## Merchant Name: Darkroom Studios Implementation POC: Royce *(IM to fill)* CX POC: *[IMP to Add]*

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| Notes Sections   *(AE to fill if they have, Implementation to be completion DRI on handoff)*   * Info on how merchant bills  **🧾 Invoice Cadence**  * **~70 invoices/month**, and growing (6 new clients signed already this month) * Invoices are created manually in **QuickBooks Online (QBO)** * A separate **Google Sheet** tracks due dates, invoice numbers, fees, payment status, and ACH authorization flags   **💼 Contract Structure**   * **Custom contracts** for each client, with unique billing terms * Billing typically includes:   + **Monthly retainers** (flat service fees)   + **Variable components** based on **ad spend or revenue share** * Some contracts have **dynamic fee changes** month-to-month (e.g. $3K MRR in Month 1, $5K in Month 2, prorated depending on start date)   **📆 Proration & Adjustments**   * Common scenario: Client starts mid-month   + Month 1 = full fee   + Month 2 = prorated fee (e.g., from Aug 9 to Sep 1) * Malak manually calculates these prorated amounts and enters them into the sheet and QBO   **💳 Payments & Collections**   * **Some clients have ACH authorization**, and Malak deducts automatically on the due date * Most do not — so she manually follows up via email (which increases collection success) * Payments come in via ACH, checks, etc., and **must be manually reconciled**, especially when outside of QBO   **🌐 Tech Stack**   * **ERP:** QuickBooks Online (QBO) * **CRM:** HubSpot * **Contracts:** PandaDoc * **Tracking & Cash Flow:** Manual Google Sheets * **No tax software or Stripe currently**   1) What is the merchant temperament?  Darkroom’s temperament is cautious but partnership-minded.   * Ramy is highly detail-oriented and risk-aware - he needs confidence that Tabs can handle their complex, proration-heavy billing before fully trusting automation. At the same time, he’s transparent, growth-focused, and eager to build a long-term relationship, as long as pricing aligns with their current stage and infrastructure maturity. * Malak is pragmatic and execution-focused, eager to automate invoicing to save time and reduce manual workload, but still values transparency and control in the process.   3) What are the Tabs features that the key POC cares about?  **Automated Invoice Generation**   * Generate invoices directly from contract data (no more building them manually from Google Sheets).   **Proration & Complex Billing Logic**   * Accurately handle mid-month start dates, monthly fee changes, and partial-period calculations.   **Collections & Dunning Automation**   * Send timely reminders, escalate as needed, and reduce reliance on Malak’s manual follow-ups.   **Bank Reconciliation & Cash Matching**   * Auto-match payments from bank feeds (ACH, checks, etc.), especially those outside QuickBooks.   **Contract Ingestion from PandaDoc**   * Seamlessly pull billing terms and fee structures from signed contracts without manual entry.   **Flexible Approval & Control**   * Ability to review/edit invoices before they go out — especially important due to trust concerns. |
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### Billing model *(Entire Section: Implementation to fill section)*

* Are there unique things about the customer creation process for this merchant?
* Information on how merchant bills
* How contract is broken up
* One off things to know about the merchant

### Contract Processing Steps *(Entire Section: Implementation/Success to fill Post-Go Live)*

**General:**

**MRR -** pro ration of first month

* Burlebo started 22nd September. start date 29th means billed 29 sep - 28 oct, then 29 oct - 31 oct
* City Beauty Retention started 29th September
* Aunty Ranas started 29th September
* Biro started 29th September
* Lulus starts Oct 1st
* Laundry Sauce started 29th September
* Fellow starts Oct 6th

**NRR** has no pro-ration

* City Beauty Shopify
* Starwood is supposed to start 2nd October

Steps to process  
 Billing terms are under “Statement of Work” (SOW) sections in the contract

* 1. Contracts may have multiple SOWs

Look for the Fees, Pricing, and Additional Payment Terms section in the Statement of Work

* Products are typically Monthly Fees, Management Fees, or Initial Deposit

Every statement of work should be billed as follows:

1. [First month fee paid at signing of the contract](#_rhb3lxd7ia8t)
2. [Prorated partial month BT (if applicable)](#_d3bibe7hvzx8)
   * This is not applicable if the effective date of the SOW is the first of the month
3. [Fees for the Remainder of the Term](#_1ninf86wk6b6)

