Statement of Work

Project Title: PulseQuiz x Wellness Eternal – Custom Survey & Event Recommendation Intelligence System
Dated: July 28, 2025
Effective Date: Upon Signature
Prepared By: Ty Bibas, Founder, PulseQuiz
Prepared For: Lindsay O'Neill, CEO, Wellness Eternal

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1. Project Overview

PulseQuiz will design, develop, and deploy two branded, web-based quiz experiences for Wellness Eternal:

1. **A custom data-collection survey**, targeted at wellness professionals, designed to gather insights around product use, industry goals, and health trends. This experience will be supported by a backend dashboard and an AI-powered summary of collected responses.

2. **A consumer-facing event recommendation quiz**, designed to help users identify the most relevant upcoming health, biohacking, or longevity event based on their interests and goals. This quiz will deliver a personalized recommendation using AI-driven logic and may include event links or discount codes tied to the Wellness Eternal network.

Both deliverables will be aligned with Wellness Eternal's brand aesthetic and tone, and are intended to support both direct-to-consumer and professional-facing campaigns.

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2. Scope of Work and Deliverables

A. Professional Survey System

PulseQuiz will design, develop, and deliver a branded, web-based survey experience targeted to wellness professionals. This project includes:

- **Custom Survey Build (up to 10 questions)**

  - Includes radio buttons, checkbox questions, and one open-ended response field

  - Fully branded to Wellness Eternal's aesthetic and tone

- **Results Page**

  - A simple "Thank You" screen confirming submission and reinforcing brand credibility

- **Data Storage System**

  - Secure Supabase backend configured to store all responses safely and privately

  - Includes Row-Level Security (RLS) and access rules to ensure HIPAA-adjacent protections

- **Admin Dashboard for Internal Use**

  - Interactive, filterable dashboard for Lindsay's team to view, search, and sort submissions

  - Includes summary visualizations, top product mentions, common themes, and audience goals

- **AI-Powered Summary Report**

  - AI-powered summary distilling key trends from collected data

  - Includes major product mentions, common audience goals, and notable response themes

  - Delivered in a shareable PDF or Google Doc format

  - Additional AI-powered analysis reports (e.g., segmented breakdowns, thematic deep dives, strategic recommendations) available upon request at $350/report

- **Revisions Policy**

  - One round of revisions to the survey UI/questions (limited to ~3 hours of implementation time)

  - One round of dashboard layout/data presentation adjustments

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B. Event Recommendation Quiz

PulseQuiz will also design and develop a second branded quiz experience to help consumers and wellness professionals determine which upcoming health, biohacking, or longevity event is most relevant to them. This project includes:

- **Custom Quiz Build (up to 10 questions)**

- ○ Covers user goals, interests, and preferences related to wellness events

  - ○ Designed to support both consumer and professional audiences

- **Branded Experience**

  - ○ Fully aligned with Wellness Eternal's tone, design, and user experience guidelines

- **AI-Powered Result Logic**

  - ○ GPT-driven matching algorithm to deliver a personalized event recommendation

  - ○ Result page may include event details, affiliated names (e.g. Lindsay, Joe), ticket links, and coupon codes

- **Results/Thank-You Screen**

  - ○ Clear recommendation with actionable links and brand-reinforcing messaging

- **Admin Dashboard**

  - ○ Interactive backend to view and export all quiz submissions

  - ○ Includes filters for interest categories, recommendation type, and submission time

- **Revisions Policy**

  - ○ One round of content/UI edits to the quiz (up to ~3 hours of implementation time)

Any additional quizzes, major changes, or AI-powered content beyond what is described above will require a new project scope or be billed separately.

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3. Client Responsibilities

To support successful delivery, Wellness Eternal agrees to:

- Provide the content and subject matter guidance necessary to construct each quiz

  - ○ This may include final question sets, approved language for product checklists, and any context needed to ensure accuracy and relevance to the target audience

- Share brand tone/style references (e.g., website, podcast, articles)

- Confirm the primary call-to-action(s) or intended outcome for each quiz experience

- Approve final version of quiz logic, content, and dashboard layout

- Provide written authorization to deploy each quiz

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4. Pricing and Payment Terms

- **Total Project Fee (includes both quiz systems):** $2,500 USD (flat)

- **Post-Launch Support:** Included (limited to one round of revisions per quiz as noted above)

- **Optional Additional Summary Reports:** $350/report (priced individually based on scope)

- **Ongoing Operational Costs:** Billed monthly at cost as usage occurs (e.g., Supabase, OpenAI)

- **Payment Method:** Zelle (preferred); Stripe invoice available upon request

- **Payment Terms:** 50% due upon signing this agreement; 50% due within 30 days of survey launch

- In case of early termination or material delay, PulseQuiz may invoice for completed work to date

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5. Additional Terms

- **Good Faith Collaboration:** Both parties agree to communicate in a timely and constructive manner, and to engage in good faith efforts to resolve any unforeseen issues.

- **Termination Clause:** Either party may pause or terminate the project with written notice. In the event of early termination, PulseQuiz may invoice for work completed to date.

- **Expiration Clause:** This Statement of Work is valid until August 10, 2025. If not signed by that date, a revised agreement may be required.

- **Confidentiality:** The parties acknowledge that all confidential information shared during this engagement is subject to the terms of the separately executed Mutual Non-Disclosure Agreement (MDNA), which remains in full force and effect.

- **Support Scope Limitation:** PulseQuiz's responsibilities are limited to the deliverables outlined in Section 2. General technical support, platform training, or post-deployment

customization requests fall outside of this scope and will require a new agreement or separate hourly billing.

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6. Acceptance and Signatures

By signing below, both parties acknowledge agreement to the terms outlined in this Statement of Work.

PulseQuiz
Name: Ty Bibas
Title: Founder
Signature: _Ty Bibas_____
Date: _____7/30/2025_____

Wellness Eternal
Name: ____Lindsay O'Neill_____
Title: _____
Signature: CEO_____
Date: _____7/30/2025_____