

A GUIDE FOR NEW CLIENTS

How This Works.

Everything you need to know about working with us, from first contact to launch day.

Thanks for reaching out. We know that handing over your idea to a development team is a big deal, and we don't take that lightly. This document walks you through exactly what happens from the moment you contact us to the day your app or software goes live. No surprises, no runaround. Just a straight line from idea to launch.

We are a small, senior team of Australian developers. We use AI to work faster and smarter, which means you get a genuinely high quality product at a fraction of what the big agencies charge. That is the AWU difference.

THE PROCESS

Six Steps from Idea to Live

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STEP ONE

You Reach Out

You have found us. Great. Whether you came in through an ad, a referral, or just a Google search, the first step is the same. You send us an enquiry and we get back to you within one business day.

STEP TWO

We Sign a Mutual NDA

Before we talk about your idea in any detail, we protect it. We send you our Mutual Non-Disclosure Agreement, which covers both of us. Your ideas, your IP, your app concept. All of it protected from the moment you share them with us.

No wet signature needed. You accept it by replying to a short email confirmation and it is legally binding from that point.

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STEP THREE

You Send Your Scope of Works

Once the NDA is in place, you send us your scope of works. This is basically a description of what you want built. It does not need to be a formal document like a detailed email, a voice note transcript, a Notion page, or a rough brief all work fine.

The more detail you give us, the more accurately we can quote and plan.

- What the app or software does
- Who the end users are
- Any features you know you need
- Any existing designs, branding, or tech you already have
- Your rough budget range and desired timeline if you have one

Don't stress if you don't have all of this We will work through it together on the call.

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STEP FOUR

We Book a Zoom Call

After reviewing your scope, we book a Zoom call with you. This is where we get into the detail together. We will walk through the full project, ask questions, clarify anything we need, and give you honest feedback on what is realistic.

We will also go through pricing and timeline on this call so you leave knowing exactly what the engagement looks like.

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STEP FIVE

You Sign and We Get Started

If you are happy to proceed after the call, we send you a formal proposal outlining the full scope, price, and timeline. Once you sign, it is legally binding and protects both of us.

At this point we will ask you for everything we need to get moving:

- Login credentials for any existing platforms or tools
- Access to your domain and hosting if applicable
- App Store or Google Play developer account details if building mobile
- Brand assets — logos, colours, fonts
- Any existing code or designs
- Payment gateway details if the app processes payments

We handle all of this securely. Credentials are never shared outside the team.

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STEP SIX

We Build, You Watch It Come to Life

Work begins according to the agreed timeline. We keep you in the loop throughout the build with regular updates. You will not be left wondering what is happening.

When we are done, we hand over a fully tested product that is ready for launch. We do not disappear after delivery either. We are here if anything needs attention after launch.

WHY AWU

What Makes Us Different

<p>We use AI, but we are not an AI company.</p> <p>We use AI tools to build faster and more efficiently. That means lower costs for you. But every line of work is reviewed, shaped, and owned by a senior Australian developer. You get the speed of AI with the quality of real human expertise.</p>	<p>Small team, big accountability.</p> <p>You are not dealing with a faceless agency or an offshore team you never speak to. You deal directly with the people building your product. When something needs fixing, someone picks up the phone.</p>
<p>Fixed price, no funny business.</p> <p>We scope everything upfront and price it clearly. No surprise invoices halfway through the build. What we quote is what you pay.</p>	<p>We have done this before.</p> <p>We have built apps that are live, making money, and running smoothly for real Australian businesses. We know what works and we know where projects go wrong. We build in ways that avoid those problems from day one.</p>

Ready to get started?

Send us your scope of works or just drop us an email and we will take it from there.

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