

**Boost sales in your
software company**

A propo

A man in a light blue suit, red tie, and glasses is smiling and holding a tablet. The image is overlaid with a semi-transparent blue circle. The logo 'A propo' is centered over the man's chest. The 'A' is stylized with a curved line underneath it. The background shows a blurred office setting with other people.



Apropo is a **proposal automation** solution for **software development** companies. We help you **boost sales & increase your revenue** by **automating** and simplifying the sales **proposal** process.

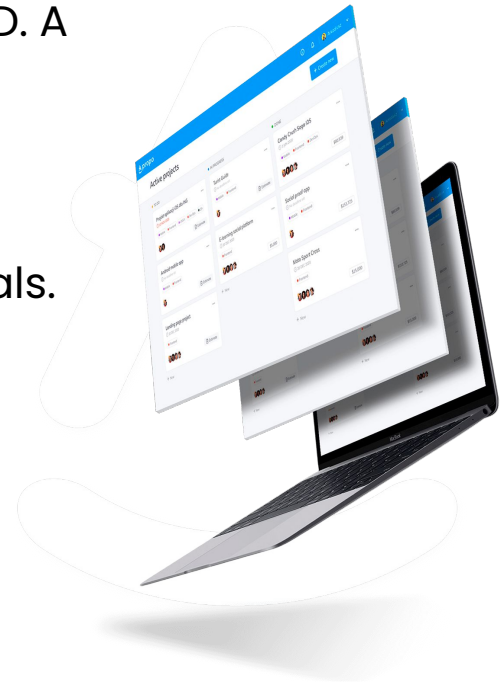


Apropo – better proposals, bigger sales

We have been making software for decades and learned the hard way that pricing, proposals and negotiations are HARD. A lot of time & money is lost there.

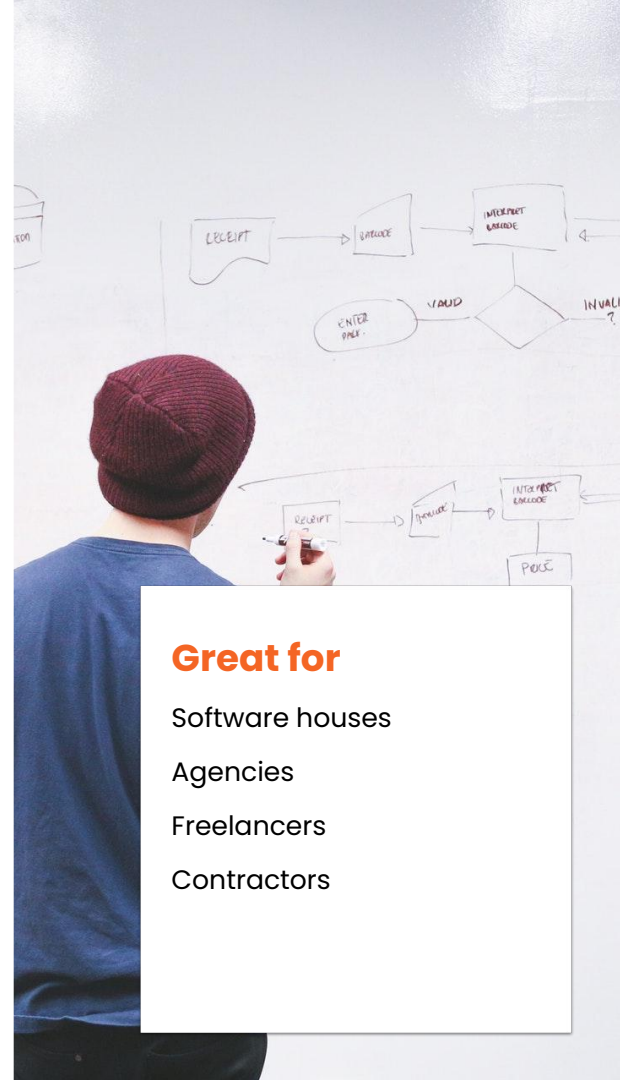
We created a tool to solve common problems with proposals.

- Tool specifically for software dev companies
- Up to 4x pricing & quotation time saved (measured!)
- Proven positive impact on your conversion rates



Apropo is not just a templating tool. Based on market data and your the projects you input, we help you generate work hour estimates as well. **We change your pricing process itself:** your developers receive a complete data sheet to take a quick look at, instead of lengthy debates with sales & marketing.

This greatly reduces the time needed for a quotation. Your customers get a fast follow-up, developers can focus on coding, and your sales team is swifter than ever.



