

This Statement of Work ("SOW"), dated **September 1, 2016** ("Effective Date"), defines the Services to be performed by BlitzMetrics, Inc. ("Provider") for **XXXXXX**, ("Client"). This SOW shall be governed by the terms and conditions of the BlitzMetrics Service Agreement ("Agreement") executed by and between Provider and Client.

1. Project (Technical Assignment, Services and/or Deliverables):

- Generate a list of publications, social media influencers and reporters that the Access team plans to target/pitch
- Develop corporate narrative to describe ...
- Develop and execute plan to ...
- Develop and structure industry analyst program to ...
- Set up, prepare and staff ...
- Develop media relations plan including but not limited to social media to generate awareness among media...
- Provide counsel in media relations and influencer interaction...
- Spearhead outreach to...
- Develop plan to improve...
- Develop appropriate metrics for ROI (ie followers, click throughs, retweets) from social media campaigns...
- Write at least 2 blog posts a month on...
- Write at least 1 white papers, including revisions, during timeframes provided by Client
- Schedule bi-weekly meetings with the entire team and Client counterparts
- Provide a monthly status report to Client contacts (Name of Person Here) with updates, expected outcome, status/timing, issues and additional requirements (sample attached).

2. Project Fees and Expenses: Provider to bill Client **\$25,000.00 per month** beginning from the Start Date. Payment terms are **net thirty (30)** days from receipt of invoice. Fees for this SOW will be billed in full following acceptance of the deliverables and are non-refundable. Any invoices that are not contested within **10 days** of receipt by Client will be deemed accepted and approved. Failure to pay overdue amounts will constitute a material breach of the Agreement. Upon termination of the Agreement, Provider shall only bill Client for the prorated amount in addition to costs due for work completed. Client shall pay interest compounded monthly on all overdue amounts at the lesser of 1% per month (compounded monthly) or the maximum rate

allowed by law. Client also agrees to pay all reasonable costs and expenses of collection (including agency fees, attorneys' fees, expenses and costs) incurred in attempting to collect any unpaid amounts owed by Client. Client agrees not to chargeback any payments made by credit card in favor of resolving disputes as provided herein.

3. Location of Work: Provider's office is in **Albany, California**. Any travel expenses associated with performance of this SOW will be invoiced to Client.
4. Project Schedule: The Start Date for this project is **September 1, 2016**. Client may terminate this

SOW in accordance with the BlitzMetric's Service Agreement upon written notice (email permitted). The effective date of termination shall be the same date as the notice.

5. In the event that Provider provides activity reports or project-related status reports to Client, Client agrees to notify Provider within 30 days of receipt of any problems or issues with services or products mentioned in the activity report or status report. After 30 days, Client acknowledges and agrees that receipt of activity reports and status reports constitutes satisfactory performance of services and deliverables by Provider. Client agrees to pay for the services as set forth in the SOW. In the event of an inconsistency between the terms printed on the invoice and the terms contained within this Agreement, the terms of this Agreement shall govern.
6. Client agrees to designate Mr./Ms. [REDACTED] as the single point of contact ("SPC") for this project with the authority to make binding decisions on behalf of Client on all aspects of this project. The contact information for the SPC is as follows:  
[REDACTED]  
[REDACTED]  
The SPC is responsible for coordinating logistics on the Client side, including communicating Client approvals and major customer concerns. The SPOC may be changed by Client at any time. If Client's social campaign goal is external to Facebook (e.g.,

ecommerce sales, website registrations, etc.), Client is responsible for tracking campaign success metrics on external source and must provide reporting of such tracking to BlitzMetrics for the purposes of campaign optimization.

7. Provider agrees to deliver the material terms set forth in provision 1 of this SOW, and Client acknowledges that all services and deliverables stated in provision 1 of this SOW constitutes a material term.
8. Client is responsible for providing the following to Blitzmetric: designing, creating, and uploading project management system of assets (e.g., content, images, logos, and Client's other required style guide elements); Client must provide BlitzMetrics Consultants access to its Facebook fan pages to pull data into the Social Media Command Center.
9. License and Maintenance Fees are charged at a flat rate on a monthly basis throughout the term of this Agreement and shall be due and payable in U.S. dollars. BlitzMetrics reserves the right to increase the rate of License and Maintenance Fees at any time after the first anniversary of the Effective Date upon sixty (60) days prior written notice to Client.



Authorization:

Provider and Client have each caused this SOW to be executed by their respective duly authorized officers, and have agreed to the SOW Effective Date shown below:

**APPROVED AND AGREED TO:**

**PROVIDER: BlitzMetrics**

**CLIENT:**

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title