

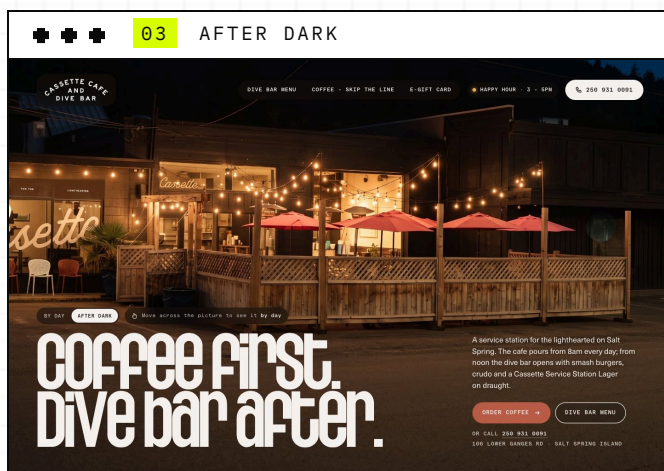
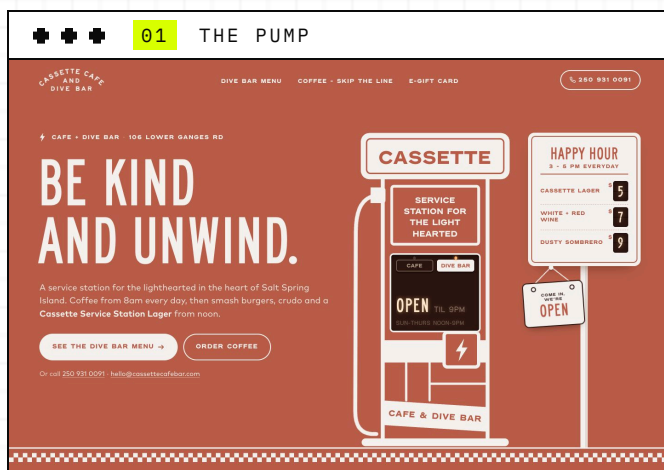


A new website for Cassette.

PREPARED FOR THE CASSETTE TEAM • BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

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



THE LAUNCH

\$1,800

for \$6,137 of work, one time

LIVE

Within a week
of saying go

YOURS

Yours to keep
site and domain in your name



01 WHERE WE STARTED

What we built it around.

01 Your own service station, built big.

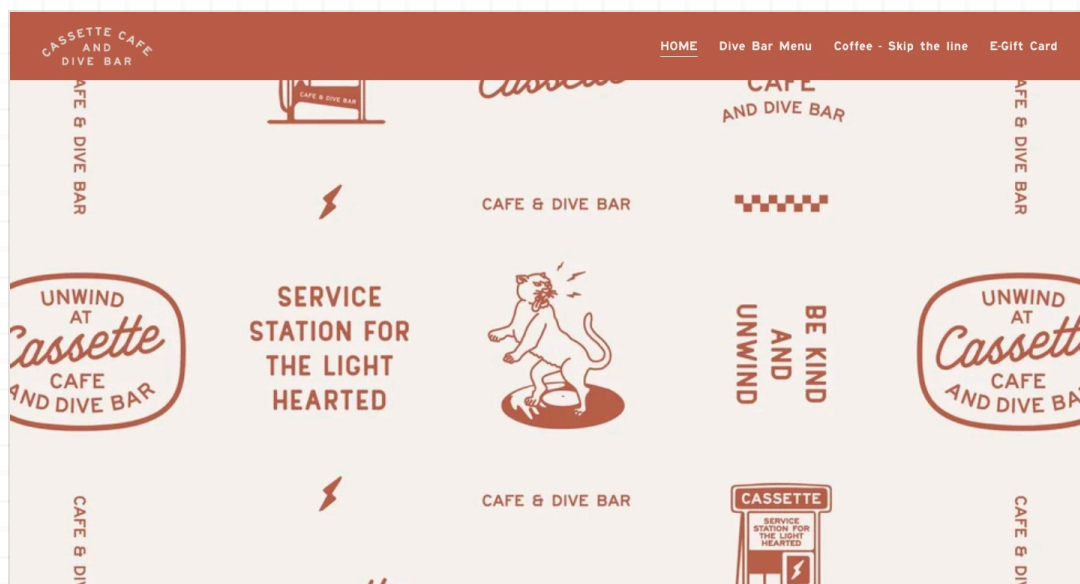
Your fuel pump is the heart of your brand. Option 1 stands it up huge, its screen switching between Cafe and Dive bar with today's real hours, beside a happy-hour sign with your \$5 lager.

02 Unwind at Cassette.

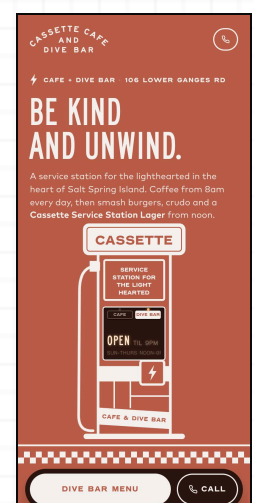
Option 2 slaps your cat on the record, your badge and your bolt as stickers over polaroids of the patio, the Wednesday burger and beer, and coffee to go. The cat dances when you point at it.

03 Coffee first. Dive bar after.

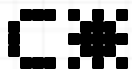
Option 3 is your corner on Lower Ganges Road, and moving across it tears the afternoon open into the same patio after dark. Every option keeps Order coffee one tap away.



TODAY



ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website Up to five pages built out from the top you've just seen, in the same look, with your own words and photos. On your domain within a week of saying go.	\$3,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$199
03	A launch email Designed and written for your customer list, so the people who already know you hear about the new site from you.	\$495
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$1,495
05	A phone receptionist, first month From Whoever, our sister company: a voice assistant built around your cafe and bar that picks up your line when the room is too busy to get to it. You teach it by text, and every call it takes becomes a short written record you can read after.	\$149
06	30 days of changes Text or email us what to change. It's live the next business day.	\$49

PLUS, WHEN YOU SAY GO BEFORE 6 NOVEMBER 2026

BONUS	Email setup and list import We set up your email sending and bring your customer list over, ready for the launch email.	\$250
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TOTAL VALUE	YOU PAY · LOCAL RATE	THE ONE-WEEK PROMISE
\$6,137	\$1,800	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN 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 domain.

DAYS 1 TO 7

We finish the site

We build out the remaining pages. You see every page before anything goes live.

LAUNCH

It goes live

The site goes up on your domain, and the promo, email and ads 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 (local rate)

\$1,800

To start, when you say go (50%) \$900

When the site goes live \$900

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day \$49/mo

Four animated promos a month, vertical and square \$599/mo

Two custom email designs a month \$395/mo

Twelve unique ads a month \$895/mo

05 WHAT YOU OWN

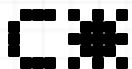
- ☐ The site, the domain and every file, in your name.
- ☐ Hosting is included.
- ☐ No commitment on anything monthly. Cancel anytime; the site stays yours.

**OPTIONAL
ADD-ON**

OR ALL FOUR, TOGETHER

\$997/mo ~~\$1,938~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$941/mo. No commitment, cancel anytime.



06 NEXT STEP

Say go.

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

Say go by email

See the first look again

Eric Berg

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