Quid pro *quote.*

PRODUCT OVERVIEW · EARLY ACCESS

Price it. Send it. *Signed.*

Proposal software for agencies that sell packaged work. Build a priced proposal and statement of work from your own price book in minutes, and start nothing until the client has signed. Send the quote before they ghost you.

NOVEMBER 2026
HELLO@GETJUNOLABS.COM

A PRODUCT OF JUNOLABS MARKETING

THE PROBLEM

You've sent this *proposal before.*

Agencies sell the same kinds of work every week. Somehow every proposal still starts from a blank page. It's slow, it's inconsistent, and it quietly costs money.

01

Days, not minutes

A client asks for a quote. Someone digs out an old proposal, copies it, fixes the names and rebuilds the numbers. The reply goes out days later, while the client's interest cools.

02

Prices drift

"What did we charge them last time?" Without one price list, the same work gets quoted three ways, and rush jobs and deposits are worked out by hand, or forgotten.

03

Scope lives in email

The quote says one thing, the thread says another. Without a statement of work attached to every price, extra rounds and "small changes" go unbilled. "Just one more round" is where margins go to die.

04

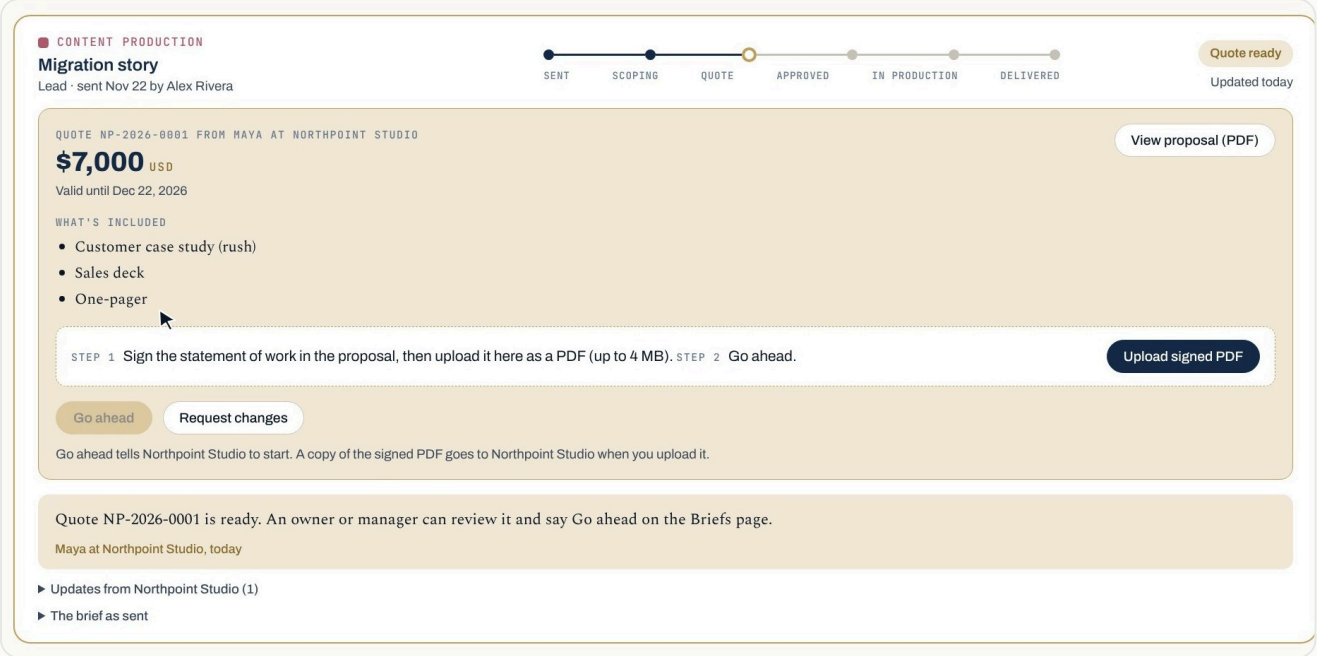
Work starts before the yes

A "sounds good" in a meeting becomes a kickoff. Then the invoice is disputed, because nobody signed anything, and the price was forwarded to people who were never meant to see it.