### First month fee paid at signing of the contract

1. For **every** SOW, the first month fee is due upon signing (last signature date)
   1. *Sometimes this is noted explicitly as an initial deposit:* the initial deposit **is** the same thing as the first month’s fee. Do not create a **SEPARATE** BT for the initial deposit **and** for the first month’s fee
      1. If there are multiple SOW - you should be able to tell which SOW the deposit applies to (deposit = sum of first month SOWs). **If you cannot tell, please flag to me so I can clarify with the merchant**
   2. Even if the initial deposit is listed separately, it should still follow the rules below
      1. Example contract: 76d13680-43ab-448c-8c00-a3ce9e26696c
2. BT for the first month fee/initial deposit should be created as follows:
   1. **Service start date:** Effective date
   2. **Total months of service:** 60 for all *recurring service* SOWs
      1. *Exception:* if the SOW is a non-recurring service, please use the stated term in the contract
   3. **Item name:** “Initial Deposit”
   4. **Item Description**: use the name of the SOW. this one below would be “Web Support (Recurring Service)”



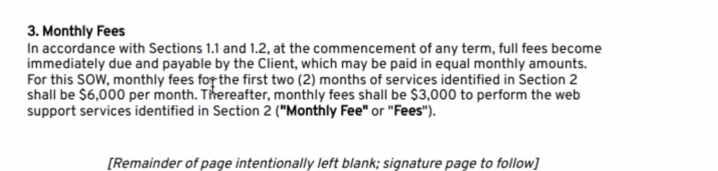
* 1. **Integration Item:**
     1. Map based on column B in “Product Mapping” tab to column C here: <https://docs.google.com/spreadsheets/d/1AxdIIN7sU86BNohK6F7q1udPDWpl5npYalHJj29Oy34/edit?gid=882464007#gid=882464007>
     2. Leave blank if no product is found in the sheet
  2. **Billing type:** Flat
  3. **Total price:** amount listed in the initial deposit or the first month’s fee
  4. **Quantity:** 1
  5. **Billing start date:** date of the last signature
  6. **Number of periods:** 1
  7. **Frequency:** DAYS - use the number of days that gets you from the date of last signature to the end of the first billing period
     1. The first billing period is defined as the **effective date** + one month
     2. For example:
        1. SOW Effective Date: Sep 12, 2025
        2. Billing Start Date: August 31, 2025 (last sign date)
        3. Frequency (days): SOW Effective Date + 1 month = Oct 11, 2025. Get the # of days from Aug 31 (invoice date) until Oct 11, 2025. In this case, it's 41 days.
  8. **Net terms:** 0, despite what the contract may say
  9. **Billing timing**: Bill first of period

### Prorated Partial Month BT

1. The merchant wants to bill on the 1st of the month for every month following the first month so for **every** SOW, we’ll need to create a pro-rated BT for the partial month that follows the first billing period
   1. *Exception*: there would be no partial month BT if the effective date of an SOW is the 1st of the month
2. BT for the pro-rated partial month should be created as follows:
   1. **Service start date:** Effective date
   2. **Total months of service:** 60 for all *recurring service* SOWs
      1. *Exception:* if the SOW is a non-recurring service, please use the stated term in the contract
   3. **Item name:** name of the fee (“Monthly Fees” or “Management Fees”) + “Prorated Month”
   4. **Item Description**: use the name of the SOW
   5. **Integration Item:**
      1. Map based on column B in “Product Mapping” tab to column C here: <https://docs.google.com/spreadsheets/d/1AxdIIN7sU86BNohK6F7q1udPDWpl5npYalHJj29Oy34/edit?gid=882464007#gid=882464007>
      2. Leave blank if no product is found in the sheet
   6. **Billing type:** Flat
   7. **Total price:** amount listed as the monthly fee *prorated* for the number of days from the end of the first billing period to the end of the month
      1. E.g. if the effective date is 5/8 and the monthly fee is $2,500
      2. First billing period is 5/8 - 6/7
      3. Prorated period is 6/8 - 6/30 so prorated amount is 2500/30\*23 = 1916.66666667
      4. 1916.66666667 is the amount you would use
   8. **Quantity:** 1
   9. **Billing start date:** the first of the partial month
      1. For the example above it would be 6/1
   10. **Number of periods:** 1
   11. **Frequency:** MONTH
   12. **Net terms:**
       1. Check this sheet for the customer and statement of work: <https://docs.google.com/spreadsheets/d/1AxdIIN7sU86BNohK6F7q1udPDWpl5npYalHJj29Oy34/edit?gid=991872617#gid=991872617>
       2. ^if the customer and statement of work is not in that sheet, use 25, despite what the contract may say
   13. **Billing timing**: Bill first of period

