## Merchant

Demo date: August  
Scoping start date: N/A

MSA Signature Date: Sep 30, 2024  
Onboarding Kick Off Date: Oct 2, 2024

[If Exists] Opt Out Date: N/A  
Go Live Date:

GTM POC: Rebecca / Daniel  
Implementation POC: Jeff

ERP: QBO

Tax Integration: No Tax (pretty sure)

### 

### Key people at Merchant

### CFO: [Mike Witkowski](mailto:mike@primary.vc)

* Operations: [Bridget Flaherty](mailto:bridget@primary.vc)
* Accounting team (outsourced): Standish

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| Notes Sections [Ops International Team to Ignore] *(AE/ Implementation to fill)*  **Roles and Responsibilities for the Primary Lab Team**   * **Bridget:** Handles contract management, responsible for tracking design and engineering service hours and ensuring the right amount / hours is invoiced out. * **Standish:** Accounting team handles QBO, collections, dunning, cash applications   They have a really good working relationship and wonderful partners to work with. |
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Company summary  
*(AE to fill)*

Primary Venture Partners is a venture capital firm with two different entities: Primary Labs (an entity that houses all the incubation work) and the Primary management company. Labs invoicing is mostly to incubated companies where they are basically charging the portcos for the payroll expenses if they haven't yet incorporated (and some other one off services). Mgmt co invoicing is to portfolio companies for all the Platform support (e.g. embedded recruiters). My understanding is that they send about 50 invoices a month. We will start with Primary Labs and then add the other entity when they are ready.

Goals (North star)  
*(AE/ Implementation to fill)*

**Goal:**

* Manage contracts: Currently handled by Bridget
* Automated invoicing: Currently handled by Bridget
* Dunning & collections: Currently handled by Standish (Accounting Firm)
* Simpler reporting: All

### Billing model *(AE/ Implementation to fill)*

Merchant invoice on a monthly basis for their portfolio companies for services, it includes:

* Executive recruiting fees
* Design and Engineering Services
* OIR (Operator In Residences) Salary

### Contract Processing Steps *(Implementation/Success to fill)*

1. Steps to process
   1. Service Start Date: Locate the "Start Date" specified in the Scope of Work.
   2. Months of Service: Identify the duration of the contract by checking the start and end dates.
   3. Item Name: Look for the project type or service title, such as "Market Development."
   4. Item Description: Leave blank.
   5. Integration Item: Leave blank.
   6. Billing Type: Flat.
   7. Total Price: Identify the total contract value.
   8. Quantity: Look for any references to service units, hours, or specific resource allocations.
   9. Start Date: Confirm the official commencement date as outlined in the document.
   10. Periods: Verify whether the contract is a fixed-term agreement or if it includes renewal options.
   11. Frequency: Identify the invoicing schedule (e.g., monthly payments).
2. Anything to ignore in contracts?
3. Specifics processing things the merchant has requested that may differ by contract (e.g. always back-date invoice date to final day of the month)
4. Default Service Term
   1. If None Listed, Ops Default is 1 Year
5. Default Net Payment Terms
   1. If None, Ops Default is 0
6. Default Billing Frequency
   1. If None Listed, Ops Default is Monthly
7. How do we handle taxes as a line item?
   1. If None Listed, Ops Default is every tax line item becomes a BT

### Events Processing (if necessary) *(Implementation/Success to fill)*

* Any important information on events billing

Integration Items Processing (if necessary)  
*(Implementation/Success to fill)*

* What are the instructions for assigning integration items?
* Example: All Statsig integrations items should be labeled as “Sales”
* Example: All “Pinata” integration items should be labeled as “Software Subscription Bundle” unless otherwise noted by Merchant

Post Processing Communications (if necessary)  
*(Implementation/Success to fill)*

* Does the Ops Team need to notify anyone on the team re: completion of processing batches in Implementation or Active phase?
* Who needs to be notified and when?
  + Example:
    - Who: Customer Success [Azmat Aziz] needs to be notified
    - Where: Messari internal merchant channel
    - When: contracts are processed [Merchant Phase: Active]

### Customer Information *(Implementation/Success to fill)*

* Any important information on specifics customers of this merchant
  + Special memo’s certain invoices require
  + Invoice changes due to merchant/customer relationship

### Feature Requests *(AE/Implementation/Success to fill)*

* FR 1
  + What is it
  + Why it's important
  + Urgency

### Rewatch Calls *(AE/Implementation/Success to fill)*

* Rewatch by dates