Quid Pro Quote fixes all four with one rule: every quote comes from your price book, goes out with its statement of work, and stays locked until it's signed.

Your price book, *your proposals, signed.*

Quid Pro Quote turns the services you already sell into a menu. Pick from it, and it writes the proposal and statement of work for you, does the math, and sends it to the people who can sign.



What the client's owner sees: the price, what's included, the proposal, and a Go ahead that stays locked until they've signed.

PILLAR 1

Your menu, your prices

Your services, prices, turnaround times and rush rates, set once. Quotes always start from them, so the same work is always priced the same way.

PILLAR 2

One click, two documents

A branded proposal and statement of work in one PDF: your logo, your terms, your payment details, the scope of every line.

PILLAR 3

Nothing starts unsigned

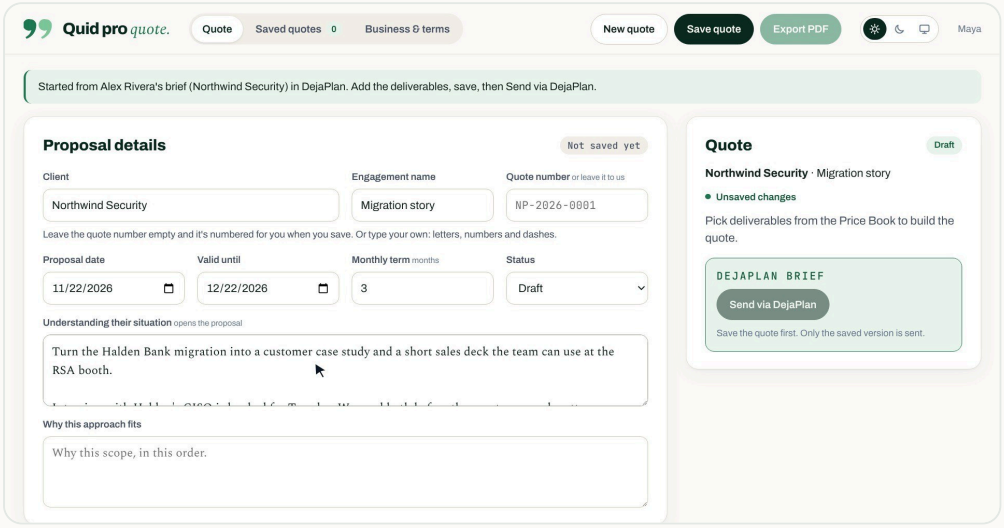
Only the client's owners and managers see the price. Go ahead stays locked until they upload the signed statement of work.

Five steps. *Zero blank pages.*

The example below is a real quote built in the product for a demo agency, Northpoint Studio.

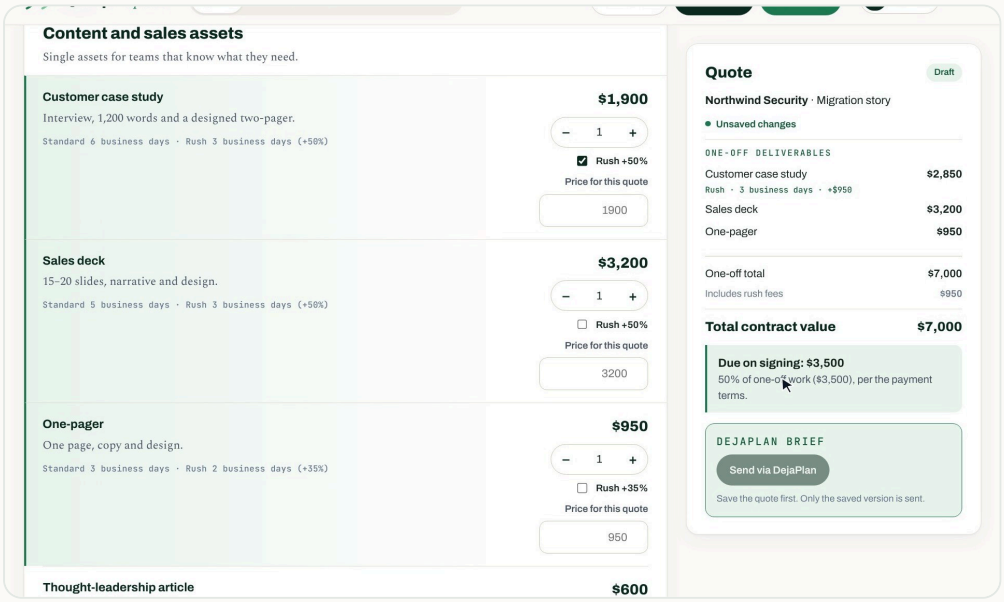
1 The brief writes the first half

When a client sends a brief from their DejaPlan marketing plan, Start quote opens it in Quid Pro Quote with the client, the job and their situation already filled in.