### Fees for the Remainder of the Term

1. Fees for the remainder of the term should go out on the 1st of the month
   1. Please pay attention to unique billing cadences: *Sometimes the statement of work will have a more specific/unique invoicing schedule e.g. x amount for first 2 months and y amount for the remaining*
      1. *In that case you would have to create multiple BT for the remainder of the term. The only thing that should be changing for these billing terms would be the amount (price) and the # of periods being billed*



1. BT should be created as follows:
   1. **Service start date:** Effective date
   2. **Total months of service:** 60 for all *recurring service* SOWs
      1. *Exception:* if the SOW is a non-recurring service, please use the stated term in the contract
   3. **Item name:** name of the fee (“Monthly Fees” or “Management Fees”)
   4. **Item Description**: use the name of the SOW
   5. **Integration Item:**
      1. Map based on column B in “Product Mapping” tab to column C here: <https://docs.google.com/spreadsheets/d/1AxdIIN7sU86BNohK6F7q1udPDWpl5npYalHJj29Oy34/edit?gid=882464007#gid=882464007>
      2. Leave blank if no product is found in the sheet
   6. **Billing type:** Flat
   7. **Total price:** amount listed as the monthly fee
   8. **Quantity:** 1
   9. **Billing start date:** the first of the month following the prorated, partial month BT
      1. *Exception*: if the effective date is the 1st of the month and you didn’t have a pro-rated partial month, it would be the first of the month following the initial deposit billing period
   10. **Number of periods:** 58
       1. *Exception:* if the effective date is the 1st of the month and you didn’t have a pro-rated partial month, it would be 59 **OR** there’s a unique invoicing cadence
   11. **Frequency:** MONTH
   12. **Net terms:**
       1. Check this sheet for the customer and statement of work: <https://docs.google.com/spreadsheets/d/1AxdIIN7sU86BNohK6F7q1udPDWpl5npYalHJj29Oy34/edit?gid=991872617#gid=991872617>
       2. ^if the customer and statement of work is not in that sheet, use 25, despite what the contract may say
   13. **Billing timing**: Bill first of period

Nuances

* Usage based BT do not need a prorated BT
  + You can just start the BT on the first of the month of the effective date
  + Billing timing: billed in arrears

Example Contracts

Eb9dbc57-872b-40a9-ad44-55de28b9b376

76d13680-43ab-448c-8c00-a3ce9e26696c

* SOW with different billing cadences

C70c5558-ea78-4b1b-abc8-55ce021b8ef8

26ec8f4d-2fb4-4086-9df6-58aa42e92ef6

1. Anything to ignore in contracts?
2. 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)
3. 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) *(Entire Section: Implementation/Success to fill Post-Go Live)*

* Any important information on events billing

Integration Items Processing (if necessary)  
*(Entire Section: Implementation/Success to fill Post-Go Live)*

* 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)  
*(Entire Section: Implementation/Success to fill Post-Go Live)*

* 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 *(Entire Section: Implementation/Success to fill Post-Go Live)*

* 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 to fill for all requests prior to Imp handoff, Imp to fill prior to go-live/Success to fill to fill Post-Go Live)*

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

### Merchant Calls *(AE to fill for all videos prior to Imp involvement, Imp to fill prior to go-live/Success to fill to fill Post-Go Live)*

* <https://us-56595.app.gong.io/call?id=5090739792150287987>
* <https://us-56595.app.gong.io/call?id=4937769203243940908>

Note there are other videos from prior conversations over the last ~6 months, but the above 2 are the most relevant