



ENDEAVOUR

SOW 7 | DIGITAL CONTENT CREATION & EXECUTION

2023 Annual Retainer

seer

Project Description & Deliverables

The following proposal worksheet is intended to act as an aggregation and pricing guide for the May 2023 - Dec 2023 execution of the Endeavour digital marketing and communications strategy. This statement of work seeks to continue building on the initial recommendations and work to grow the digital and social presence for Endeavour and its market-ready brands and products.

This statement of work continues to ensure Seer's philosophy in simultaneously developing assets to create economies of scale in digital architecture. As with the development of the Endeavour brand, we recommend a modular approach to the digital strategy, publishing, content and future web development. This process will contemplate interconnectivity and design of Endeavour's digital and social architecture.

Seer's May 2023 - Dec 2023 Suggested Sequence and Generalized Workflow

Endeavour 2023 Goals:

Build up and grow the digital/social presence and channel management platform strategy for the purpose of:

1. Continued recruitment for specific technology and engineering roles as well as actively building and fostering recruitment audience pipelines through social media.
2. Increase Endeavour and sub brand awareness to grow:
 - B2B pursuits
 - Identification and pursuit of new technology concepts for future productization inside the Endeavour innovation ecosystem.
 - Introduce and solidify Endeavour as a global startup and thought leader.
3. Further education and exposure of Endeavour and sub brands to key segments, institutions and individuals. Explaining Endeavour's unique value proposition, aspirational vision and points of differentiation.
4. Continue to develop, execute and rapidly deploy modular content that is applicable to all brands and products across all designated channels to grow and engage audiences.
5. Leverage digital activity and content to grow the marketing database for the delivery of more long form content and strategic recruitment, sales and communication initiatives.
6. Support the launch of Endeavour brands within the ecosystem and develop specific audiences that show interest in that industry and the type of content being produced to support B2B sales, communications and marketing.

1. **Ongoing Content Development & Support**

Concept, ideate, develop copy and design of modular content in line with engagement goals for the following seven (7) brands across designated social channels.

- a. Endeavour
- b. Edged
- c. ThermalWorks
- d. GigaGrid
- e. GridBlock
- f. PACT/VoltekWater

Associated Fees: \$64,000.00 (includes additional \$4000 used for video & social media overages)

2. **Edged United States Launch Video**

The Edged United States Launch Video consisted of narration, music, motion graphics, animation and stock footage to tell the story of Edged, its groundbreaking technology, and its impact on the sector to enhance its launch in the US.

Associated Fees: \$62,700

3. **The Bow Training Video Series**

Based on the Endeavour culture document, this video series called 'The Bow' will take a strategic approach into who and what Endeavour is, and what the organization stands for. This video project will contain a series of videos based on the chapters of the document that will be shown throughout the organization for educational purposes and utilized during employee onboarding and training during the beginning of their professional careers at Endeavour. The intro and first chapter will be created first and will serve as the "pilot" and be used to gauge the creative direction, tone and style that the rest of the videos will be based upon as well as serve as a budgeting guide to determine what, if any further budgeting considerations will be required.

Associated Fees: \$61,300 (estimated - any overages will go into retainer)

4. **(As needed) Video Production**

Seer will continue to provide all the services required; Concept and creative, writing, filming, editing and full post production to create any type of live action, motion graphics or animated video that may be required to help tell the story, or convey complex information to Endeavour's varied audiences.

Associated Fees: Varies

ANNUAL RETAINER SCOPE

5. Work with Celery and Endeavour leadership to investigate the enterprise-wide requirements of a CRM platform - current day usage versus aspirational future state.
 - a. Review current SAS platforms in use, begin defining future goals of email campaigning, newsletters and possible reporting functions driving from CRM which may include;
 - i. Pursuit soft costs tracking
 - ii. Go, no-go criteria and reviews
 - iii. Data consolidation

Associated Fees: Retainer

6. Consideration for Paid Social Advertising. When and how to use paid social media to accelerate towards Endeavour and Seer's 2023 goals and future 2024 imperatives.

Associated Fees: Retainer

7. Ongoing Support and Publishing. Act as internal publishing agent across all seven (7) brands and their associated social channels.
 - a. Day to day channel management, execution of audience growth tactics and publishing responsibilities. Recommendations for optimized publishing strategy and ongoing integration with websites and other digital platforms.
 - b. Monthly Analytics, performance reporting and recommendations for strategy pivots.
 - c. Participate in monthly digital strategy meetings and other relevant scheduled planning or tactical sessions and workflow.

Associated Fees: Retainer

Project Fee Total: \$188,000

Retainer: \$8,000.00/monthly for 12 months with annual revaluation period.

This monthly retainer includes 8 hrs week / 32 hrs monthly with an increased blended agency rate of \$150.00. Additional hours may be added with Endeavour's written approval via the Monday Seer Cost Tracker. If the client requests additional ad hoc hours outside of the retainer scope, Seer's blended hourly rate of \$150.00 will be applied with written approval from the client. Anything over what has been budgeted, even after reallocation, will be invoiced separately with a separate PO# & required written approval.

Price breakdown, as of May 30, 2023:

Social Media Retainer - \$4,000/month

Video Retainer - \$4,000/month (can be reallocated to support where you would require additional funds)

Edged Explainer Video - \$62,700

The Bow Overview Video - \$61,300

Other video projects (as needed) - price varies

Project Signatures

Seer and the Client hereby accept the proposal contained in this SOW. By their respective signatures below, the parties authorize the commencement of the Services on the terms described herein. This SOW represents the complete and total understanding of the parties regarding the Services to be provided.

All fees paid under this Agreement are exclusive of any reasonable out of pocket travel, hotel and meal expenses that will be incurred by the members of Consultant pursuant to providing the Services. All out of pocket fees must be pre-approved by the Company in writing. The Company will reimburse any pre-approved out of pocket fees within fifteen (15) days of being invoiced by Consultant for such expenses.

By signing this document, the Client and Seer specifically accept and acknowledge the provisions of "Key Assumptions", which define the responsibilities and resources that are required of the Client and Seer as a condition to the successful completion of the Project.

IN WITNESS WHEREOF, the parties hereto have caused this SOW to be duly executed and do each hereby warrant and represent that their respective signatories whose signatures appear below have been and are on the date hereof duly authorized by all necessary and appropriate corporate action to execute this SOW.

Name of Invoice

Recipient:

Invoicing Address:

Email:

Phone #:

PO# (if applicable):

Agreed to on behalf of:

Company: Endeavour

Company: Seer World, LLC.

Signature:

Signature:

Name: Leila Marrash

Name: Peter Sorckoff

Title: Chief of Staff

Title: CEO, Managing Partner

Effective Date: April 30, 2023

Effective Date: