

INVOICE

INVOICE NUMBER: AL-2025-001

DATE ISSUED: October 30, 2025

DUE DATE: December 31, 2025

BILL TO

Company: Adventure Labs Team Building & Recreation

Attention: Musa "Moose" Masuluke & Neo

Address: 1558 Block H, Soshanguve, Pretoria, South Africa

Email: [Client Email]

Phone: [Client Phone]

FROM

Consultant: Tshiamo Milgrand Masuluke

Business: Business Analysis & Marketing Strategy Consulting

Specialization: South African Tourism & Hospitality Markets

Email: [Your Email]

Phone: [Your Phone]

Tax/VAT Number: [If applicable]

PROJECT DETAILS

Project Name: Adventure Labs Digital Transformation & Founder Branding Initiative

Service Period: 12 weeks (approximately November 2025 - January 2026)

Project Reference: Quote dated October 30, 2025

SLA Reference: Service Level Agreement dated October 30, 2025

INVOICE SUMMARY

Description	Amount (ZAR)
Total Project Investment	R750.00
Less: Deposit Paid	(R150.00)
BALANCE DUE	R600.00

DETAILED BREAKDOWN

Professional Services

Service Component	Hours	Rate	Subtotal
Founder Brand Strategy Development	12	R150	R1,800.00
Digital Presence Overhaul (Website + GMB)	24	R150	R3,600.00
Content Creation (12 SEO Blog Posts)	30	R150	R4,500.00
Partnership Pipeline Development	12	R150	R1,800.00
Weekly Strategy Consulting (12 weeks)	12	R150	R1,800.00
Training & Knowledge Transfer	6	R150	R900.00
Subtotal Professional Services	96 hrs	-	R14,400.00

Platform & Hosting (Included at No Cost)

Item	Standard Value	Your Cost
Website Hosting (Oracle VM/Bluehost shared access)	R180/month × 3 months	R0.00
Canva Pro template library	R99/month × 3 months	R0.00
Email Marketing Platform (first 500 subscribers)	R200/month × 3 months	R0.00
SEO Tools & Analytics Access	R99/month × 3 months	R0.00
Subtotal Platform Value	R1,734.00	R0.00

Special Pricing Applied

Item	Amount
Standard Investment (96 hours + platforms)	R16,134.00
Introductory Discount (95% off)	(R15,384.00)
TOTAL PROJECT FEE	R750.00

PAYMENT BREAKDOWN

Payment Milestone	Amount	Status	Date
Deposit	R150.00	✓ PAID	[Date Received]
Balance (This Invoice)	R600.00	⏸ DUE	December 31, 2025
TOTAL	R750.00	-	-

PAYMENT TERMS

Amount Due: R600.00

Due Date: December 31, 2025

Payment Flexibility: This invoice may be paid anytime between now and December 31, 2025 at client's convenience. No penalties for early payment. No interest charges.

Partial Payments Accepted: Yes (e.g., R200 in November + R400 in December)

Late Payment: No late fees if paid before Dec 31, 2025. After Jan 1, 2026, services may be suspended per SLA Section 10.3.

PAYMENT METHODS

Preferred: EFT/Bank Transfer

Account Name: [Your Account Name]

Bank: [Your Bank Name]

Account Number: [Your Account Number]

Branch Code: [Branch Code]

Account Type: [Cheque/Savings]

Reference: AL-2025-001 or "Adventure Labs"

Please send proof of payment to [Your Email] upon transfer

Alternative Payment Methods

SnapScan/Zapper:

- Scan code at point of payment
- Reference: AL-2025-001

Cash Payment:

- In-person with receipt
- Available by appointment

DELIVERABLES INCLUDED (Recap)

This R600 balance payment unlocks the following deliverables over 12 weeks:

✔ **Founder Brand Package**

- LinkedIn profile optimization (Musa "Moose" Masuluke)
- Personal brand positioning strategy
- 24 pre-written LinkedIn posts
- Thought leadership content calendar (6 months)

✔ **Digital Presence Transformation**

- Professional website redesign (founder story integration)
- Google My Business optimization (photos, reviews, description)
- 15+ business directory citations
- SEO implementation

✔ **Content Marketing System**

- 12 SEO-optimized blog posts (800-1,200 words each)
- 100+ social media assets (repurposed content)
- Email marketing automation setup
- Newsletter templates (bi-weekly)

