## Incendium

Scoping start date: n/a

Implementation Completed Date (Go live date): n/a

MSA Signature Date: Feb 1, 2024

GTM POC: Skoro

ERP: Other Freshbooks (unsupported)

Tax Integration: No Tax

### 

### Key people at Merchant

### Nate Houghton <[nate@incendiumstrategies.com](mailto:nate@incendiumstrategies.com)>

* + CEO and primary PoC for billing

### Company summary

Provides outbound email automation services to go-to-market teams, primarily at startups

AM Notes

* They’re a mess, many changes on who is primary PoC and what billing model they want to pursue
* Friend of Ali’s Tabs, we use their service & mutual utilization
* We don’t integrate with their ERP, point of contention

### Billing model

* Recurring straight-line retainer, charged in perpetuity until canceled or adjusted
* Mark as paid in Freshbooks as well as tabs - conversation on fix next week happening

### Contract Processing Steps

* Default to net 30
* Default to 12 month for service term
* Default to monthly billing frequency
* Customer name only if that is the only thing available

### Events Processing (if necessary)

* n/a currently, but they’re interested in exploring further

### Customer Information

* n/a

### Feature Requests

* n/a

### Rewatch Calls

* n/a