

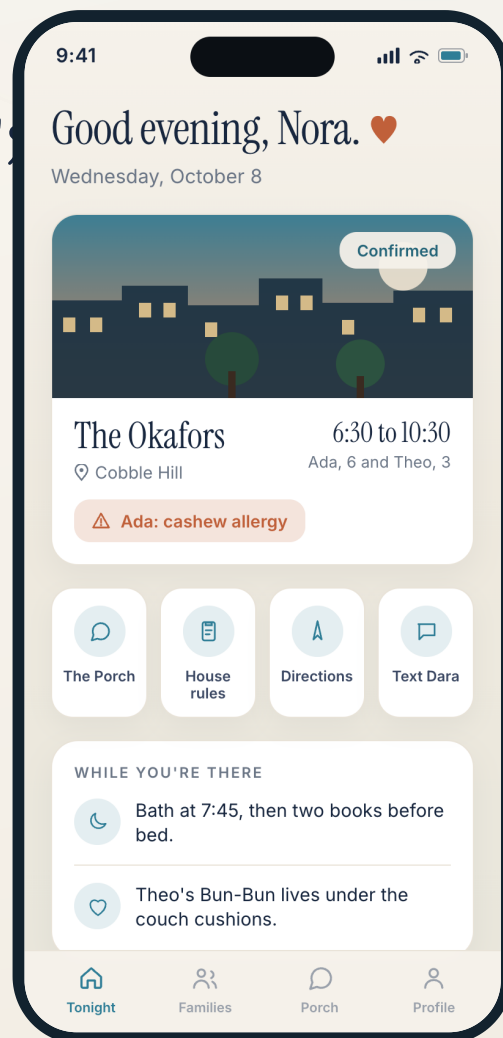


Wrenly x FIELDHOUSE

A MOBILE APP BUILD PROPOSAL • PREPARED FOR NORA

The neighborhood *shipped.*

You built a members-only village for Cobble Hill families by hand. The concept already works. This proposal turns it into a real iOS product, live on TestFlight by October 6.



PREPARED FOR

Nora, Founder
Wrenly

PREPARED BY

Fieldhouse
fieldhouse.studio

SCOPE

iOS app, admin
& launch

VALIDITY

30 days from
July 16, 2026

WHY NOW

The blueprint *already exists.*

Your concept already defines every screen, flow, and rule of the neighborhood. This proposal engineers that blueprint into a real App Store product. Same screens, same rules, real members.

2

Member applications
7-section sitter · 10-
section family

11

Portal modules
sitter view + family view

3+1

Care tiers
plus sick-child cover

6

Training modules
with a certification
badge



The Doorstep

Nobody browses until Nora says yes. Every sitter and family passes a personal admissions review before the doors open.



The Nod

Anonymous until matched: Family #207 meets Sitter #418. Neighborhood thumbs-up ratings, a \$24/hr floor, a 2-hour minimum.



The Neighborhood

Training, the Commons, the Neighborhood Map, the shop, and Wrenly Perks. It becomes a place, not just a service.

THE PLAN

One app. *Four phases.*

Two phases ship for launch day, two follow in a three-week buffer. Every phase is built into the same app, on the same data model, with nothing thrown away.

- | | | |
|---|---|--|
| 1 | The Front Door
LIVE OCT 6 | Sitter & family applications on iOS. The landing page and waitlist at wrenly.family. The Doorstep Console for Nora, with verification in order: call, background check, school check. The Nod captured from day one. |
| 2 | The Members Circle
LIVE OCT 6 | Rich profiles with photos and video intros. Anonymized browse with neighborhood ratings: Family #207 meets Sitter #418. A secured match portal holding agreed rates, family docs, allergies & medicine. Messages and shared calendars. |
| 3 | Safety & Operations
BUFFER, BY OCT 27 | The Callout care line with push alerts: Tier 1 within the hour, Tier 2 in 2 to 4 hours, Tier 3 same day, plus sick-child cover. Stripe bookings & payments with earnings & tax records. Wrenly Certified training and The Wrenly Way protocol. |
| 4 | The Neighborhood
BUFFER, BY OCT 27 | The Commons groups & events. The Neighborhood Map of kid-friendly places. Nightlight AI bedtime stories. The Wrenly Shop with the Little Wren line, and Wrenly Perks from businesses parents trust. |

INSIDE THE APP

Built once, *felt everywhere.*

These are not stock frames. Every screen below is coded in your brand, ready to become the real thing: the nightly brief, the safety-first concierge, and the moment a family is approved.