Great for

- Software houses
- Agencies
- Freelancers
- Contractors

What a number of software companies I work with love is that Apropos saves a lot of time and moves their business people from meeting rooms with developers and never ending proposal–shape negotiations to client facing discussions, what in the end brings way more profit and really grows their business.

Simon Stanisz

CEO

NorthStar Consulting



Top features

More than templates

Propo

iOS Calories counter app (Fully native, SwiftUI) [🔗](#)

📄 🗨️ 📧 [Estimate with AI](#)

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Proposal presentation

WORK TYPE	HOURLY RATE	HOURS	COST (\$)
Mobile	\$50h	24	\$1200
Frontend	\$50h	24	\$1200
LUXUI	\$50h	24	\$1200
DevOps	\$50h	24	\$1200

[+ Add work type...](#)

TOTAL COST
\$2,550

Estimate breakdown

Show estimate in **Hours** Days Show prices

MODULE / FEATURE / TASK	MOBILE	FRONTEND	LUXUI	DEVOPS	COST (\$)
1. Homescreen	0	0	0	0	\$0
2. Registration & Authorization	0	0	0	0	\$0

Estimation made easy with AI and auto-calculations based on past data.

HotJar of sales – see if and when your customers open your proposals. Then check recordings of their actions and find out where they churned.

Propo

iOS Calories counter app (Fully native, SwiftUI)

Proposal presentation

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MODULE / FEATURE / TASK	MOBILE	FRONTEND	LUXUI	DEVOPS	PRICE (\$)
Homescreen	0	0	0	0	\$0
Registration & Authorization	0	0	0	0	\$0
User onboarding	0	0	0	0	\$0

Share with client

<https://propo.online/proposal/645f5168446634p4m4d4n454...> [Copy](#)

Email address
eg. name@client.com

[Share proposal](#)

Use cases

Let us know about yours!

Use case 1: You need to be personally involved in all proposals. Full delegation is impossible due to project complexity.

Our answer: You should try Apropo to transfer from work to oversight. Let your sales generate a proposal with the tool and check it instead of creating from scratch.

A photograph showing the back of a person's head with long dark hair, wearing large black over-ear headphones. They are sitting at a desk with a computer monitor visible in the background. The lighting is soft and indoor.

Apropo advantages

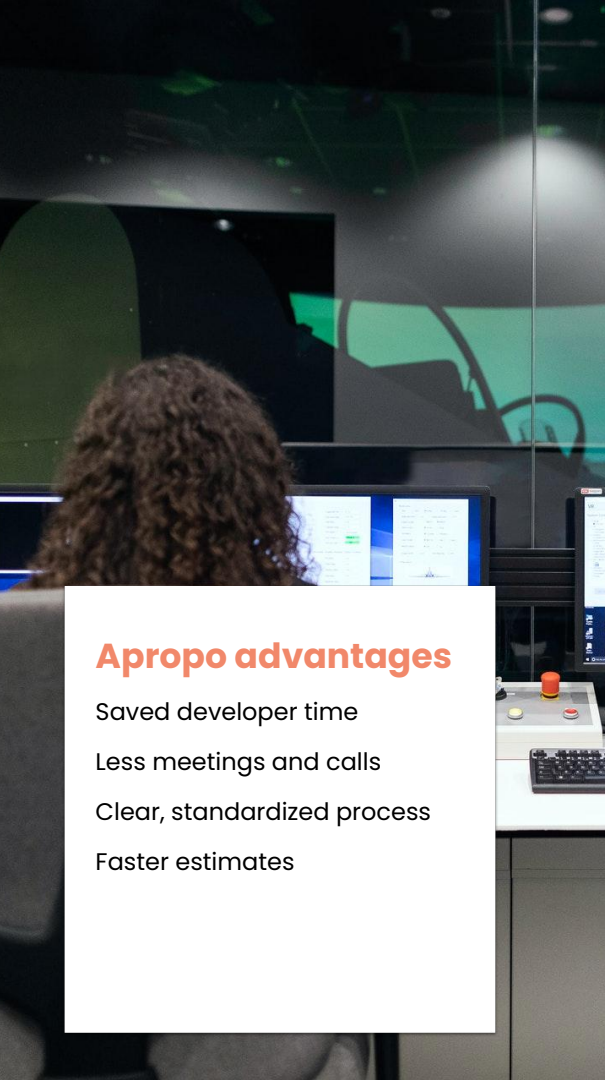
Multi-project structure

Excel import

Smart templates

Auto-estimates of work hours

Free test and cheap pilots



Apropo advantages

Saved developer time

Less meetings and calls

Clear, standardized process

Faster estimates

Use case 2: Your developers are wasting time on pricing estimates, burning precious, well-paid hours.

