SERVICE LEVEL AGREEMENT (SLA)

Digital Transformation Services
Adventure Labs Team Building & Recreation

AGREEMENT OVERVIEW

Service Provider: Tshiamo Milgrand Masuluke (Business Analyst & Marketing Specialist)

Client: Adventure Labs Team Building & Recreation
Represented by: Musa "Moose" Masuluke & Neo

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

Agreement Date: October 30, 2025

Service Period: 12 weeks from project commencement

Agreement Value: R750 (R150 deposit + R600 balance due by December 31, 2025)

1. SERVICE SCOPE & DELIVERABLES

1.1 Core Services Provided

The Service Provider commits to delivering the following over a 12-week engagement:

Phase 1: Foundation (Weeks 1-4)

- LinkedIn personal profile optimization for Musa "Moose" Masuluke
- Website redesign and deployment (on client-provided hosting)
- Google My Business optimization
- 4 SEO-optimized blog posts (800-1,200 words each)
- Social media template library (20+ templates)
- Review collection system and templates
- Business directory submissions (minimum 15 platforms)

Phase 2: Content Engine (Weeks 5-8)

- 100+ social media content assets (repurposed from existing materials)
- 4 additional blog posts
- Email marketing system setup
- Newsletter template creation
- SEO keyword research and implementation

- Video content strategy guide

Phase 3: Partnership Pipeline (Weeks 9-12)

- School partnership database (30 target schools)
- Corporate CSR prospect research (20 companies)
- Partnership proposal templates
- Email outreach sequences
- Pitch deck creation (5 slides)
- 3 client case studies

Ongoing Throughout Project:

- Weekly strategy consultation (30-45 minutes)
- Monthly performance reporting
- Content review and approval process
- Email/WhatsApp support (response within 24 business hours)

1.2 Final Deliverables Package

Upon project completion, client receives:

- Complete digital asset library (all content, graphics, templates)
- 12 published blog posts
- Optimized website with founder story integration
- LinkedIn content calendar (next 6 months)
- Email marketing automation sequences
- Partnership outreach systems and templates
- Standard operating procedures documentation
- 2-hour training session on ongoing management

2. SERVICE LEVEL COMMITMENTS

2.1 Response Times

Request Type	Response Time	Resolution Time
Email/WhatsApp inquiry	24 business hours	48 business hours
Content approval request	24 hours (consultant to client)	48 hours (client to consultant)
Urgent issue escalation	4 business hours	24 business hours
Weekly meeting scheduling	48 hours advance notice	N/A
Monthly report delivery	By 5th of following month	N/A

Business Hours Defined: Monday-Friday, 9:00 AM - 5:00 PM SAST (excluding South African public holidays)

2.2 Quality Standards

Content Quality:

- All blog posts: Minimum 800 words, SEO-optimized, grammatically correct
- Social media assets: Professional design using Canva templates
- Email sequences: Tested for deliverability and mobile responsiveness
- Proposals/templates: Client-ready, professional formatting

Technical Standards:

- Website: Mobile-responsive, loads in <3 seconds, SSL-secured
- LinkedIn profile: 100% completion, professional headshot, 10+ recommendations target
- Google My Business: Complete profile with 20+ photos, optimized description
- Email system: GDPR-compliant, unsubscribe functionality

Strategic Standards:

- All recommendations backed by industry data and benchmarks
- Strategies aligned with client budget constraints (zero/low-cost focus)
- Measurable KPIs established for each initiative
- Monthly performance tracking against established baselines

2.3 Availability & Communication

Weekly Strategy Sessions:

- Scheduled at mutually convenient time
- 30-45 minutes duration
- Agenda shared 24 hours in advance
- Meeting notes provided within 24 hours post-call

Asynchronous Communication:

- Email: Checked twice daily (morning/afternoon)
- WhatsApp: Monitored during business hours
- Emergency contact: Available for critical issues

Proactive Updates:

- Weekly progress summary (sent every Friday)
- Monthly performance dashboard (sent by 5th of month)
- Immediate notification of any blockers or delays

3. CLIENT RESPONSIBILITIES

3.1 Required Client Actions

To ensure project success, client commits to:

Content Provision:

- Provide existing photos, videos, and testimonials within Week 1
- Share founder bio details and experience timeline (for LinkedIn/website)
- Approve or provide feedback on content within 48 business hours
- Provide login credentials for platforms (GMB, website hosting, social media)

Decision-Making:

- Attend weekly strategy sessions (or send designated representative)
- Approve final content before publication
- Provide direction on brand voice, messaging preferences
- Make go/no-go decisions on outreach campaigns within 48 hours

Operational Execution:

