

Budget and Timeline Guide

A practical guide to setting a realistic budget and timeline for a software project — and getting an accurate quote. By Bracket Coder.

Before you ask for a quote

- Write down the core goal in one sentence
- List must-have vs nice-to-have features
- Note any hard deadline or launch event
- Decide a budget range you are comfortable sharing

What drives cost

- Feature complexity (auth, billing, integrations)
- Custom design vs template
- Number of third-party integrations
- Data model complexity and user roles

What drives timeline

- Scope size and clarity
- Speed of your feedback and approvals
- Third-party dependencies and access
- Design and content readiness

Reading a quote

- Is scope written and specific?
- Are design, PM, QA and infra included?
- What is the change-request process?
- What happens after launch — support terms?

Budget for the whole life, not just the build

- Hosting, email and domain
- Payment and third-party fees
- Ongoing maintenance and updates
- Content and marketing

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