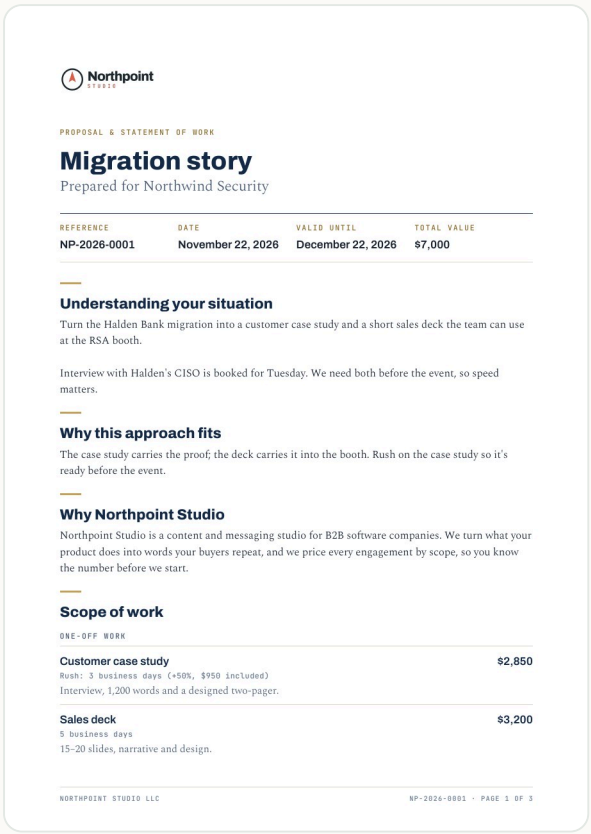
2 Build it from your price book

Click services in. Tick rush and the surcharge and faster delivery date are added. Monthly retainers run for the term you set; hourly work is an estimate. The total and the deposit due on signing update as you go.



3 Export or send in one click

Export the proposal and statement of work as a PDF, or send the saved quote straight to the client's Briefs page in DejaPlan. Only the saved version is ever sent.



Northpoint
STUDIO

PROPOSAL & STATEMENT OF WORK

Migration story

Prepared for Northwind Security

REFERENCE	DATE	VALID UNTIL	TOTAL VALUE
NP-2026-0001	November 22, 2026	December 22, 2026	$7,000

Understanding your situation

Turn the Halden Bank migration into a customer case study and a short sales deck the team can use at the RSA booth.

Interview with Halden's CISO is booked for Tuesday. We need both before the event, so speed matters.

Why this approach fits

The case study carries the proof; the deck carries it into the booth. Rush on the case study so it's ready before the event.

Why Northpoint Studio

Northpoint Studio is a content and messaging studio for B2B software companies. We turn what your product does into words your buyers repeat, and we price every engagement by scope, so you know the number before we start.

Scope of work

ONE-OFF WORK

Customer case study Rush: 3 business days (+50%, $950 included) Interview, 1,200 words and a designed two-pager.	$2,850
Sales deck 5 business days 15–20 slides, narrative and design.	$3,200

NORTHPOINT STUDIO LLC · NP-2026-0001 · PAGE 1 OF 3



- All prices are in US dollars, fixed by scope, and exclude taxes and withholding. Bank charges on the client's side are paid by the client.
- If an invoice is 14 days late, work pauses and delivery dates move accordingly. A late fee of 1.5% a month applies only to invoices more than 30 days late.

Term and termination

- One-off work ends when the final approved files are delivered.
- Retainers have a three-month minimum, then continue month to month until either party gives 30 days' written notice.
- If the engagement ends early, fees for work completed up to the end date remain payable.