- Musa "Moose" Masuluke to post LinkedIn content 2x/week (consultant provides ready-to-post content)
- Respond to business inquiries generated through strategy within 2-4 hours
- Request reviews from past clients using provided templates
- Coordinate video testimonial collection with past clients

Financial Obligations:

- Pay R150 deposit upon agreement acceptance
- Pay R600 balance by December 31, 2025
- Maintain access to hosting platform (Oracle VM or Bluehost)

3.2 Client Approval Process

Content Approval Workflow:

1. Consultant creates content (blog post, LinkedIn post, etc.)
2. Consultant submits for review via email/shared doc
3. Client reviews within 48 business hours
4. Client provides: (a) Approval, (b) Minor edits, or (c) Major revision request
5. Consultant implements feedback within 24 hours
6. Content published upon final approval

Major revision defined: Requesting >30% content rewrite or strategic direction change

Approval SLA: If client does not respond within 72 hours, consultant may proceed with publication using professional judgment (client retains right to request post-publication edits)

4. PERFORMANCE METRICS & TARGETS

4.1 Key Performance Indicators (KPIs)

Month 1 Targets (Weeks 1-4):

- LinkedIn profile views: 500+
- Website visitors: 100+
- Google My Business impressions: 200+
- Google reviews collected: 15+
- Blog posts published: 4
- Social media templates created: 20+

Month 2 Targets (Weeks 5-8):

- LinkedIn profile views: 1,000+/month
- Website visitors: 300+/month
- Monthly business inquiries: 5-8
- Blog posts published: 8 total (cumulative)
- Email subscribers: 50+

Month 3 Targets (Weeks 9-12):

- LinkedIn profile views: 2,000+/month
- Website visitors: 500+/month
- Monthly business inquiries: 8-12
- Blog posts published: 12 total
- School partnership meetings booked: 3-5
- Email subscribers: 100+

4.2 Minimum Performance Guarantee

By end of Week 12, if metrics fall below:

- 1,000+ cumulative LinkedIn profile views
- 200+ monthly website visitors
- 20+ Google reviews
- 5+ quality business inquiries attributed to digital strategy

...Service Provider commits to providing 10 additional hours of optimization work at no cost to bring metrics to minimum threshold.

Quality business inquiry defined: Contact from school, corporate, or direct consumer expressing interest in booking, requesting quote, or scheduling consultation.

5. PROJECT MANAGEMENT & REPORTING

5.1 Weekly Rhythm

Every Monday:

- Week-ahead priorities email sent to client
- Content calendar for the week shared

Every Friday:

- Weekly progress summary delivered
- Metrics snapshot (LinkedIn views, website traffic, new reviews)
- Upcoming week preview

Monthly (by 5th):

- Comprehensive performance dashboard
- Month-over-month growth analysis
- Strategic recommendations for next phase

5.2 Reporting Dashboards

Weekly Dashboard includes:

- Tasks completed vs. planned
- Content published (blog, social, email)
- Platform metrics (LinkedIn, website, GMB)
- Blockers and mitigation actions

Monthly Dashboard includes:

- All KPIs tracked against targets
- Inquiry source breakdown (LinkedIn, Google, referral, etc.)
- Content performance analysis (top posts, blog traffic sources)
- Next month objectives and action plan

5.3 Change Management

Scope Changes:

- Minor scope adjustments (<10% effort): No cost impact
- Major scope additions (>10% effort): Requires written change order
- Client-requested delays: Timeline extended accordingly, no cost impact
- Consultant-caused delays: Timeline extended, potential discount applied

Process for Scope Change:

1. Party requesting change submits written description
2. Consultant assesses effort/timeline impact
3. Both parties agree to revised scope and timeline
4. Updated project plan documented

6. TECHNOLOGY & PLATFORMS

6.1 Platforms Managed

Consultant Responsibilities:

- Website (hosted on client Oracle VM or Bluehost)
- Google My Business listing
- Business directory submissions (15+ sites)
- Email marketing platform setup
- Social media template creation (Canva)

Joint Management:

- LinkedIn (Moose's personal profile—consultant creates, Moose posts)
- Facebook (consultant creates content, client or consultant posts)
- Instagram (consultant creates content, client or consultant posts)

Client Retains Full Control:

- Hosting platform access and management
- Social media account ownership
- Email list ownership
- Domain registration and DNS

6.2 Tool Stack (All Free/Low-Cost)

Tool	Purpose	Cost to Client
Google Sites or WordPress	Website platform	R0 (client hosting)
Canva Free	Graphic design	R0
Google My Business	Local SEO	R0
Mailchimp/ConvertKit Free Tier	Email marketing	R0 (up to 500 subscribers)
LinkedIn Free	Founder personal brand	R0
Google Analytics	Website tracking	R0
HubSpot CRM Free	Lead tracking	R0

