



We help tell your story.

Project proposal
Video Production

Client
Eugine Odhiambo

Delivered on
February 23, 2019

Submitted by
Eugine Odhiambo



Overview and Goals

Dear Eugine,

It was great to speak with you yesterday about the video project for Eugine Odhiambo.

In case you haven't been watching, over 6 billion videos are viewed on YouTube every month. That's almost an hour for every person on Earth. (And for the record, they're not all cat videos). Videos are a valuable, powerful way to tell your brand's story, to showcase your product or service, and to engage with your target audience. We're not talking infomercials here, we're talking about compelling, interesting, and emotionally engaging storytelling that can make your business come to life online.

And that's what we do: we use stories to make your business come alive. We transform your product or service from a one-dimensional commodity in the mind of your target audience into a three-dimensional solution that they can connect with, that they can imagine using in their own lives, that they can imagine not being able to live without. Video done right can make your business unforgettable. We do video right by understanding your business, your business goals and your target audience. Then we decide the best kind of storytelling that will resonate with that audience. It could be documentary-style, humorous, or emotional. It may star you, actors, your customers or a spokesperson. It's all about finding the right way in so you get the most out of your investment.

Sincerely,

Eugine Odhiambo,

[Andela](#)

Scope of Services

There are a lot of pieces involved in developing a compelling video but at Andela, our extensive experience has taught us how to be a lean, mean, production machine, depending on your budget and expectations.

Pre-production

Laying the right groundwork is essential to developing a great video. Pre-production is where we figure out the best game plan for your business. We decide on the video concept, the look/feel and style, we write the script, cast any actors, decide on location and set design, and lock down all the other details involved with how the actual video is going to look, sound, and perform.

Production

We're rolling! Now that we have the road map developed in the pre-production stage, it's time to put it all together in front of the cameras. This is where our professional crew of director of photography, camera operators, sound engineers, and lighting techs do what they do best - film a great video.

Post Production

If production is putting all the ingredients together to bake the cake from the recipe developed in pre-production, then post-production is putting the icing on that cake and making it look irresistibly delicious. Our editorial post-production team kicks in to shape your story, handle color-correction, record any voice overs, clean up the audio, add music, create graphics and in general make sure your video looks exactly like we planned in pre-production. It's at this stage that you'll see the first cut.

Final Revisions

Once you've seen the first cut, you'll have a chance to share your thoughts with us. There is one round of revisions allowed at this stage, within reasonable expectations and within the scope of the original video concept.

Output

With the final cut complete and your approval signed-off, we create high quality files of your video that can be used for a variety of formats, be it for the web, trade shows or broadcast television.

Timeframe

To complete the work outlined in the project scope, we'll need approximately 4 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work immediately.

Phase	Week
Pre-production	1
Principal photography	2
Post-production/editing	3–4

Your Investment

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

Video Budget	Price
Pre-Production	\$1,000
Filming, Equipment, and Acquisition	\$5,500
Post-Production, Editing, Graphics, Narration	\$0
Music Licensing	\$1,000
Subtotal	\$7,500
Sales tax – 15%	\$1,125
Total	\$8,625

Happy Client Co.



Click to play video in browser

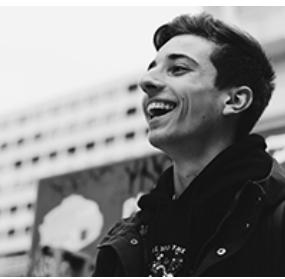
Story

Suspendisse mauris. Fusce accumsan mollis eros. Pellentesque a diam sit amet mi ullamcorper vehicula. Integer adipiscing risus a sem. Nullam quis massa sit amet nibh viverra malesuada. Nunc sem lacus, accumsan quis, faucibus non, congue vel, arcu. Ut scelerisque hendrerit tellus. Integer sagittis. Vivamus a mauris eget arcu gravida tristique. Nunc iaculis mi in ante. Vivamus imperdiet nibh feugiat est.

