# Statement of Work

This Statement of Work ("SOW") is made effective as of **March 25, 2025** (the "Effective Date"), by and between **FutureSkills Solutions**, a company duly incorporated and existing under the laws of Illinois, with its principal place of business located at **23 Main St., Suite 1800, Chicago, IL 60606** ("Client"), and **MarketPulse Dynamics**, a marketing analytics and strategy service provider, with its principal place of business located at **900 Marketing Row, Atlanta, GA 30308** ("Service Provider"). This SOW is governed by the terms and conditions set forth in the Master Service Agreement ("MSA") between the parties dated March 18, 2025.

## 1. Background and Objectives

Client seeks to engage Service Provider to design and implement a digital marketing strategy focused on customer journey optimization and campaign performance tracking. The objective is to enhance customer engagement, improve campaign ROI, and generate actionable audience insights.

## 2. Services to be Provided

Service Provider agrees to perform the following services ("Services") under this SOW:

(a) **Customer Journey Mapping** Conduct discovery sessions, analyze existing user behavior across digital touchpoints, and create a documented multi-channel customer journey strategy.

(b) **Digital Campaign Development & Execution** Design, launch, and monitor a multi-wave campaign across email, social, and paid channels to drive engagement and conversions.

(c) **Performance Analytics and Reporting** Provide weekly dashboards and end-of-campaign wrap-up reports with performance metrics, optimization recommendations, and customer behavior trends.

(d) **Ad Hoc Strategic Consultations** Offer strategic consulting sessions on campaign pivoting, channel allocation, and messaging tactics, as requested by Client.

## 3. Term and Renewal

This SOW shall commence on the Effective Date and shall continue for **nine (9) months**, ending on **December 31, 2025**, unless terminated earlier in accordance with the provisions herein. Renewal or extension of Services may be executed through an addendum or new SOW.

## 4. Payment Terms

The total contract value for Services under this SOW is **fifty-four thousand five hundred US dollars (USD 54,500)**. Payments will follow the schedule below:

* **Initial Deposit** of **$18,000** due by **April 15, 2025**
* **Second Installment** of **$18,000** due by **July 15, 2025**
* **Final Installment** of **$18,500** due by **October 15, 2025**

All invoices are payable **within thirty (30) days** of receipt. Late payments may incur interest as outlined in the MSA.

## 5. Termination

Either Party may terminate this SOW:

* **For Cause**: With **ninety (90) days’ written notice** in the event of a material breach that is not remedied within the notice period.
* **For Convenience**: With **one hundred twenty (120) days’ written notice** to the other Party.

Any prepaid but unused fees shall be refunded to Client on a pro rata basis upon termination, unless termination is for cause by Service Provider.

## 6. Assignment

Neither Party may assign this SOW or any obligations hereunder without prior written consent of the other Party, except in the event of merger, acquisition, or sale of substantially all assets, provided the assignee is not a direct competitor.

## 7. Governing Law

This SOW shall be governed by and construed in accordance with the laws of the **State of Georgia**. Any dispute shall be resolved exclusively in the courts of **Fulton County, Georgia**.

## 8. Signatures

In witness whereof, the parties have executed this SOW as of the Effective Date.

For FutureSkills Solutions:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name:

Title:

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For MarketPulse Dynamics:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name:

Title:

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Exhibit A-1 to Statement of Work**

**Fees and Payment Schedule**

| **Role** | **Allocation** | **Location** | **Hourly Rate** |
| --- | --- | --- | --- |
| Digital Campaign Strategist | 100% | North America | $135 |
| Data Analyst | 50% | North America | $120 |
| Customer Journey Consultant | 75% | North America | $145 |

Monthly Billing Schedule (Based on Allocated Hours):

| **Month** | **Total Cost** |
| --- | --- |
| **April 2025** | $6,000 |
| **May 2025** | $6,000 |
| **June 2025** | $6,000 |
| **July 2025** | $6,500 |
| **August 2025** | $6,500 |
| **September 2025** | $7,000 |
| **October 2025** | $7,500 |
| **November 2025** | $7,000 |
| **December 2025** | $2,000 |

**Total: $54,500**

Client will pay all proper invoices within **thirty (30) days** of receipt. Client reserves the right to withhold payment for disputed portions of invoices pending resolution.