

## Services Price List

**Could you use professional extra capacity during peak periods?**

We have already proven ourselves in several industries, so we quickly understand your challenges and deliver tangible results even faster.

For development companies and business partners who desire transparent, focused collaboration.

**Let's level up together.**



# 1. Hourly and Daily Rate Services

If the task is a one-off and clearly focused, such as consulting or an audit, we recommend this pricing structure.

Role	Task	Hourly Rate (net)	Daily Rate (net)
Project Management (Senior)	<ul style="list-style-type: none"><li>Project plan and schedule creation</li><li>Sprint and release planning</li><li>Task assignment, tracking, status updates</li><li>Risk, issue, and scope management</li><li>Liaison with development, UX, and business teams</li><li>Project reports, status reports, executive summaries</li></ul>	€ 65	€ 420
Product Management (Senior)	<ul style="list-style-type: none"><li>Product strategy and roadmap development</li><li>Backlog building and prioritisation</li><li>Aligning user needs and business goals</li><li>KPI definition and performance tracking</li><li>Feature specifications, user stories, acceptance criteria</li><li>Market and competitor analysis</li><li>Sprint participation: grooming, planning, review, retro</li></ul>	€ 75	€ 470
Client Management, Account Lead	<ul style="list-style-type: none"><li>Client communication (meetings, status, alignment)</li><li>Expectation management, communication moderation between teams</li><li>Requirements gathering, clarification, and confirmation</li><li>SLA management, tracking deadlines and tasks</li><li>Preparation of reports, presentations, roadmap summaries</li><li>Support for onboarding and project closure</li><li>Continuous improvement of client experience and satisfaction</li></ul>	€ 55	€ 355
Marketing Management	<ul style="list-style-type: none"><li>Marketing strategy, brand positioning, and go to market planning</li><li>Planning, launching, and optimising multichannel campaigns</li><li>Content strategy development and content production coordination</li><li>KPIs and measurement framework development, campaign analytics, and reporting</li><li>Conversion processes, funnel optimisation, and A/B testing</li><li>Channel management: social media, email marketing, landing pages</li><li>Stakeholder and agency management, preparation of presentations and status reports</li></ul>	€ 55	€ 355
UX Design, Research	<ul style="list-style-type: none"><li>Heuristic analysis, UX audit</li><li>Process, user journey, and service blueprint creation</li><li>Wireframes, prototypes (low-mid fidelity)</li><li>User research and interviews (qualitative)</li><li>Usability testing and feedback integration</li><li>Information architecture development</li><li>Support for UX documentation and developer handover</li></ul>	€ 75	€ 470

## 2.) Fixed-price project packages

Our packages are ideal if you want a kalm, transparent framework for our collaboration, with precisely defined steps and deliverables.

Service Type	What it includes	List Price
UX Audit (web/app)	Heuristic analysis, UX issues, recommendation list, priority matrix.	€ 1,050 – € 1,575
UX Prototype (Low / Mid fidelity)	Depends on the number of flows and screens.	€ 1,180 – € 2,360
Project Kick-off + Roadmap Workshop (max 3 sessions)	Facilitation of project initiation meeting with stakeholders, mapping out steps, scope definition	€ 1,180 – € 1,575
Mini Product Strategy Package	Market analysis, target audience, value proposition, 3–6 month roadmap	€ 1,180 – € 2,360
Key Project Management (3-month sprint)	Depends on complexity and team size	€ 3,930 – € 7,330

## Who are we?



### Török-Pál Kata

CEO, Head of Strategy [🔗 LinkedIn](#)

Kata has over 15 years of experience in digital transformation programmes and online growth strategies. Throughout her career, she has supported the digital development of startups and large corporations, demonstrating her strategic and operational leadership skills across various industries.

With her qualifications in **PMP® project management** and **Scrum**, as well as a background as a **Generative AI workflow specialist**, she is equally at home in structured programme leadership and agile, innovative environments.

Her areas of expertise include:

- digital strategies and business development
- conversion optimisation and customer experience development
- launching new digital services (go-to-market)

Thanks to her holistic mindset and proven results-oriented approach, she quickly identifies growth opportunities and ensures that business objectives are achieved through a data- and user-centric approach.



### Váradi Anikó

Head of Client Success. [🔗 LinkedIn](#)

Anikó is an expert in online marketing and digital product management, with over a decade of experience in digital development and customer experience optimisation. With her **MOME Product Designer** qualification, she deeply combines strategic thinking with a **user-centred approach**.

She has designed and managed digital projects from idea to launch across numerous industries, allowing her to **quickly grasp the essence** and identify what drives business success even in the early stages.

Her main strengths include:

- user-centric UX/UI approach and implementation
- developing the online presence of digital products and services
- coordinating complex processes according to business and customer needs

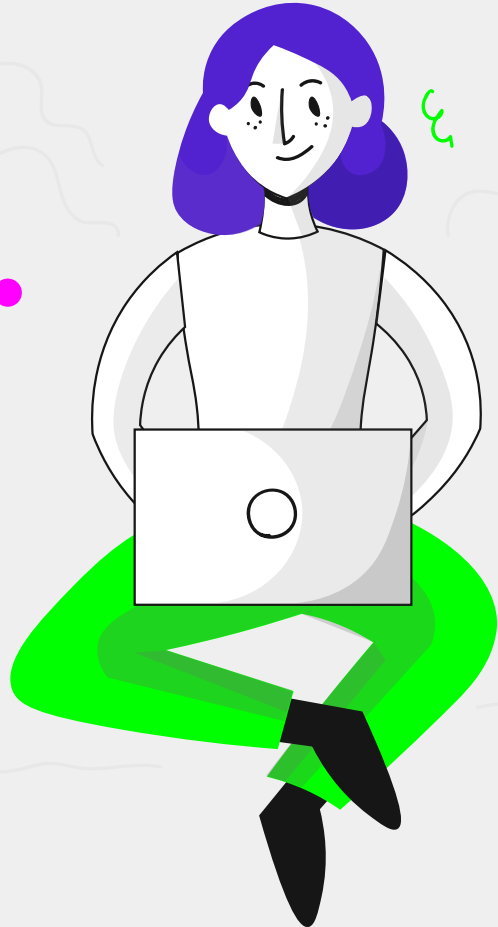
With her precise and transparent operations, she ensures that projects proceed clearly, smoothly, and predictably, allowing you to make confident decisions at every step of the process.

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## Why choose us?

We ensure success from two sides: **Kata** sets the direction with strategic and business insights, while **Anikó** ensures the solution genuinely works through user-centred implementation.

Thanks to our cross-sector experience, we quickly understand the core of any task and involve the right expertise at every stage. With us, projects proceed transparently, focused, and results-oriented from idea to market launch, while always providing stable partnership and calm oversight.



# Ready to get started?

Strategy and execution, simple and focused.

Join our partners with whom we achieve real digital progress.

Get in touch, and let's build the next step together.

 [hello@kalm.digital](mailto:hello@kalm.digital)

 [kalm.digital](https://kalm.digital)