"Andela produced an amazing video that has generated new signups on my website. I constantly get compliments on how great the video is"

John Doe, Happy Client

Our Video Team



Jocelyn Margolis

PRODUCER/WRITER

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Katie Semchuk

SOUND ENGINEER/MUSIC SUPERVISOR

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Trevor Nichols

WRITER/STORY EDITOR

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Ivan Zerachenko

CAMERA OPERATOR

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John Toshi

MOTION GRAPHICS ARTIST

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Dan MacIntosh

DIRECTOR OF PHOTOGRAPHY

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Statement of Work & Contract

[Note: This is a sample contract - we are not lawyers and recommend you having your own legal counsel review any contract prior to sending out.]

Date: February 23, 2019

Between "us", Andela, and "you", Eugine Odhiambo

You Eugine Odhiambo, located at [redacted] are hiring Andela located at 125 Swank Drive to perform Video Production for the estimated total price of \$7,500.00 as outlined in our previous correspondence.

1.0 Services Rendered

PRE-PRODUCTION

We'll work with you to write a script, cast actors, and scope a location.

PRODUCTION

We'll have a 2 camera setup and microphones, shooting on location.

POST-PRODUCTION

We'll edit the raw footage into a 3 minute video and add licensed music. We'll provide you with a finished file in Quicktime format.

ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.



3.0 Charges for Services Performed

3.1 Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of Andela.

4.0 Terms of Payment

4.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project: \$7,500.00

Andela will invoice Eugine Odhiambo for fifty per cent (50%) of the initial fees at point of this signed contract agreement which will act as the deposit. The remaining 50% will be billed monthly as the service hours are spent or when the project is launched.

Eugine Odhiambo will supply Andela with all necessary purchase order numbers and other internal information required for invoice processing before the close of the month of work (if applicable).

4.2 CLIENT AGREEMENT TO PAY

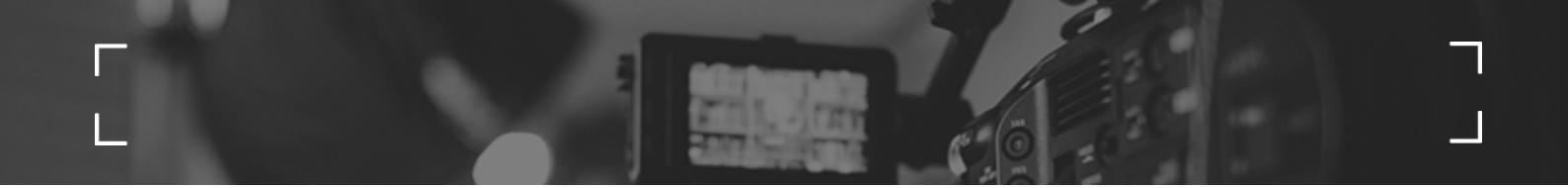
You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, Andela will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs Andela pays for carrying overdue invoices from Eugine Odhiambo. In addition, Andela reserves the right to stop work until payment is received.

4.3 COLLECTION COSTS

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

5.0 Cancellation of Plans

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.



6.0 Responsibilities of Andela and Eugine Odhiambo

6.1 ANDELA'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

7.0 Confidentiality

Andela acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Andela on behalf of Eugine Odhiambo or disclosed by Eugine Odhiambo to Andela.

8.0 Term and Termination

8.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This Agreement shall become effective as of DATE HERE and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

8.3 PAYMENT FOR NON-CANCELABLE MATERIALS

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Eugine Odhiambo, that any such materials and services, are non cancelable.

8.4 MATERIALS UNPAID FOR

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

8.5 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Eugine Odhiambo to Andela, Andela shall transfer, assign and make available to Eugine Odhiambo all property and materials in its possession or control belonging to Eugine Odhiambo. Eugine Odhiambo agrees to pay for all costs associated with the transfer of materials.

9.0 General Provisions

9.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the Province/State of STATE/PROVINCE.

9.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

9.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

9.4 SEVERABILITY

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

Eugine Odhiambo, to accept this contract, click the Accept button and sign at the prompt. You will be emailed a copy for your records.



Next Steps

Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.

If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.

1. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
2. Sign in the box that pops up to make the acceptance official.
3. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
4. We'll email you a separate copy of the signed contract for your records.
5. If you'd like to speak to us by phone, don't hesitate to call .

 SIGN HERE
Eugine Odhiambo

Eugine Odhiambo,
Andela

 SIGN HERE
Eugine Odhiambo

Eugine Odhiambo
Eugine Odhiambo

