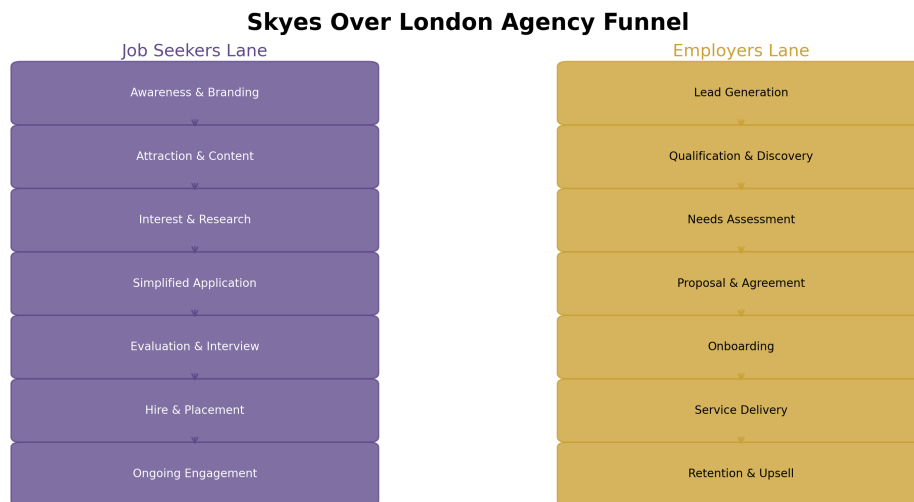


Dual-Lane Agency Funnel System

Job Seekers + Employers | Netlify Forms + Functions + Blobs + Neon

Build date: 2026-02-26



System snapshot

- Two separate conversion lanes: Job Seekers and Employers.
- Frictionless intake: single-page forms, honeypot spam trap, success routing.
- Netlify Forms capture works immediately on deploy (no backend required).
- Full stack mode: Functions persist intake into Netlify Blobs (JSON retention) and Neon Postgres (structured records).
- Diagnostics page verifies Functions/DB/Blobs availability after deploy.

Valuation

\$27,500

Internal asset valuation (defensible, strong)

This valuation reflects a production-usable dual-lane funnel system with real intake capture, deployment controls, and optional operational storage in Blobs + Neon. It is not just a landing page or a mock form; it is a repeatable intake pathway designed for real operations.

Valuation lens	Meaning	Value
Internal asset valuation	Owned system value as a business asset	\$27,500
Agency project fee (client price)	Strategy + build + deploy + QA as a client delivery	\$18,000 - \$45,000
Productized template price	Packaged template license (single deployment)	\$750 - \$2,500

Included in this valuation

- Dual-lane site: lane routing, steps, lane-specific messaging, dedicated intake pages.
- Netlify Forms: two production form endpoints with honeypot and success routing.
- Netlify Functions: /intake (Blobs + Neon) and /health endpoints.
- Netlify Blobs store: redundant JSON retention for intake payloads.
- Neon schema auto-provisioning: intake_submissions table with structured fields + payload JSONB.
- Diagnostics page: confirms Functions + DB env + Blobs availability after deploy.
- Documentation: README + env template + predictable file structure for Codespaces.

Disclaimer: This is a commercial valuation estimate for sales/asset presentation purposes. Final market price depends on client scope, SLAs, compliance add-ons, integrations, and support terms.