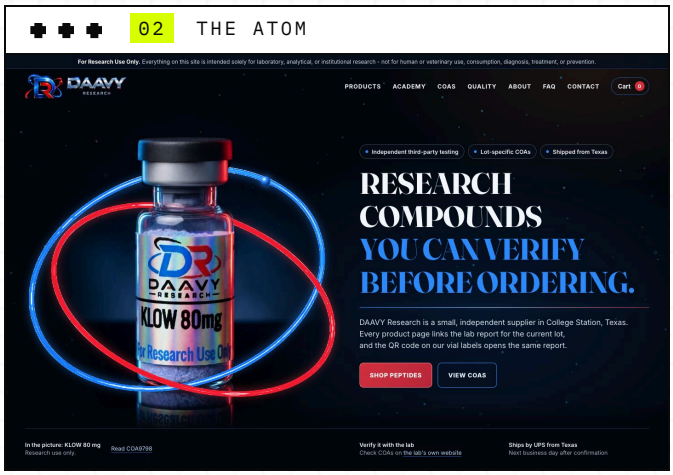
THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.

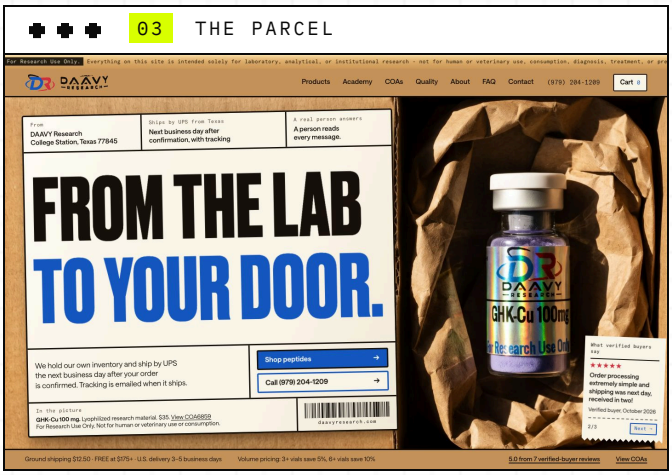
01 SMALL BY DESIGN



02 THE ATOM



03 THE PARCEL



THE LAUNCH

$1,200

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and files in your own hosting account

01 WHERE WE STARTED

What we built it around.

01

Small by design. Verifiable by default.

Your own About heading. Option 1 sets it like a print ad on white: one small KPV vial and its long shadow, with a real lab report one click away.

02

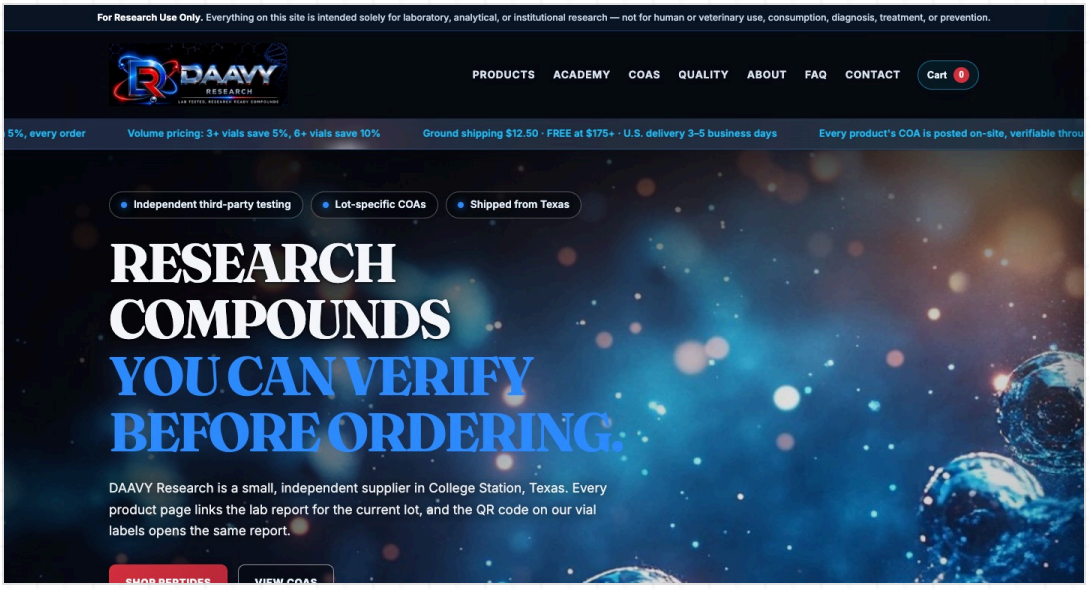
Research compounds you can verify before ordering.

Your own homepage line. Option 2 turns the atom in your logo into the page, with your KLOW vial at its centre and that lot's lab report a click away.

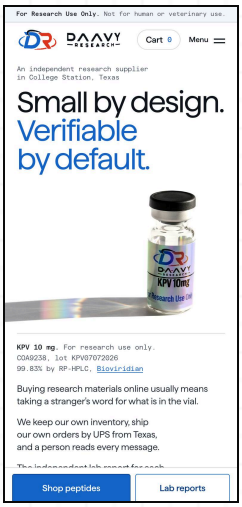
03

From the lab to your door.

Your own section heading. Option 3 makes the page a parcel, with the headline on a shipping label and your verified buyers' own words on the packing slip.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new site for your store: the homepage, product pages, lab reports, cart and everything else, built out from the top you've just seen, on your real products and sizes. Live on your domain within a week of saying go.	$2,500
02	**A launch promo** A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	$140
03	**A launch email** Designed and written for your customer list, so the people who already order from you hear about the new site from you.	$350
04	**A launch ad set** Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.	$350
05	**A phone receptionist, first month** From Hire Whoever, our sister company: a voice assistant that answers a store phone line for you, so customers who'd rather call still get an answer, and every call becomes a short written record you can read after.	$105
06	**30 days of changes** Text or email us what to change. It's live the next business day.	$35

PLUS, WHEN YOU SAY GO BEFORE 13 NOVEMBER 2026

BONUS	**Launch email setup** We set up the launch email and line it up for your customer list, ready to go out on launch day.	$180

TOTAL VALUE	YOU PAY · FALL SALE	THE ONE-WEEK PROMISE
~~$3,660~~	$1,200	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN US DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and send us access to your site and domain. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We build these pages out into your full store. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new site goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch (fall sale)	$1,200
To start, when you say go (50%)	$600
When the site goes live	$600

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

Care Site care and hosting, unlimited edits live the next business day, your Google listing kept current.	$250/mo
Grow Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.	$500/mo
Growth Partner Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.	$1,000/mo

05 WHAT YOU OWN

- The site and every file, in your own hosting account and your name.
- Your products, orders and customers carry over.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02

Is it secure?

Yes. It's built lean, with no page builder and no extra plugins, and tested on a copy of your store before anything goes live. Your cart and checkout carry over.

03

Who owns it?

You do. The site and every file sit in your own hosting account, in your name. Your domain stays with you, and nothing of ours renews unless you ask.

04

How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

When do I pay?

Half ($600) when you say go, the rest ($600) when the site is live. You've seen the homepage before paying anything.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 6 December 2026.

Say go by email

See the first look again



Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO