



# STANDARD OPERATIONAL PROCEDURE



**Extended Reality (XR):** /ik'stendəd// adjective, rē'alədē/ noun (/eks/ /är/ nouns)

A term referring to all real and virtual combined environments and human-machine interactions generated by computer technology and wearables. It includes representative forms such as augmented reality (AR), augmented virtuality (AV) and virtual reality (VR) and the areas interpolated among them.

**Media:** /'mēdēə/ noun

The main means of mass communication (broadcasting, publishing, and the Internet), regarded collectively.



XR MEDIA



## Table of Contents

- 1 Preface
  - Introduction
  - Purpose
  - Requirements
- 2 Proposal Building
  - Assignment - Day 1
  - Kickoff - Day 2
  - Proposal Document

## Preface

### ● Introduction

This document outlines the roles and responsibilities ofrop-builders, and the timedined process for delivery.

### ● Purpose

The purpose of the prposal build is to provide content/material that persuades he prospect to buy.

- Explains the production
  - Empowers buyer with appropriate details
  - Serves as a reference
- **(1)** during pitch,
- **(2)** for client's internal conversations, and
- **(3)** as an exhibit for our contractual agreement.

### ● Requirements

- Proposal must be very **timely** delivered digitally and hard copy within 24-120 hrs from the time of assignment
- Proposal must be **quality**, detailing, yet succinct, and without grammatical or spelling errors.



## Proposal Building

### ● Assignment - Day 1

- A "qualified" buyer demonstrates interest and provides the proper information necessary for us to pursue a proposal build.
- Open NOVAPROPOSALBUILDING folder (by copying template and numbering accordingly).
- Complete "background document" and other available info
- Share folder over slack "sales" Channel the folder and a little hype
- Add kickoff to calendar (<24h of assignment), invite all prospective participants

### ● Kickoff - Day 2

- Intro to team (3-5 minutes) *background info*
- Team asks questions (3-5 minutes)
- Dictate which title ones will be necessary
- Discuss until 30 minute meeting mark (objective>everything)
- Prop Director assigns *Title Ones*
- Individually outline sections for 10 minutes
- Builders present for 90 seconds each.
- Ask questions (up to 5 minutes discuss)
- Verify assignments/ due dates
- Content and assignments committed
- Sales Director sends Strategy over slack and commits it to git repo.

## ● Proposal Document

Everyone breaks away to work on their on proposal assignments. Any Qs or doubts, reach out to Prop-Director.

## ● Day 3 Deliverables

Task	Dir	C
Update client on progress	SD	
Confer on illustration draft	SD	
refine <i>title ones</i>	SD	
Pitch Run of Show Drafted	SD	
refine <i>title ones</i>	PD	
Estimate distribution \$/x/Ds	PD	
Prospective Dist partners	PD	
Contract drafted	PD	
Draft illustrations	DD	
Estimate design \$/x/Ds	DD	
Prospective hires	DD	
Sketch tec architecture	TD	
Report on prospective studios	TD	
Estimate tech \$/x/Ds	TD	
Confirm Ev of Dev (TD)	TD	



## Day 4 Deliverables

<b>Confirm \$/X/Ds</b>	<b>DD</b>
<b>Confirm \$/X/Ds</b>	<b>PD</b>
<b>Confirm \$/X/Ds</b>	<b>TD</b>
<b>Practice pitch prez</b>	<b>SD</b>
<b>Poofs read all documents</b>	<b>(E)</b>
<b>Changes are made</b>	<b>(E)</b>
<b>Final Designs due</b>	<b>(DD)</b>
<b>Pitch Run of Show</b>	<b>(SD)</b>
<b>Gant info inputted</b>	<b>(E)</b>
Final content edits made	
Formatting confirmed (PD)	

## Day 5 Deliverables

- Final proof read (E)
- Printed (DD)
- Upload to website (TD)

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- Physically delivered (SD)
- Pitch / presentation (SD)
- Formalized Report (SD)







