A clearer point of view

Commercial proposals. Business evidence. Product stories.

Three studies in narrative, art direction and editable delivery.

Independent studies. AI-assisted production with layout and content checks.

The brief changes.
The discipline stays.

01	An agency proposal	Scope and commercial clarity
02	A retail briefing	Evidence and interpretation
03	Vela energy software	A fictional product narrative

Fictional proposals and product concepts. Published evidence in the retail briefing.

A studio website, with a defined scope

Five pages

Existing content and brand assets

Four weeks

Two design approval points

Fictional studio brief. Scope, schedule and quotation are illustrative.

Five pages.
A specific job for each.

Home	Positioning, selected work and the next step
Services	Offer, deliverables and project fit
Work	Three supplied project stories
About	Studio background and working approach
Contact	Enquiry form and contact details

Included Responsive layouts and an existing CMS

Fictional scope. The client supplies final content and an existing identity.

Each week has a delivery and a decision

Week	Delivery	Client decision
01	Page structure and visual direction	Approve direction
02	Core page designs	Approve layouts
03	CMS build and content entry	Review working site
04	Responsive checks and handover	Accept for launch

Timing assumes complete content and feedback within two business days.

A price with clear boundaries

€4,800

Excluding applicable taxes

One consolidated revision at each design approval.

40% on booking

€1,920

60% before handover

€2,880

Illustrative website quotation. This is not the presentation-production service price.

Online shopping in Europe

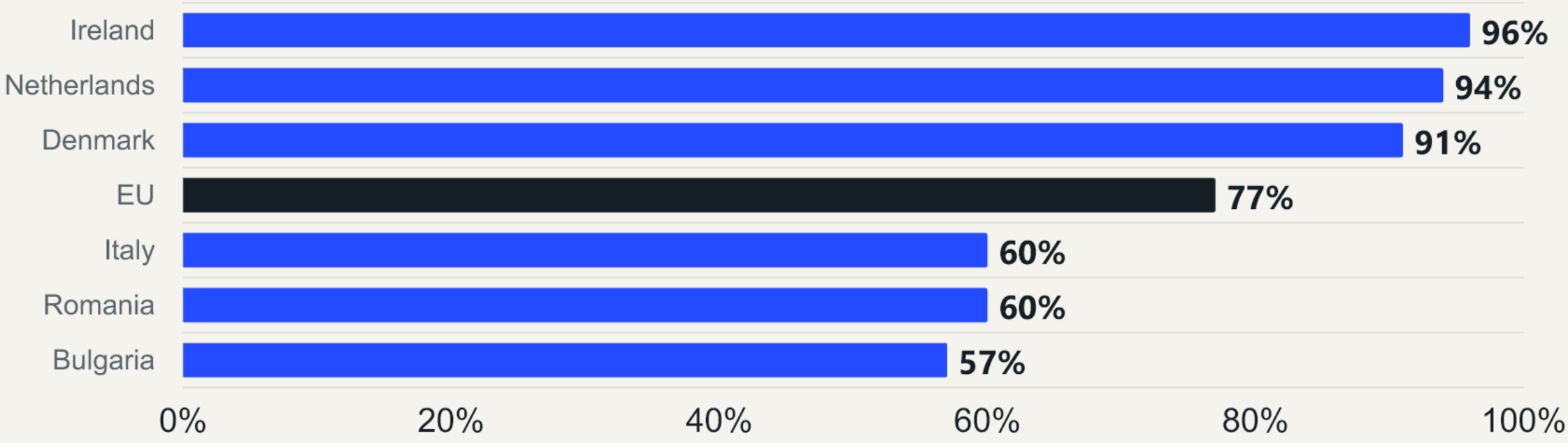
77%

of EU internet users bought online in the previous 12 months

A measure of participation. A starting point for market questions.

Eurostat, 20 February 2025. Historical 2024 survey, not current 2026 figures.

Online buying varies sharply between markets



Source: Eurostat, 20 February 2025. Internet users aged 16–74. Selected countries, not a full ranking.

Participation alone does not decide a budget

What the evidence establishes

How common online buying is among internet users in each market.

