PINKIE & THE BRAIN
APPS, APPS & APPS
Let's take over the world!

Monthly support plans
Price list · November 2026
Prices in GBP · no GST

YOUR TECH, LOOKED AFTER

Ongoing support for your website, app and systems, so you can run the business instead of the software.

ESSENTIALS

MAINTAIN

£250 /month

Everything running, with someone on call.

- Fixes and troubleshooting
- Requests acknowledged the same day, Monday to Friday
- Small changes: a page, an offer, an email, app content
- Monthly check of payments, forms, automations and apps
- **Up to 4 support hours** a month
- A short monthly summary of what we did

RECOMMENDED

GROW

£495 /month

Everything in Maintain, plus moving the business forward.

- A monthly 30-minute planning call to choose what to build next
- **One build a month**: a new product, launch, page or process
- Design and conversion improvements
- AI and automation work, e.g. reporting on your data
- **Up to 8 support hours** a month

ADD-ON

MARKETING

£195 /month

Social and search, alongside Maintain or Grow.

- 3 posts a week across Instagram, Facebook and TikTok
- Made from content you film: we edit, caption and schedule
- A weekly trend check in your industry
- Search basics kept up to date
- A monthly report: reach, followers, top posts and new customers

HOW THE PLANS WORK

	MAINTAIN	GROW
Support hours	Up to 4 hours a month	Up to 8 hours a month (includes everything in Maintain)
Response	Weekdays 9am to 5pm UK time only. Requests in by 3pm are **acknowledged** the same day; later, evening or weekend messages by 12 noon the next working day. Acknowledged means we confirm it and give you a plan and date, **not that it's fixed that day**.	
Planning	Ask as you go	30-minute call each month; we agree the build and the priorities
Builds	Small changes only	One build a month (see examples below)
Unused time	Hours and builds don't roll over to the next month.	
Over the limit	We tell you before going over. The extra either waits for next month or is agreed in advance as extra time (£450 a day, pro rata) or a fixed quote.	
Not included	Larger projects (quoted separately at a fixed price). Marketing (the add-on above). Third-party costs such as hosting, software subscriptions, domains and email accounts, which stay in your name.	
Terms	Billed monthly in advance. 3-month minimum, then cancel any time with 30 days' notice. Change plan at the start of any month. Full terms overleaf.	

WHAT COUNTS AS A "BUILD"?

A BOOKING FLOW

A new way for customers to book or enquire, from the form to the confirmation emails.

A LAUNCH

A new offer, course or challenge set up end to end: page, checkout and emails.

A PROCESS

An automation that saves you time, e.g. onboarding, reminders or follow-ups.

AN IMPROVEMENT

A page or app screen redesigned to convert better, or a data report.

If a build won't fit in the month, we'll say so up front and split it across two months or quote it as a project.

Dylan Coppard, Lead Developer · dylan@pinkieandthebrain.com · +44 7797 724386
pinkieandthebrain.com · Jersey, Channel Islands

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THE SMALL PRINT, IN PLAIN ENGLISH

So we both know exactly what to expect. If anything here doesn't suit your business, tell us before you start.

TIME AND HOURS

1. **How hours are measured.** We measure work by how long it would normally take a developer by hand, not by the clock. Our tools make us faster, so we share that saving with you: you're charged half of that time, and never less than the time we actually spent.
2. **What counts.** Support hours cover fixing, changing, building and testing. Quick replies, short questions and booking calls are not counted. The Grow planning call is not counted either.
3. **How it's tracked.** In 15-minute blocks, recorded in your client portal, so you can see the balance at any time.
4. **Nothing rolls over.** Unused hours and an unused build don't carry into the next month.
5. **Going over.** We'll tell you before we pass your monthly limit. You choose whether the extra waits for next month or is done now as extra time (£450 a day, pro rata) or a fixed quote. We never go over without your OK.

RESPONSE AND WORKING HOURS

1. **Weekdays and office hours only:** 9am to 5pm UK time, Monday to Friday, excluding UK and Jersey bank holidays. We don't work evenings or weekends.
2. **Messages outside those hours** are welcome, and they'll be acknowledged by 12 noon on the next working day. A message sent on Saturday or Sunday is acknowledged by midday Monday.
3. **Acknowledged is not fixed.** Our response time is how quickly we acknowledge your request: we confirm we have it, tell you the plan and give you a date. The work itself follows: most small changes are done within 2 working days, and builds follow the timeline agreed on the planning call. Urgent problems are worked on straight away during working hours, but even these can take longer than a day to fully resolve.
4. **Urgent problems** (site down, payments failing, members locked out) are handled first, within working hours. There is no evening or weekend cover.
5. **Requests go through your client portal**, so nothing gets lost in messages or email. During working hours, urgent problems can also be phoned or texted.

YOUR PLATFORMS AND YOUR ACCOUNTS

1. **You own everything:** your website, content, domain, accounts and data. We're added as a user, never as the owner.
2. **Third-party costs are yours** and stay in your name: hosting, platforms (e.g. Kajabi, Shopify), domains, email accounts, apps, plugins, stock images, AI tools and ad spend. The tools we use to do our work are included.
3. **Platform outages.** When a platform you use has a fault on its side, we'll raise it with their support and work around it where we can, but we can't fix their systems.
4. **Confidentiality.** Your business information and your customers' data are kept confidential and used only to do the work, in line with data protection law.

CONTENT AND APPROVALS

1. **You supply** the raw material: photos, videos, facts, prices and approvals. We shape it, design it and put it live.
2. **Nothing customer-facing goes live without your OK**, except urgent fixes that restore something that was already working.
3. **Marketing:** we post from content you film and send, using our own scheduling and reporting tools (Metricool), included in the price. You can review posts before they're scheduled. Ads, replying to comments and DMs, and photo or video shoots aren't included. We'll report honestly on results, but no one can guarantee followers or sales.

BILLING

1. **Monthly in advance**, by card or bank transfer. Your first month starts on the date we agree; a part month is charged pro rata.
2. **Late payment.** If a payment is more than 7 days late we'll pause work (urgent fixes included) until it's paid. Your sites and accounts are never touched.
3. **Prices** are fixed for the first 12 months, then reviewed once a year with at least 30 days' notice. Prices are in GBP. No GST or VAT is added: Pinkie & the Brain is not GST registered.

CHANGING OR ENDING YOUR PLAN

1. **3-month minimum**, then cancel at any time with 30 days' notice in writing (the portal is fine).
2. **Upgrade or downgrade** at the start of any month, with no fee.
3. **When you leave**, we finish or hand over work in progress, pass on any notes and logins we set up, and remove our access. Anything we built for you stays yours.