



STANDARD OPERATIONAL PROCEDURE

Extended Reality (XR): /ɪk'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







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- 1 Proposal Building

Proposal Building

Requirements

- Proposal to be **timely** - delivered digitally & hard copy within 24-120 hrs of assignment
- Proposal must be **quality**, detailed, succinct, spell/grammar checked - to their specific request.

Assignment - Day 1

- A "qualified" buyer demonstrates interest and provides the proper information necessary for us to pursue a proposal build.
- Open NOVAPROPOSALBUILDING folder (copy template + 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)
- Discuss until 30 minute meeting mark (objective>everything)
- Prop Director assigns *Directors*
- Individually outline sections for 10 minutes
- Builders present and ask questions
- CONFIRM: How are we satisfying the objective and measuring success
- 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	
Tracking/KPIs refined	PD	
Draft illustrations	AD	
Estimate design \$/x/Ds	AD	
Prospective hires	AD	
Sketch tec architecture	TD	
Report on prospective studios	TD	
Estimate tech \$/x/Ds	TD	
Confirm Ev of Dev (TD)	TD	
legal agreement written	SD	
Prints distributed	PD	

Day 4 Deliverables

Task	Dir	C
Confirm \$/X/Ds	AD	
Confirm \$/X/Ds	PD	
Confirm \$/X/Ds	TD	
Practice pitch prez	SD	
Poofs/edits all documents	SD	
Poofs/edits all documents	AD	
Poofs/edits all documents	TD	
Poofs/edits all documents	PD	
Final Designs due	AD	
Pitch Run of Show	SD	
Gant info inputted	TD	
Gant info inputted	AD	
Gant info inputted	PD	
Final content edits made	PD	
Formatting confirmed	PD	
Pitches team	SD	



Day 5 Deliverables

Task	Dir	C
Final proof read	PD	
Final proof read	SD	
Final proof read	AD	
Final proof read	TD	
Printed	TD	
Upload to website	TD	
Share link over slack	TD	
Physically delivered	SD	
Pitch / presentation	SD	
Formalized Report SD	SD	