

Statement of Work

This statement of work is an agreement between Explore Embedded, hereby referred to as **Creator**, and **Crowd Supply, Inc.** entered into on December 19, 2016 for the purpose of managing the marketing, promotion, and overall execution of the Hornbill crowdfunding campaign, hereby referred to as **Campaign**, on the Crowd Supply platform. This agreement is in addition to the [Crowd Supply terms of use](#) agreement already in effect. In the case of a conflict between this agreement and the terms of use agreement, this agreement shall take precedence.

Crowd Supply Deliverables

Crowd Supply, Inc. will manage, coordinate, and execute the following promotional and marketing aspects of the Campaign:

- Promote the Campaign via Crowd Supply's email newsletter.
- Promote the Campaign via Crowd Supply's Facebook and Twitter accounts.
- Promote the Campaign on the Crowd Supply homepage.
- Feedback on overall campaign strategy, such as pricing, funding goal, pledge levels, and messaging.
- Feedback on the production of Campaign media assets, such as text, images, and videos.
- Clear communication and regular quantitative reports (e.g. web analytics) to inform strategy decisions before and during the campaign.

Approval

Creator reserves the right to explicitly approve or reject all public messaging around the Campaign, including, but not limited to: video, text copy, and still images. Furthermore, Crowd Supply, Inc. will seek such approval unless instructed otherwise in writing by Creator.

Schedule

This statement of work is to be carried out from the date of this agreement through the last day of the Campaign. The tentative start date of the campaign is January 17, 2016. The tentative end date of the campaign is March 4, 2017. Campaign start and end dates are subject to change.

Compensation

In exchange for the services and deliverables outlined in this statement of work, Crowd Supply, Inc. will receive the 5% crowdfunding fee usually charged for hosting the campaign. Crowd

Supply, Inc. makes no claim to funds raised after the campaign end date, except as would normally be the case for sales made through the crowdsupply.com website.

In addition to the 5% fee described above, the payment processor for each payment (usually Stripe) will take their transaction fee (2.9% plus 0.30 USD per transaction for Stripe).

If Crowd Supply, Inc. is to handle fulfillment, those fees will be detailed separately from this agreement.

Expenses

Creator will reimburse Crowd Supply, Inc. for all pre-approved expenses associated with the marketing activities of Crowd Supply, Inc. in regard to the Campaign, such as airfare, hotel, meals, and taxi associated with attending conference or postage associated with shipping review units. Unapproved expenses will be covered by Crowd Supply, Inc. The anticipated pre-approved expenses for the Campaign is \$0.

Partner Commitments

Creator commits to the following terms:

- The Campaign will only be run to completion on the crowdsupply.com website and not another website.
- Partner will provide at least one public Campaign update per week during the Campaign.
- Before, during, and after the campaign, until the time when all Campaign pledges have been filled, sales of any product related to Campaign are limited to those made through the crowdsupply.com website. Once the Campaign pledges have been filled, Campaign products may be sold through other channels. If the crowdfunding campaign is unsuccessful for any reason (e.g. does not meet its funding goal or is suspended before the funding deadline), then this limitation on Campaign product sales is lifted.

Agreement

Understood and agreed to on August 19, 2016 by:

A handwritten signature in black ink, appearing to read "Patil", is positioned above a horizontal line.

Explore Embedded - Sandeep Patil: _____

Crowd Supply, Inc. - Joshua Lifton: _____