Total recurring cost to client: R0 until business scales beyond free tiers

6.3 Data & Access

Consultant Access Required:

- Website backend (WordPress/cPanel login)
- Google My Business admin access
- Social media account access (posting permission)
- Google Analytics view access
- Email marketing platform admin

Data Ownership:

- All content created = client intellectual property
- Email list = client property
- Website code/design = client property
- Strategic frameworks = consultant retains for portfolio use (anonymized)

Data Security:

- Consultant uses secure password management (LastPass/1Password)
- No client data stored on unsecured devices
- GDPR/POPIA compliance for email collection
- Credentials revoked immediately upon project completion

7. PAYMENT TERMS & INVOICING

7.1 Payment Structure

Total Project Fee: R750 (fixed, all-inclusive)

Payment Milestones:

1. **Deposit (R150):** Due upon SLA acceptance to secure start date
2. **Balance (R600):** Due by December 31, 2025

Flexible Payment Option:

- Balance payable anytime before December 31, 2025
- No penalties for early payment
- No interest or late fees if paid before deadline
- Partial payments accepted (e.g., R200 in Nov + R400 in Dec)

7.2 Invoicing Process

Deposit Invoice:

- Issued upon SLA acceptance
- Payable within 3 business days to start project
- Sent via email with banking details

Balance Invoice:

- Issued in Week 9 (or upon client request)
- Due December 31, 2025
- Email reminder sent 2 weeks before due date (Dec 17)

Payment Methods:

- EFT/Bank Transfer (preferred)
- SnapScan/Zapper
- Cash (in-person with receipt)

7.3 Refund Policy

Deposit (R150):

- Non-refundable once project commences (Week 1 starts)
- Full refund if project cancelled before Week 1 kickoff

Balance (R600):

- Not owed if project cancelled before Week 9

- Pro-rated refund if project terminates early due to consultant failure to deliver

Performance Guarantee Refund:

- If minimum performance guarantee not met (Section 4.2), client may request:
  - (a) 10 hours additional optimization work (no cost), OR
  - (b) R300 refund (50% of balance)

8. INTELLECTUAL PROPERTY & CONFIDENTIALITY

8.1 Work Product Ownership

Upon Full Payment:

- All blog posts, social media content, graphics = client owns
- Website design and code = client owns
- Email sequences and templates = client owns
- Strategic documents (proposals, outreach templates) = client owns

Consultant Retains:

- Right to use anonymized case study for portfolio/marketing
- Strategic frameworks and methodologies (not client-specific)
- Process templates (generalized versions)

8.2 Confidentiality

Consultant Agrees:

- Not to disclose client financial data, customer lists, or sales information
- Not to share client strategies with competitors
- To maintain confidentiality of business discussions

Client Agrees:

- Not to share consultant's proprietary frameworks with third parties
- Not to resell or redistribute consultant's strategic documents

Term: Confidentiality obligations survive agreement termination indefinitely

8.3 Brand Usage

Consultant May:

- List Adventure Labs as client in portfolio (with permission)
- Share anonymized results ("Helped outdoor education company achieve 5x inquiry growth")
- Use project as case study in proposals to future clients (anonymized or with permission)

Client May:

- Reference consultant as service provider in testimonial/recommendation
- Share deliverables internally without restriction

9. LIMITATION OF LIABILITY & WARRANTIES

9.1 Warranties

Consultant Warrants:

- Services performed with professional skill and care
- All content original or properly licensed
- Compliance with applicable South African laws and regulations
- No intentional infringement of third-party intellectual property

Consultant Does NOT Warrant:

- Specific business outcomes (revenue targets are projections, not guarantees)
- Third-party platform behavior (Google algorithm changes, LinkedIn policy updates)
- Client conversion rates (consultant generates leads, client closes sales)

9.2 Limitation of Liability

Maximum Liability:

- Consultant total liability limited to amount paid by client (R750)
- Applies to direct damages only
- No liability for indirect, consequential, or lost profit damages

Exclusions:

- Consultant not liable for client failure to implement recommendations
- Not liable for outcomes resulting from incomplete/inaccurate client information
- Not liable for third-party service failures (hosting downtime, email platform issues)

9.3 Force Majeure

Neither party liable for delays caused by events beyond reasonable control:

- Natural disasters, pandemics, government actions
- Internet/infrastructure failures
- Strikes, labor disputes
- War, terrorism, civil unrest

Obligation: Affected party must notify other party within 48 hours and propose alternative timeline

10. TERMINATION & CANCELLATION

10.1 Termination by Client

Client May Terminate:

- With 7 days written notice at any time
- Without cause (convenience termination)