Ownership and portfolio

- Once paid in full, the client owns the final approved deliverables, including editable source files.
- The client owns its own accounts throughout.
- Northpoint Studio keeps ownership of its templates, frameworks and methods.
- Northpoint Studio may name the client and show published work in its portfolio. Unpublished or confidential material is shown only with the client's written permission.

Confidentiality

- Both parties keep each other's non-public information confidential, during the engagement and after it ends.
- A mutual NDA is signed before any inputs are shared.

Liability

- Northpoint Studio's total liability under this agreement is limited to the fees paid under it.

Governing law

- This agreement is governed by the laws of the State of Colorado, and its courts have jurisdiction.

Acceptance

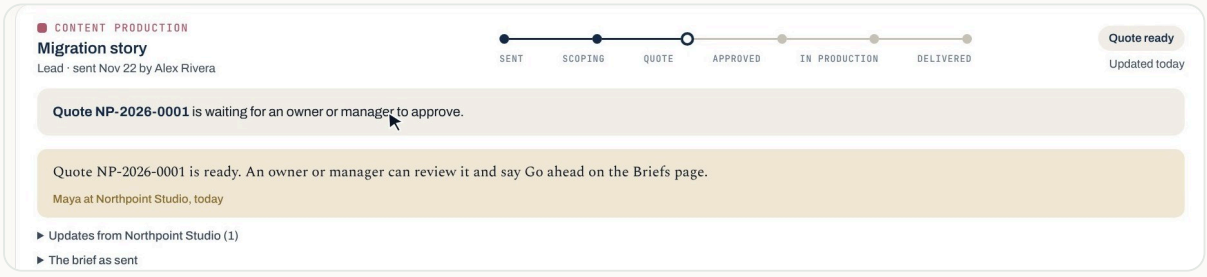
Signing below accepts this proposal, its scope and these terms. This proposal is valid until December 22, 2026.

FOR NORTHPOINT STUDIO LLC	FOR NORTHWIND SECURITY
Signature · Maya Chen, Founder	Signature
Date	Name and title
	Date

NORTHPOINT STUDIO LLC · NP-2026-0001 · PAGE 3 OF 3

4 Straight to the people who sign

The client's owners and managers see the price, what's included and the PDF. Everyone else on their team sees that a quote is waiting for approval, without the number.



CONTENT PRODUCTION

Migration story

Lead · sent Nov 22 by Alex Rivera

SENT · SCOPING · QUOTE · APPROVED · IN PRODUCTION · DELIVERED

Quote ready

Updated today

Quote NP-2026-0001 is waiting for an owner or manager to approve.

Quote NP-2026-0001 is ready. An owner or manager can review it and say Go ahead on the Briefs page.

