

### Who it's for

Companies not yet selling online (but ready to take the leap!), are in the process of digitizing operations and need a strong team of experts to help guide the process.

# What you get

Planning and creation of an ecommerce website capable of displaying a catalog of products that customers can purchase. Admin tools allow you to make updates to content and product data.

# 📋 How long does it take?

Planning typically takes 2-4 weeks. Development varies depending on the team size (see page 2).

### (\$) What doess it cost?

\$7,000 for planning (discovery & strategy) for projects starting at \$28,000. Development is based on your team size. Plus, some monthly fees depending on hosting and your administration tools.

## Not for you?

Need a more robust solution? Complex systems are our bread & butter - let's chat!

shopify

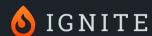


Designed for speed-to-market with minimal effort and overhead. The first step in your online ecommerce journey, Gesso scales with you. It's future-proof. Rebuilding every couple of years is a thing of the past.









### Designed for growth

This is the first step of your journey. Gesso is scalable and future-proof, so it grows with your online success. There is no rip-and-replace or re-platforming after a couple of years; scale only when you are ready.



#### Advanced features

Need more than IGNITE offers? Such as additional planning or customizations to pages and components? Talk to us about getting STOKED.



#### Now we're cookin'

Advanced planning, greater customizations, and access to multi-site, language and currency capabilities. Other integrations or legacy systems? You're a BLAZE kind of business!



### IGNITE planning: discovery & strategy

Every project starts with a thoughtful plan. The activities and deliverables are:

- · Discovery meetings
- User personas
- Sitemap diagram
- · System overview

We know planning cannot account for the unexpected, so we aim to create just enough planning to get the project into development. We use a SCRUM framework that observes the Agile Principles, allowing your team to help prioritize the features that the development team works on.

### Development: your team, your timeline

Once planning is complete, you're ready for development. The development *velocity* (how fast work is completed) is directly related to your team size.





At the risk of man-splaining, a larger team (B) completes the work quicker, getting you to market faster. However, it may require more attention and quick response from your team, so some companies may prefer a slower pace to balance various workloads.

### Good to go -

Gesso is built with connectors to these best-in-class platforms.

### Catalog & cart

These integrations provide the ecommerce basics to allow your customers to browse products and complete a purchase online.







# Content Management System

No more waiting on developers for content updates.





#### **ERP**

The business management system with the highest customer satisfaction rating in the industry.

