

Milestone-Based Bidding Schedule

The following table outlines the official compensation structure for **BRICK 2: Fast Funnel Marketing Engine – Development**. Each milestone payment is tied to successful validation against the defined success criteria.

Milestone	Hours	Complexity Weight	Bid Amount	Payment Trigger
1. Marketing Foundation	5 hours	25% (Foundation – Most Critical)	\$300	All success criteria validated + automated testing passed
2. Human Control Dashboard	4 hours	20% (User Interface Validation)	\$250	Successful demonstration by a non-technical user
3. Multi-Channel Outreach System	3 hours	15% (Outreach Automation)	\$200	Outreach system fully operational with engagement metrics
4. Business Integration	2 hours	10% (CRM & Revenue Tracking)	\$150	Lead-to-revenue tracking demonstrated with test data
5. Conversational AI Integration	3 hours	15% (AI Qualification System)	\$200	AI chat system achieves >80% lead qualification accuracy
6. BRICK 1 Integration Layer	4 hours	15% (Most Complex Integration)	\$200	Full BRICK 1 integration tested and validated with Fletcher's system

Total Estimated Hours: 21 hours

Total Amount :\$1300