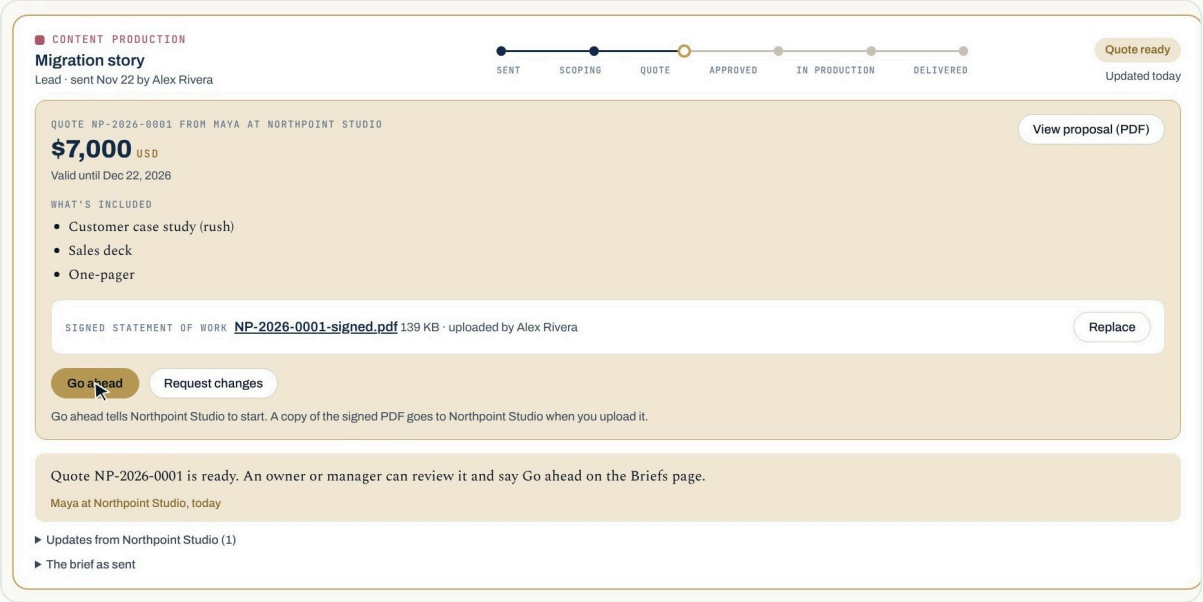
Maya at Northpoint Studio, today

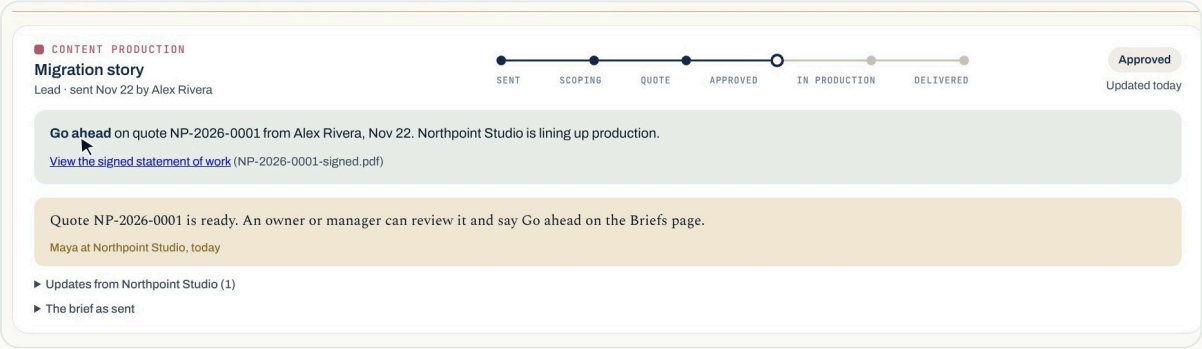
▸ Updates from Northpoint Studio (1)

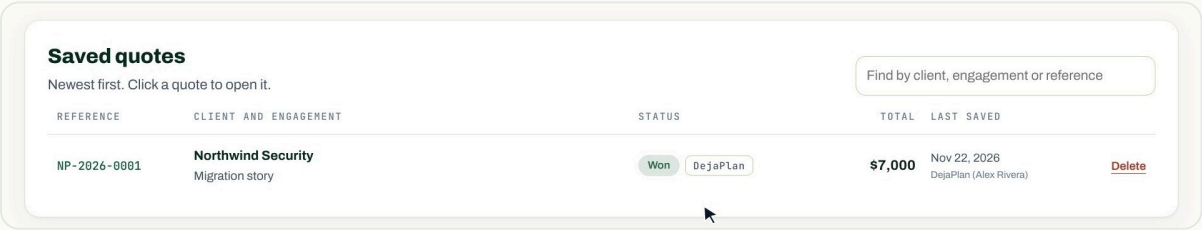
▸ The brief as sent

5 No signature, no start

Go ahead stays grayed out until the client uploads the statement of work they signed from the proposal. Then one click says yes: the quote flips to Won in your saved quotes, the signed PDF lands in your inbox, and the work moves to Approved on their plan.







If they need changes, Request changes sends their note back and reopens the quote as a draft. Send an updated quote and it replaces the old one on their side.

Everything in *the box today.*

Pricing

Price book

Sections, services, descriptions, fixed prices by scope and standard turnaround. Changing a price never rewrites a quote you've already sent.

Rush pricing

Per-service rush rates (35% or 50%) with the faster delivery time written into the proposal.

Retainers and hourly

Monthly services run for the term set on the quote; hourly work is quoted as an estimate.

Custom lines and overrides

Add a line that isn't on the menu, or adjust a price for one quote without touching the book.

Deposit worked out

Due on signing is calculated for you: 50% of one-off work plus the first month of monthly services.

Tracking

Saved quotes

Every quote with its status: Draft, Sent, Won or Lost. Search by client, engagement or reference.