✔ **Partnership Development**

- School prospect database (30 schools)
- Corporate CSR prospect research (20 companies)
- Proposal templates (3 service tiers)
- Email outreach sequences
- 5-slide pitch deck

✔ **Support & Training**

- 12 weekly strategy consultations (30-45 min each)
- Monthly performance dashboards
- 2-hour training session
- Knowledge transfer documentation
- 6-month roadmap for continued growth

Total Value: R16,134 (professional services + platform access)

Your Investment: R750 (R150 deposit + R600 balance)

Savings: R15,384 (95% discount)

Expected ROI: R720,000-R1,260,000 additional Year 1 revenue = **960-1680x return**

PROJECT TIMELINE (Upon Payment)

Week	Milestone	Deliverables
1-4	Foundation	LinkedIn live, website redesigned, 4 blog posts, GMB optimized
5-8	Content Engine	100 social assets, 4 blog posts, email system, video guide
9-12	Partnership Pipeline	School database, corporate pitch, 4 blog posts, case studies
13	Handover	Training session, final docs, 6-month roadmap

Start Date: Within 3 business days of deposit receipt (already paid)

Completion Date: ~January 31, 2026 (if commenced early November)

Balance Payment Triggers: No specific milestone—flexible payment anytime before Dec 31, 2025

TERMS & CONDITIONS

Acceptance: Payment of this invoice constitutes acceptance of:

- Service Level Agreement dated October 30, 2025
- Quotation terms dated October 30, 2025
- All deliverables and timelines outlined above

Refund Policy:

- Balance (R600) not owed if project cancelled before Week 9
- Performance guarantee: If minimum metrics not achieved, 10 hours additional work provided at no cost OR 50% refund (R300)

Intellectual Property:

- All deliverables become client property upon full payment
- Consultant retains right to anonymized case study for portfolio

Limitation of Liability:

- Consultant liability limited to amount paid (R750 total)
- Revenue projections are estimates based on industry data, not guarantees

Governing Law: Republic of South Africa

INVOICE STATUS

Current Status: ⬢ **AWAITING PAYMENT**

Amount Outstanding: **R600.00**

Due: December 31, 2025

Reminder Schedule:

- First reminder: December 15, 2025 (2 weeks before due date)
- Final reminder: December 28, 2025 (3 days before due date)

PAYMENT CONFIRMATION

Once payment is received, you will receive:

1. Payment confirmation email within 24 hours
2. Official receipt
3. Updated invoice marked "PAID IN FULL"
4. Next week's project priorities and deliverables schedule

QUESTIONS OR CONCERNS?

Payment Questions:

Email: [Your Email]

WhatsApp: [Your Phone]

Response time: Within 4 business hours

Technical/Project Questions:

Covered in weekly strategy sessions or via email/WhatsApp

Dispute Resolution:

Per SLA Section 11 (escalation process outlined)

IMPORTANT NOTES

Zero Recurring Costs:

Because you're hosting the website on your own Oracle VM or Bluehost account, and we're using free-tier tools (Canva, Mailchimp, Google Analytics, HubSpot CRM), you incur **zero recurring monthly costs** until your business scales beyond free tiers.

No Hidden Fees:

- No setup fees
- No monthly retainers

- No surprise charges
- R750 total is all-inclusive for 12-week transformation

Flexible Payment:

We understand cash flow constraints for growing businesses. Payment anytime before Dec 31, 2025 works—no penalties, no interest, no pressure.

THANK YOU

Thank you for trusting me with Adventure Labs' digital transformation. I'm genuinely excited about the opportunity to help Moose and Neo showcase their expertise, capture market share, and build something sustainable.

This isn't just a consulting gig for me—it's a partnership. Your success is my success. Let's turn those 10+ years of facilitation experience into the competitive advantage it deserves to be.

Looking forward to kicking this off and watching Adventure Labs become the go-to outdoor education provider in Gauteng.

Let's build.

Issued by:

Tshiamo Milgrand Masuluke
Business Analyst & Marketing Specialist
[Your Email] | [Your Phone]

Invoice Date: October 30, 2025

Invoice Number: AL-2025-001

Total Amount Due: R600.00

Due Date: December 31, 2025

This is an official tax invoice. Please retain for your records.

Payment of this invoice constitutes acceptance of all terms outlined in the associated Quotation and Service Level Agreement.