VAMBRACE AI

Digital Modernization

January 12, 2026

Prepared for The Lawnsmith

Executive Summary

The Lawnsmith is an established lawn care provider serving the Minneapolis area. The company seeks to modernize its digital presence and improve customer experience through automation.

Vambrace AI will partner with The Lawnsmith on a three-month engagement focused on digital modernization, delivered in two phases:

Phase 1 (Jan 20 – Mar 1): Build and launch a modern customer portal with instant estimates and Stripe payment integration.
Phase 2 (Mar 1 – Apr 20): Layer in AI-powered management tools including a command center and automated customer communications.

Engagement Dates: January 20 – April 20, 2026
Fee: $12,000 ($4,000/month for 3 months)

Goals

We aim to modernize The Lawnsmith's operations so that both the business and its customers experience streamlined, reliable, and easy-to-use systems. This project will resolve critical infrastructure pain points, enhance customer conversion, and position the business for continued growth in 2026 and beyond.

Phase 1: Foundation & Launch (Jan 20 – Mar 1)

→ **Modern Customer Portal & Website**
   Build a clean, mobile-friendly customer experience—easy ordering, account management, and service selection.

→ **Instant Estimates System**
   Implement automated pricing based on property measurements and historical data, giving customers immediate quotes and improving conversion rates.

→ **Stripe Payment Integration**
   Enable automated payment collection with card-on-file capability, reducing collections headaches and improving cash flow.

Phase 2: AI & Automation (Mar 1 – Apr 20)

→ **AI Command Center**
   Build an AI-powered dashboard where you can ask questions about your business and get instant answers from your data.

→ **Automated Customer Communications**
   Automate estimate follow-ups, service reminders, and personalized outreach based on customer history and preferences.

Business Impact

The engagement is designed to drive measurable business outcomes:

Higher Customer Conversion
Instant estimates → customers get prices immediately, reducing drop-off and lost leads.

Improved Collections
Automated payments → card on file ensures payment upon service completion.

Better Customer Experience
Modern portal → easy service ordering and account management.

AI-Powered Management
Command center for instant business insights + automated customer communications for follow-ups and outreach.

Deliverables (to be finalized during kickoff call)

Phase 1: Foundation & Launch (Jan 20 – Mar 1)

- **Customer Portal & Website**
  New homepage with clear calls-to-action, customer dashboard, and mobile-friendly ordering experience.
- **Instant Estimate System**
  Automated pricing using satellite property measurements and historical data, with immediate quote delivery to customers.
- **Stripe Payment Integration**
  Card-on-file collection, automatic billing for upon-completion services, and payment failure notifications.
- **March 1 Platform Launch**
  Live, production-ready system for The Lawnsmith customers to use.

Phase 2: AI & Automation (Mar 1 – Apr 20)

- **AI Command Center**
  AI-powered dashboard where you can ask questions about your business and get instant answers from your historical data.
- **Automated Customer Communications**
  Personalized estimate follow-ups, service reminders, and targeted outreach based on customer history and preferences.

What We'll Need From The Lawnsmith

- Access to existing data reserves (from legacy technology provider)
- Branding assets (logo, colors, style preferences)
- A point person for feedback and decision-making

Process

- Schedule kickoff call to align on final deliverables and set expectations
- Weekly (or more frequent) meetings to discuss direction and review progress
- Closely collaborate to ensure expectations are met and impact is delivered

Payment

Fee: $12,000 ($4,000/month for 3 months)

Due: $4,000 at signing (January 20, 2026), then monthly

Next Steps

- Confirm scope and sign this proposal
- Send first $4,000 payment
- Schedule kickoff meeting (tentatively January 20, 2026)

Timeline

Phase 1: Foundation & Launch

Weeks 1–4 (Jan 20 – Feb 16): Kickoff, data migration, web redesign, customer portal build, instant estimates, historical data analysis.

Weeks 5–6 (Feb 17 – Mar 1): Stripe payments setup, testing and refinement, March 1 platform launch.

Phase 2: AI & Automation

Weeks 7–9 (Mar 1 – Mar 23): AI command center buildout, initial automated communications setup.

Weeks 10–12 (Mar 24 – Apr 20): Refinement, additional features as determined by The Lawnsmith, documentation and handoff.

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Our mission is to help companies take advantage of this moment and leverage AI to drive real business value. We'd be honored to have you on the journey with us.

Sincerely,

Luke

Dan Beutz

Owner, The Lawnsmith
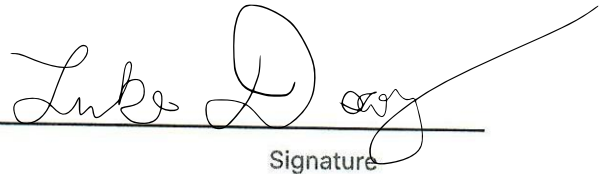
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Signature

1-20-2026
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Date

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