



# TUKU GROUP

Independent ideas. Thoughtful brands. Assembled with intention.

## SCOPE OF ENGAGEMENT

**Client:** Patrick Farley (patrick@mfsp.io)

**Project:** Voyj

**Engagement:** Strategic Discovery

**Period:** December 2025

**Investment:** \$5,000

## WHAT THIS IS

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Strategic discovery work focused on getting clear on what actually matters before diving into execution. This is collaborative exploration that responds to what's needed, not rigid consulting with predetermined deliverables.

## COMMITMENT

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### Activities:

- Conversations with Pat and team as needed
- Review and synthesis of existing materials
- Strategic thinking and pattern recognition
- Creating whatever needs to exist to move forward

**Rhythm:** Some weeks heavy, some weeks light, responding to what's actually needed

## APPROACH

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### **Week 1: Listen**

Initial conversation with Pat. Understanding what exists, what matters, where's the fog. Async processing and pattern recognition. Follow-up to clarify and identify focus areas.

### **Week 2: Explore**

Conversations with team members. Synthesis of what's emerging. Identifying 1-2 highest-priority areas. Beginning to shape what needs attention.

### **Week 3+: Focus**

Deep dive on whatever emerged as most important. Collaborative working sessions. Creating something tangible. Refinement based on feedback.

## WHAT YOU'LL HAVE BY END OF ENGAGEMENT

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1. **Clear understanding of current state** (what exists, what matters, what's broken)
2. **Identified priorities for Q1 2026** (the 1-2 things that actually matter)
3. **Something tangible** (whatever artifact emerged as most useful)
4. **Recommendations for how to move forward**

The specific artifact will emerge from the work itself. Could be: Brand voice synthesis, customer journey map, operational framework, priority roadmap, or something entirely different based on what's discovered.

## WHAT THIS ISN'T

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- Not fixing existing website (that's handled elsewhere)
- Not technical execution (that's for other resources)
- Not rigid deliverables with predetermined formats

- Not weekly status reports or corporate consulting process

## WHAT THIS IS

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- Slowing things down deliberately to see what actually matters
- Strategic thinking without predetermined outcomes
- Helping question structures and explore alternatives
- Creating operational clarity on how to move forward effectively

## PAYMENT TERMS

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**Investment:** \$5,000

**Payment Due:** Before engagement start

**Preferred Method:** ACH

**Alternative:** Stripe available if needed

## DECISION POINT

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End of engagement period: assess value delivered and determine whether to continue with focused work in subsequent month based on what was discovered.

*This scope reflects TUKU's discovery methodology: understand before building, respond to what's learned, deliver complete value that enables informed next decisions.*

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