What the retailer still needs

Order value and gross margin.
Delivery and return costs.
Conversion in its own channel.

Editorial judgement. The source measures participation, not retailer profitability.

Energy, in context

A fictional software launch
for commercial energy operations



Independent product concept. Generated artwork. No real customer site.

One site.
Several energy decisions.

A solar forecast is one input.
Operating limits decide what can move.

The concept gives an operator a proposed schedule and the assumptions behind it, before any action.

Fictional concept. Proposed product behaviour, not an existing system.

The operating rules come before the schedule

01

Site inputs

Load forecast
Solar forecast
Equipment limits

02

Proposed plan

A timed schedule
Visible assumptions
Approval required

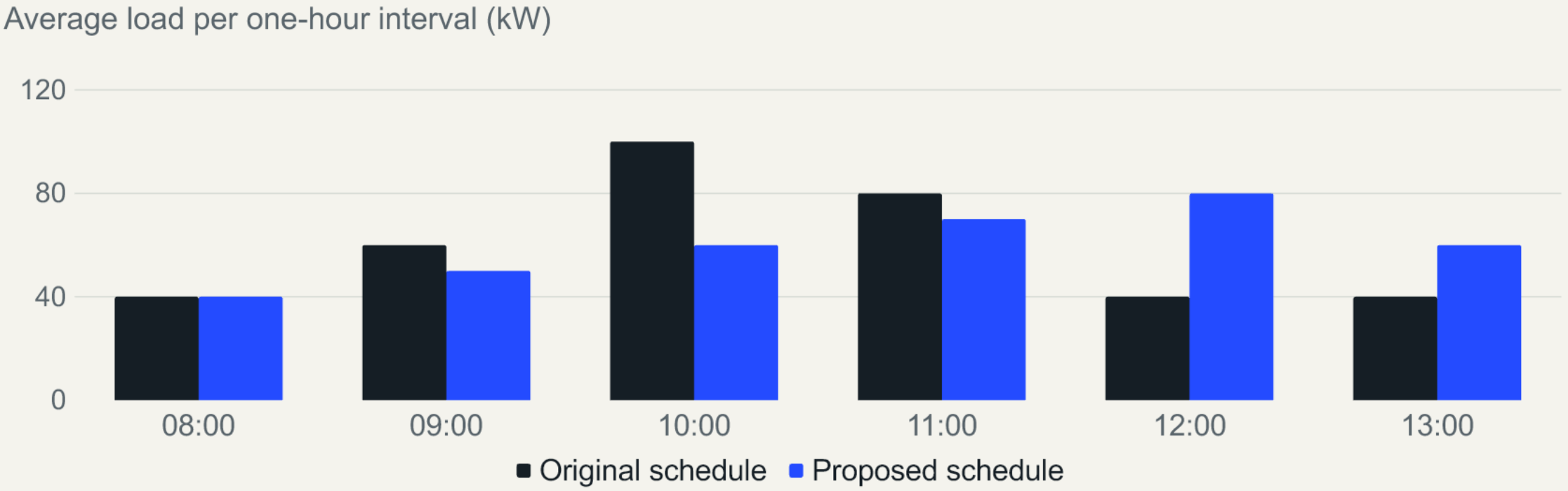
03

Operator control

Accept or amend
Record the decision
Review the outcome

Proposed workflow for a fictional product. Operators approve actions and retain site control.

The same energy. A different schedule.



360 kWh in each schedule. Assumes a flexible load within approved site limits.

Synthetic example. No savings or real operating performance are represented.

One site establishes the operating rules

Pilot question	Evidence to review
Can the load move?	Approved equipment limits and operating hours
Can the plan be trusted?	Forecast error and an auditable decision record
Who can authorise action?	Named operators and a documented override
Do the economics work?	Actual tariff, integration cost and measured usage

A considered story.
An editable handover.

PowerPoint and PDF

A written brief defines the audience, scope and decision.
One contact consolidates the feedback.

Entirely in writing. Supplier setup precedes paid work.

Independent portfolio. Agent-led AI-assisted production with layout and content checks.