Financial Obligations Upon Client Termination:

- Deposit (R150) non-refundable if project already started
- Balance (R600) owed only if termination occurs after Week 9
- Partial deliverables provided based on work completed to date

10.2 Termination by Consultant

Consultant May Terminate If:

- Client fails to pay deposit within 7 days of acceptance
- Client fails to provide required information/access after 14 days of request
- Client repeatedly misses approval deadlines causing 3+ week delay
- Client engages in abusive, threatening, or unlawful behavior

Financial Obligations Upon Consultant Termination:

- Full refund of all payments made
- Deliverables provided for work completed to date (as courtesy)

10.3 Suspension of Services

Services May Be Suspended If:

- Client non-responsive for 14+ consecutive days
- Client fails to pay balance 30 days after due date (Jan 30, 2026)
- Client requests pause for business reasons

Resumption: Services resume upon resolution of suspension cause; timeline extended accordingly

11. DISPUTE RESOLUTION

11.1 Escalation Process

Step 1: Direct Discussion (Week 1)

- Parties discuss dispute via call or in-person meeting
- Attempt to reach mutual understanding and resolution

Step 2: Mediated Negotiation (Week 2)

- If unresolved, parties engage neutral third-party mediator (mutually agreed)
- Mediation costs split 50/50
- Non-binding recommendations

Step 3: Arbitration (Week 3+)

- If still unresolved, binding arbitration
- Arbitrator appointed per South African Institute of Chartered Accountants (SAICA) or similar
- Decision final and binding

Legal Action:

- Only after exhausting above steps
- Jurisdiction: South Gauteng High Court, Johannesburg
- Prevailing party may recover reasonable legal costs

11.2 Good Faith Commitment

Both parties commit to:

- Resolving disputes professionally and in good faith
- Continuing services during dispute resolution (unless safety/ethics issue)
- Maintaining confidentiality of dispute details

12. GENERAL PROVISIONS

12.1 Entire Agreement

This SLA, together with the quotation and invoice, constitutes the entire agreement between parties. Supersedes all prior oral or written communications.

12.2 Amendments

Amendments must be:

- In writing
- Signed by both parties
- Dated and appended to this agreement

12.3 Assignment

Neither party may assign rights/obligations without written consent of other party.

Exception: Consultant may subcontract specific tasks (graphic design, video editing) while retaining overall responsibility.

12.4 Notices

All formal notices must be sent to:

Client:
Adventure Labs Team Building & Recreation
Attn: Musa "Moose" Masuluke
[Email Address]
[Phone Number]

Consultant:
Tshiamo Milgrand Masuluke
[Email Address]
[Phone Number]

Notice Effective: Upon email delivery confirmation or 3 business days after postal mailing

12.5 Governing Law

This agreement governed by laws of Republic of South Africa.

13. ACCEPTANCE & SIGNATURES

By signing below, both parties acknowledge:

- Having read and understood all terms
- Agreeing to commitments and obligations outlined
- Entering into binding legal agreement

SERVICE PROVIDER:

Signature: _____

Name: Tshiamo Milgrand Masuluke

Title: Business Analyst & Marketing Specialist

Date: _____

CLIENT:

Signature: _____

Name: Musa "Moose" Masuluke

Title: Founder, Adventure Labs

Date: _____

Signature: _____

Name: Neo [Surname]

Title: Co-Founder, Adventure Labs

Date: _____

APPENDIX A: PROJECT TIMELINE

Week	Phase	Key Deliverables
0	Contract	SLA signed, deposit paid
1-2	Foundation	LinkedIn profile live, website redesigned
3-4	Foundation	4 blog posts, GMB optimized, templates created
5-6	Content Engine	100 social assets, 2 blog posts, email system
7-8	Content Engine	2 blog posts, SEO implementation, video guide
9-10	Partnerships	School database, outreach templates, 2 blog posts
11-12	Partnerships	Corporate pitch deck, case studies, 2 blog posts
13	Handover	Training session, final documentation, 6-month roadmap

APPENDIX B: COMMUNICATION CHANNELS

Purpose	Primary Channel	Response SLA
Weekly strategy call	Google Meet/Zoom/WhatsApp	Scheduled in advance
Content approval	Email with attachments	24 hours
Quick questions	WhatsApp	4 business hours
Formal requests	Email	24 business hours
Urgent issues	WhatsApp + Email	4 hours
Monthly reports	Email (PDF attachment)	By 5th of month

Questions or clarifications on this SLA?
Contact Tshiamo Milgrand Masuluke at [Your Contact Info]

This Service Level Agreement is effective upon signature by both parties and remains in force for the 12-week project duration plus 30-day warranty period.