DELIVERABLES

Everything *you receive.*

Not a codebase and a handshake. A complete, launched product with every asset you need to run it, market it, and grow it. One deliverable, whole.

01 **iOS app, sitter view + family view**
All 11 portal modules

03 **Doorstep Console, web admin**
Nora's command center for the gate

05 **Full design system & brand kit**
Reusable across all your marketing

07 **Stripe payment integration**
Bookings, payouts, receipts

09 **Analytics & Nod tracking**
Know what grows the neighborhood

11 **Documentation & handover**
You own everything, fully explained

02 **TestFlight beta + full App Store launch**
Listing copy, screenshots, review handling

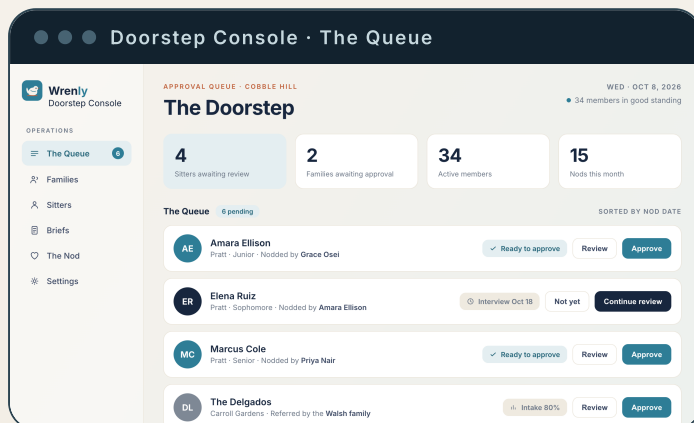
04 **Landing page + waitlist**
Live at wrenly.family

06 **Push notification infrastructure**
Callout alerts, matches, messages

08 **Nightlight AI integration**
Bedtime stories, on demand

10 **Security & privacy hardening**
Family data treated like family

12 **30 days post-launch care**
Included, with 24/7 access



TIMELINE & INVESTMENT

Oct 6 live. *One number.*

Five weeks from kickoff to a live TestFlight, a three-week buffer to feature-complete, then Apple review. No tiers, no add-ons: everything in this proposal, delivered as one build.



THE COMPLETE BUILD

All four phases, every deliverable.

- iOS app, all 11 modules
- Doorstep Console
- Landing page + waitlist
- Profiles, browse & match portal
- Design system & brand kit
- Analytics & Nod tracking
- The Callout + push alerts
- Stripe payments & records
- Wrenly Certified training
- The Neighborhood, all of Phase 4
- Full App Store launch
- 30 days post-launch care

TOTAL INVESTMENT

\$38,400

one-time, fixed

Live on TestFlight Oct 6
Feature-complete Oct 27
App Store launch follows

40%

to start

30%

at TestFlight, Oct 6

30%

at App Store launch

Comparable agency builds run \$140K and up. This is priced for a founder building it right the first time.

POST-LAUNCH CARE

Launch day *is day one.*

Wrenly is not a build we hand over and walk away from. After your included 30 days, a dedicated team keeps the neighborhood running, reachable around the clock.

24/7

Support, always on a direct line, not a ticket queue

1

Dedicated product lead one person who knows the app

30

Days of care included your first month is in the build

120

Hours on the largest plan build time, every month

Nest Care**\$2,400**/mo**The neighborhood, kept healthy.**

- 35 hours of care & build time
- Uptime monitors & incident response
- iOS & dependency updates
- Bug fixes & App Store upkeep
- Monthly health report

Care & Grow

RECOMMENDED

\$3,200/mo**The neighborhood, kept growing.**

- 60 hours of care & build time
- Everything in Nest Care
- New features shipped every month
- Member feedback loop with Nora
- Priority support

Neighborhood Partner**\$5,200**/mo**A product team on call.**

- 120 hours of care & build time
- Everything in Care & Grow
- Dedicated product lead
- Quarterly roadmap planning with Nora
- Same-day turnaround

Every plan is month to month with no lock-in, and every plan carries uptime monitors. Scale up for a launch push, scale down when the neighborhood is steady.

NEXT STEPS

Three steps to launch.

- 01 A 30-minute call**
Confirm the scope, answer anything.
- 02 Kickoff, this week**
Design lock and foundation start immediately.
- 03 Live on TestFlight, Oct 6**
In members' hands, App Store submission Oct 27.

You built the block.
We build the app.

CONTACT

Fieldhouse
fieldhouse.studio

hello@fieldhouse.studio
studio@fieldhouse.studio



THE OKAFORS ARE IN.