Our answer: Your company should use Apropo to reduce developer involvement into sales. Let them take a quick look at a ready proposal instead of making meetings to create one together.

Use case 3: Your sales team is constantly blocked by lack of technical input. They can't give quotes easily.

Our answer: You can vastly improve sales effectiveness with Apropo. The tool will let them know ballpark figures, historic data and market prices without asking anyone.



Apropo advantages

- Automatic estimates
- Excel import of past projects
- Link share to pass around

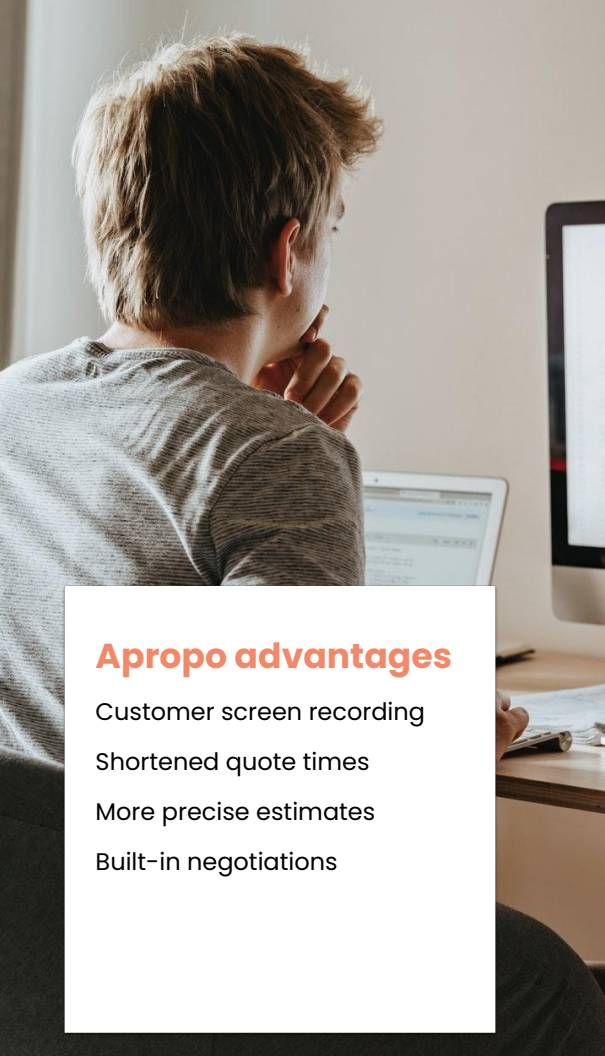
Any of the use cases sound familiar?

If **YES** - Start a free, non-binding, 14-day trial. See if and what value we provide to your organisation.

Get Started

<https://app.apropo.io/register>

Still not convinced?
Scroll on to check how Apropro can help you.



Apropro advantages

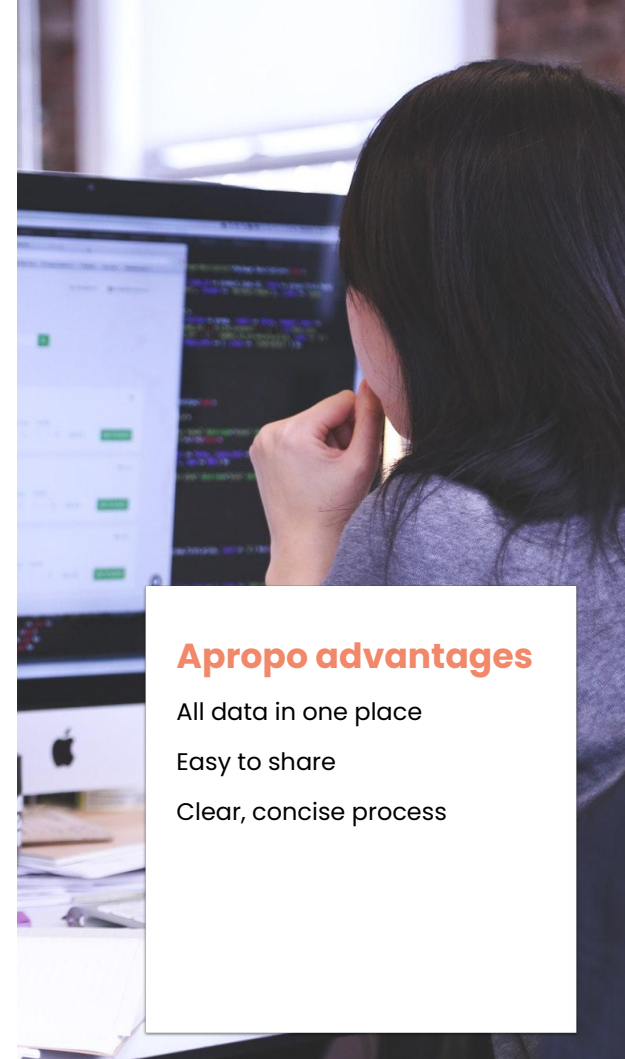
- Customer screen recording
- Shortened quote times
- More precise estimates
- Built-in negotiations

Use case 4: You send pricing proposals and get a NO – or no reply. Your conversion rates could be higher.