Quote numbers

Numbered automatically by year (NP-2026-0001), or your own format. A number is never reused.

Documents

Proposal and statement of work

One PDF: their situation, why this approach fits, why you, the scope of every line, investment, payment details, terms and signature blocks.

Your brand, your terms

Your logo and company details on every page. Edit your terms clauses once; they apply to every proposal.

Bank details stay in the PDF

Payment details appear only in the exported proposal, never in the client's app view or in any message.

Client approval VIA DEJAPLAN

Price only for signers

Owners and managers see the price and the PDF; the rest of the team sees that a quote is waiting.

Signed before Go ahead

Go ahead is locked until the signed statement of work is uploaded. You get a copy by email.

Changes, expiry, updates

Request changes comes back with a note. Expired quotes can only be sent back for an update. A new quote replaces the open one.

HOW IT'S BUILT

Your rates are *nobody else's business.*

Quotes hold your prices, your clients and your bank details. The product is built so that each of those goes only where it has to.

Staff-only access

Only verified email addresses on your team list can open the app. Everyone else gets a page that says nothing exists.

Bank details never travel

Payment details are kept out of logs, links and messages. They appear only in the PDF you export.

No shared passwords between apps

Quid Pro Quote and DejaPlan prove who they are to each other with signed, short-lived tokens from the hosting platform.

Clients see only what they need

The client side holds the reference, total, item names and dates. The PDF is fetched on demand and never stored there.

Nightly encrypted backups

The database is backed up every night, encrypted before it's stored, and kept for 30 days.

Reviewed releases only

Changes reach the live app only through reviewed, tested releases. Every release runs type checks, linting, tests and a full build first.

Runs in the cloud: nothing to install. Works in any modern browser, on desktop and phone, in light or dark mode.

IS IT FOR YOU

An honest *fit check.*

Quid Pro Quote works best when most of what you sell can be described, scoped and priced in advance.

A great fit

- Content, design, marketing, video and development studios with a service menu
- Teams sending several quotes a month
- Owners who want every proposal to price the same work the same way
- Agencies whose clients plan their marketing in DejaPlan, or are happy to (it's free for them)
- Anyone who has started work on a "sounds good" and regretted it

Not the right fit yet

- Work that is priced from scratch every time with no repeatable services
- Product companies needing complex configure-price-quote with inventory and discounts approval chains
- Teams that need clients to e-sign in the browser today (planned, below)
- Clients who won't use DejaPlan to approve (a no-account approval link is planned)

What you'll need to start

1

Your current price list or rate card, in any format.

2

Your logo, company details and the terms you use today.

3

One recent quote, so we can check yours comes out the same.

EARLY ACCESS

A few agencies *get in first.*

We're opening Quid Pro Quote to a small group of agencies first. No waitlist theater: we do the setup with you, and what you need shapes what we build next.

What founding members get

- We load your price book, terms and branding for you
- Your first proposal checked side by side with one of your own
- A direct line to the team building it
- Founding-member pricing, held for as long as you stay
- A say in the roadmap, starting with the list on the right

> Pricing for founding members is shared one to one. Message us and we'll walk you through it.

On the roadmap PLANNED

E-SIGNATURE	Clients sign in the browser instead of uploading a signed PDF.
APPROVAL LINK	Clients approve from a secure link, no DejaPlan account needed.
DEPOSIT INVOICES	A deposit invoice and payment link created the moment they say Go ahead.
TEAM SEATS	Roles for owners, sales and delivery, with approval on discounts.
CURRENCIES	Quote in your client's currency, not just US dollars.
CRM SYNC	Quotes and their status pushed to the CRM you already use.

Planned features are not yet available and may change. Everything else in this document works today.

ABOUT

Built by an agency, *for agencies.*

Quid Pro Quote started as the tool JunoLabs uses to price its own work. JunoLabs is a B2B marketing consultancy; it also makes DejaPlan, the free marketing planning app where your clients send briefs and say Go ahead.

We built it because we were tired of rebuilding the same proposal every week. Then we kept going until nothing could start without a signature.

Quid pro *quote.*

Price it. Send it. *Signed.*

Get in early: message us → hello@getjunolabs.com

A PRODUCT OF JUNOLABS MARKETING