Deal Memo

Quarex (quarex.org) — Momentum AI Marketing Engagement

DRAFT — February 5, 2026

1. Parties

Client	Peter Nehl / Quarex (quarex.org)
Contractor	Paige Rucker Orme / Momentum AI

2. Engagement Scope — Option 3

Design, build, and deliver a multi-portal landing experience for the Quarex ecosystem, plus targeted institutional outreach (1 batch). The portals will serve four audiences:

1. Educators & Institutions

2. Researchers & Lifelong Learners

3. Partners & Collaborators

4. Investors & Supporters

The portals must accurately represent the full Quarex ecosystem across four interconnected sites:

- quarex.org (core platform — 664 books, 3,540 chapters, 5 curricula)

- knowableonline.org (Knowable Online University)

- publicstudies.org (Public Studies)

- election2026.net (Election 2026)

3. Deliverables

Deliverable	Completion Criteria
Portal wireframe / outline	Approved by Client before build begins
Multi-portal landing pages	Live, functional, routing users to correct ecosystem sites
Inquiry dashboard	Forwards explicit inquiries to Client in real time; no CRM, no automation
Outreach batch (1 batch)	Targeted institutional outreach delivered; contact list and messaging approved by Client before send
30/60-day benchmark proposal	Delivered before outreach begins; approved by Client

Paige to confirm or revise this deliverable list. "Delivery" means completion and handoff of the above deliverables, not adoption outcomes.

4. Content Standards

- All portal content must be grounded in what exists today — real numbers only

- Aspirational language must be clearly marked as aspirational

- No identity claims, no inflated metrics, no unverifiable statements

- Trust and accuracy are non-negotiable

5. Analytics & Measurement

- Quarex runs Google Analytics (GA4) on core properties (quarex.org, libraries, Ask tool). Read access can be provided to Contractor for campaign correlation.
- Lightweight aggregate metrics on the Momentum portal (portal selection, routing clarity) are permitted — no user-level tracking.
- Inquiry dashboard captures only explicit, intentional submissions. Quarex owns all inquiry data and relationships.
- No CRM, no marketing automation, no behavioral profiling.

Primary success signals:

- Institutional response quality (replies, meetings, material requests, deployment confirmations)
- Inquiry volume through dashboard
- GA4 referral patterns correlated with outreach timing

6. Payment Terms

Option 3 total	$2,750
Invoice trigger	Upon delivery of defined deliverables (see Section 3)
Payment terms	Net 7 from invoice date
Outreach batch invoicing	Invoiced per batch upon completion
Monthly hosting/ maintenance	*[amount TBD by Paige]*

7. Option 4 Upgrade Path

If outreach response quality meets agreed 30-day benchmarks, Client may upgrade to Option 4 ($4,500 total) immediately. The upgrade expands outreach volume and time-on-task. No re-scoping of portal deliverables required — Option 3 deliverables are forward-compatible.

Upgrade trigger	30-day benchmark review meeting; mutual agreement that benchmarks are met
Additional cost	$1,750 (difference between Option 3 and Option 4)
Additional scope	*[expanded outreach batches and duration — Paige to specify]*

8. Expenses & Associated Costs

The fees in Sections 6 and 7 cover Contractor's professional services (strategy, design, copywriting, outreach execution). Any third-party costs beyond those fees require written pre-approval from Client before being incurred.

Potential pass-through expenses (if any):

Category	Who Pays
Outreach tools / email platform	*[Included in fee? Or separate? — Paige to clarify]*
Portal hosting	*[Included in monthly maintenance fee? Or separate? — Paige to clarify]*

Stock images / design assets	*[Included in fee? Or billed at cost? — Paige to clarify]*
Paid advertising / sponsored placement	Not in scope unless separately agreed
Domain registration (if separate portal domain)	*[TBD — depends on portal hosting approach]*
Directory listings / database subscriptions	*[If applicable — Paige to clarify]*

Contractor to disclose all anticipated third-party costs before engagement begins. No expense over $50 may be incurred without prior written approval from Client. All pass-through expenses billed at cost with no markup.

9. Timeline

Portal wireframe delivery	*[date TBD]*
Portal build complete	*[date TBD]*
Outreach batch 1 sent	*[date TBD]*
30-day benchmark review	*[date TBD]*
60-day benchmark review	*[date TBD]*

Paige to propose dates.

10. Ownership & IP

- All portal content, copy, and design assets become property of Quarex upon delivery and payment.
- All inquiry data and institutional relationships belong exclusively to Quarex.
- Momentum AI retains the right to reference Quarex as a client in portfolio materials, with Client approval of any specific language used.

11. Termination

- Either party may terminate with 7 days written notice.
- Client pays for all completed deliverables through the termination date.
- All work product and data are returned/transferred to Client upon termination.

Peter Nehl / Quarex

Date: _____

Paige Rucker Orme / Momentum AI

Date: _____