

EVERY

April 16th, 2024

Every Media, Inc.

920 Broadway, 15th Floor

New York, NY 10010

Proposal built for:

American Securities

590 Madison Avenue, 38th Floor

New York, NY 10022

Overview

American Securities is looking to train their employees on various horizontal and vertical AI use cases and skills. The goal is to create grassroots use of AI within the organization such that it naturally becomes a part of American Securities' employee's day-to-day work process.

Goals

This project will strive to achieve the following goals:

1. 70%+ of American Securities team using AI at least once daily
2. A 50+ NPS (net promoter score) on trainings
3. Sentiment around AI within American Securities becoming positive and a part of daily conversation

Phases

Phase 1 Curriculum Development: Every will conduct a short research phase to understand the general (horizontal) and department specific (vertical) use cases for American Securities, with the goal of developing a training schedule and matching curriculum & content for the 2024 calendar year.

Phase 2 Training: We'll run monthly cross departmental training sessions, as well as department specific training sessions according to the curriculum developed in Phase 1. We will also hold office hours once a week for any and all AI related questions and projects.

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Deliverables

Phase 1 (1-month):

- A detailed cross-departmental and departmental curriculum and schedule. This includes live training material and take home material for those interested in learning more outside of our trainings. All trainings will come with supplemental material that will help employees become adept on the specific GenAI training being conducted.
- American Securities will have an indefinite license to all generated content.

Phase 2 (recurring):

- At the start of each quarter, Chris and Brandon will meet to plan the training sessions for the upcoming quarter.
 - American Securities agrees to a minimum of 2 training sessions per month with the ability to add more at the beginning of each quarter or month.
 - If a training is added mid quarter, payment for the additional training(s) will be made within 14 days of being added.
 - Weekly 1 hr office hours hosted virtually
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Personnel

American Securities' main point of contact for this project will be Brandon Gell. Dan Shipper will lead select training sessions and be heavily involved in curriculum development.

Every may include various other personnel on the project for the purposes of curriculum development and specialized trainings so long as Every notifies American Securities in advance of their inclusion on the project. This will be done at no extra cost to American Securities.

Fees & Costs

Fees for services rendered will be as follows:

- **Phase 1: \$30,000**
- **Phase 2 (minimum of 2 sessions per month):**
 - \$7500 per session
 - Sessions can be either horizontal (all company) or vertical (department/seniority specific)

All travel and project related expenses will be covered by American Securities, included in the monthly invoice.

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If American Securities requires support outside of this scope, Every will provide it at a rate of \$450 / hour.

Should American Securities elect not to move forward with subsequent phases, they will not owe Every fees from subsequent phases.

Billing

Phase 1: 50% at phase kickoff, 50% at the conclusion of the work.

- Phase 1 will kickoff on June 23rd

Phase 2: 100% retainer at the start of each quarter, paid post-planning session between Brandon and Chris.

- American Securities commits to the first quarter of trainings, minimum 2x trainings per month.
 - American Securities retains the right to opt-out of the agreement at the beginning of each quarter.
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Agreed to

Every Media, Inc.

Name: Dan Shipper

Title: CEO & Founder

Date: April 16th, 2024

Signature: _____



American Securities

Name: David J. Maue

Title: COO

Date: 5/21/2024

Signature: _____