Our answer: Apropro features recording of the end customers' reaction to your proposal. Find out where they churned & improve based on data to increase your conversions.

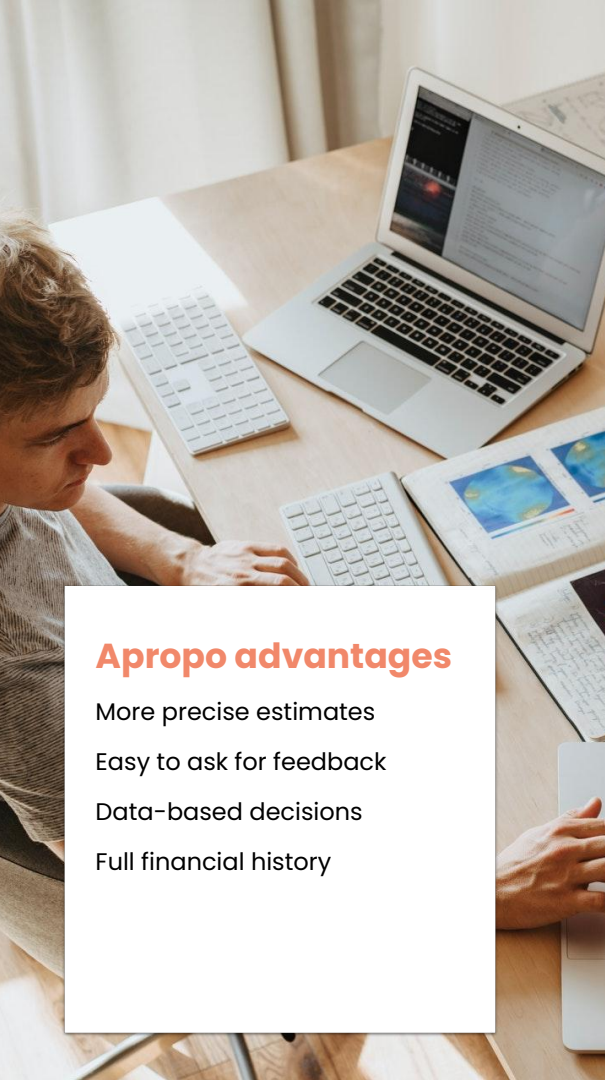
Use case 5: Your pricing is a convoluted mess of emails, Slack messages, calls, files stored in the cloud & locally and more.

Our answer: You can create an accessible, easy to use, one-stop place for all your historic data and pricing models in Apropro.



Apropro advantages

- All data in one place
- Easy to share
- Clear, concise process



Apropo advantages

- More precise estimates
- Easy to ask for feedback
- Data-based decisions
- Full financial history

Use case 6: You constantly underestimate and overestimate your projects, affecting your budget and customer relations in unpredictable ways.

Our answer: Try Apropo. It will help you get better estimates based on data, rather than gut feeling.

NEW

Apropo advantages

- Multi-project structure
- All data in a single place
- Access to estimates

Use case 7: Your software house offers body leasing services. Keeping track of your developers' status and billing is tedious.

Our answer: By assigning a project to each developer in Apropo, you will be able to monitor their status & exact hours, as well as the estimates they provide for projects.

A hand holding a smartphone against a dark red background. The phone screen is visible but the text on it is blurry. The overall image has a dark, moody aesthetic with a strong red color palette.

Apropo is a trusted partner with 24/7 support and FREE test environments & PoCs

Money-back

We guarantee satisfaction under a strict money-back rule. Contracts include SLAs, penalties and references.

Offers and test implementations are completely non-binding.

Misc

→ **Development**

Apropos is constantly improving. Currently we are working on a full analytical dashboard to track your conversions & revenue.

→ **Integrations**

Adding more systems and places to store data is inconvenient. We can integrate with your existing data points.

→ **Early adopters**

We are willing to shape the tool based on your feedback & needs.

Next steps

Start a free, non-binding, 14-day trial. See if and what value we provide to your organisation.

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Contact me

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