

EVERY

June 2, 2025

Every Media, Inc.

123 Nevins St

Brooklyn, NY 11217

Proposal created for:

New Politics

9 East St

Boston, Massachusetts 02111

Overview

New Politics aims to streamline internal and cross-departmental workflows by identifying specific areas where AI can significantly enhance productivity. At the end of this project, the team will have a clear understanding of each department's opportunities related to AI, along with measurable reductions in effort required to reach key organizational goals. These outcomes will be achieved through improved processes and targeted AI automation, leading to tangible operational improvements.

This project will:

- Support the executive team in developing a company-wide AI stance and strategy that drives measurable efficiency
- Identify AI opportunities for each team
- Deliver a prompt library filled with department specific tools that the team can use to scale themselves
- Deliver a training plan that addresses unique needs, ensuring AI investments drive tangible business results

**Phases &
Deliverables**

Phase 1: AI Assessment & Paradigm (3 Weeks)

This phase focuses on conducting twelve interviews with employees to develop a comprehensive understanding of New Politics' operations. We will identify inefficiencies, automation opportunities, and high-impact AI use cases, evaluating how they interact across departments. The goal is to surface clear, actionable opportunities for AI-driven process improvements, broader operational efficiencies, and agents/prompts/tools

Deliverables:

- **An analysis of the business, identifying departmental and cross functional challenges and opportunities, delivered on our proprietary software, Paradigm.** The executive team will be able to
-

EVERY

review the full report and interact with interview findings through a chat-style AI interface, offering unprecedented insight into employee perspectives

- **High impact AI use cases identified per department.** Usual solutions include prompts, GPTs, and projects enabled through the use of a horizontal LLM
- **A roadmap outlining how to drive adoption** and streamline processes across teams
- **AI Technical stack evaluation and recommendation.** Support in selecting and procuring the appropriate number of seats based on compliance, security, and scalability needs
- **Development of the training curriculum** for Phase 2, ensuring teams are prepared for AI adoption
- **Immediate access to Every and all of our software**, accessible for the duration of the project

This phase will provide New Politics with a clear, structured roadmap for AI integration, ensuring recommendations are actionable and aligned with executive goals

Phase 2: AI Deployment, Process Optimization, and Training (4-6 Weeks)

This phase focuses on translating the recommendations from Phase 1 into action by implementing AI-powered efficiencies, optimizing workflows, and training employees to integrate AI into daily operations. Our approach will focus on process automation and cultural transformation.

1. Process Automation: Implementing AI-powered solutions to streamline operations through prompt and GPT development (stored in the prompt library), tailored AI workflows, and training programs.
2. Training & Cultural Transformation. New Politics will designate five internal champions (at least one per department) with whom Every will liaise to ensure that training sessions are both practically impactful and strategically resonate with team concerns and pain points.

Deliverables:

- **Rollout** of the chosen LLM provider
 - **10 function-specific AI training sessions**, each addressing an operational challenge with a customized AI solution hosted on the chosen LLM provider
 - **2 Office Hours** allowing teams to work directly with Every leaders to troubleshoot issues, improve prompts and GPTs, and optimize AI adoption
-

EVERY

- **Custom made Prompts, GPTs, and Projects** that assist or solve department operational challenges identified in phase 1, introduced to departments during training sessions and improved during office hours
- **Evergreen content and recordings** from every session for net new employees

By the end of this phase, New Politics' teams will have the skills, AI-powered tools, and streamlined workflows needed to drive efficiency, automate key processes, and seamlessly integrate AI into daily operations.

Personnel

New Politics's main point of contact for this project will be Natalia Quintero.

Every is a team of AI practitioners, product leaders, and entrepreneurs who are shaping the future of applied AI. We have built AI solutions for private equity firms, law firms, and Fortune 500s, turning AI strategy into products and revenue. Our team includes experts who have designed AI systems, developed custom tools, and trained leading organizations on AI adoption.

Fees & Costs

Each phase is structured to drive efficiency, innovation, and long-term growth. Fees for services rendered are structured to maximize impact at each phase:

Phase 1	AI Assessment & Paradigm	\$20,000
Phase 2	AI Training <i>Training consists of ten hour-long sessions and two office hours at \$7,000 per session. Additional training sessions requested will be billed at this rate.</i>	\$84,000

All training will be conducted remotely. For any additional AI-related advisory or technical support beyond the agreed scope, Every will provide services at a rate of \$450 per hour.

Billing

Phase 1: 100% at signature

Phase 2: 50% at phase start, 50% at phase delivery

EVERY

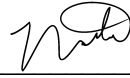
Agreed to **Every Media, Inc.**

Name: Natalia Quintero

Title: Consulting Partner

Date: ~~2025-06-16~~ 11:13 AM

Signature: _____



New Politics

Emily Cherniack

Name: _____



Title: Executive

Date: ~~2025-06-17~~ 02:29 PM

Signature: _____



Signing Certificate

Signer Events	Signature	Details
<p>Natalia Quintero natalia@every.to</p> <p>Signer</p> <p>Authentication Level: Email</p>	<div></div> <p>Signature ID: CMBZ8F75X0INVAD1SCUY0GEVW</p> <p>IP Address: 74.72.80.142</p> <p>Device: Mac OS - Chrome 137.0.0.0</p>	<p>Sent: 2025-06-16 03:12:15 PM (UTC)</p> <p>Viewed: 2025-06-16 03:13:33 PM (UTC)</p> <p>Signed: 2025-06-16 03:13:50 PM (UTC)</p> <p>Reason: I am the owner of this document</p>
<p>Emily Cherniack emily@newpolitics.org</p> <p>Signer</p> <p>Authentication Level: Email</p>	<div></div> <p>Signature ID: CMBZ8F75Y0INXAD1SAEB12B96</p> <p>IP Address: 172.56.195.192</p> <p>Device: iOS - Chrome 137.0.7151.107</p>	<p>Sent: 2025-06-16 03:12:15 PM (UTC)</p> <p>Viewed: 2025-06-17 06:29:03 PM (UTC)</p> <p>Signed: 2025-06-17 06:29:42 PM (UTC)</p> <p>Reason: I am a signer of this document</p>



Signing certificate provided by:  **Documenso**