

KRCG Terms & Conditions

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Prepared by: Kat Rucker Consulting Group (KRCG)

These terms and conditions ("Terms") govern all consulting, coaching, agency, and digital product offerings provided by Kat Rucker Consulting Group (KRCG), specifically for solopreneurs and early-stage businesses. By purchasing any session, sprint, retainer, or agency service, you agree to the terms outlined below.

1. Offerings Covered Under These Terms

KRCG offers the following service types:

- **Office Hours:** Discounted 20-minute strategy sessions for pre-revenue founders; first-come, first-served.
 - **Hourly Sessions:** 1-hour sessions or 2×30-min sessions. Includes 7 days of light virtual support (email or Loom).
 - **Sprint Packages:** Includes 4 hours of dedicated support. May be delivered as:
 - A half-day block (1x4 hours or 2x2 hours), or
 - Quarterly sessions (4 x 1-hour sessions)
 - Sprints include at least 1–2 pages of custom collateral based on your goals.
 - **Annual Solopreneur Retainer:** 24 bi-monthly 30-minute sessions (12 hours total). Includes ongoing virtual support (via email, text, Slack), and hours may be converted to agency service time. Please review your additional proposal that outlines the project scope for your use case.
 - **KRCG Agency Services:** Includes copywriting, graphic design, editing, blog writing, or website development. Hourly or per-project rates apply.
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2. Use of AI Tools

We incorporate trusted artificial intelligence (AI) tools to deliver cost-efficient, high-quality service. This includes:

- **Read.AI:** All Zoom or virtual sessions may be recorded using Read.AI for automated summaries and transcripts. Recordings are stored securely on a paid Read.AI account and used solely for your internal recap and content generation.
- **ChatGPT (OpenAI):** Strategy and collateral documents (e.g., sales plans, playbooks, buyer personas) may incorporate outputs from paid versions of ChatGPT or other AI writing tools, curated and edited by KRCG.

We use **paid and reputable plans**, but due to the evolving nature of AI technology, **we cannot guarantee absolute security or data permanence**. Your participation implies acceptance of this limited risk in exchange for high-value, low-cost service delivery.

3. Payment Terms

- All sessions, packages, and services must be **paid in full upfront** to reserve time.
 - **No refunds** will be issued once payment is received, unless otherwise agreed upon in writing.
 - Sessions must be used within the time windows below:
 - **Standard Sprints:** Valid for 60 days from purchase
 - **Quarterly Sprints:** Valid for 12 months from the date of purchase
 - **Office Hours / Hourly:** Must be booked within 30 days
 - **Retainers:** Valid for 12 months from date of purchase; though may be used at a faster rate if requested by client to match their business needs
 - Clients are responsible for **booking and showing up** to sessions. No-shows or cancellations within 24 hours may be forfeited. KRCG typically coordinates a recurring invite to help projects maintain momentum.
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4. Rescheduling & Cancellations

- Reschedules require **24 hours' notice** unless due to an emergency.
 - Missed sessions without notice will be considered **used**.
 - KRCG reserves the right to reschedule due to illness, emergency, or client travel with reasonable notice.
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5. Intellectual Property & Deliverables

- Any **custom collateral** (playbooks, one-pagers, strategic plans) created for a client becomes the **client's property** for internal use.
- However, the **underlying frameworks, systems, and tools** (including proprietary templates, frameworks, or methodologies) remain the **intellectual property of KRCG** and may not be resold or distributed without permission.
- You are granted a **non-exclusive, non-transferable license** to use KRCG-created materials for your business only.

KRCG Agency Projects

- All KRCG Agency work (e.g., website builds, copywriting, graphic design, editing) is quoted up front with a **fixed estimate and time block**.
 - Any hours **beyond the original scope** will be clearly communicated **before work is started**, and may require client approval or re-quote.
 - Final deliverables are considered **work for hire**, and all creative assets provided (written, visual, or design) are fully owned by the client once final payment is received, excluding any templates, licensed stock assets, or reusable KRCG frameworks.
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6. Confidentiality & Data

- All materials shared by the client during sessions are treated as confidential and not shared externally.
 - Likewise, KRCG asks that any templates, recordings, or proprietary tools shared with the client be used solely for business purposes.
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7. Limitation of Liability

KRCG makes no guarantees of financial or business outcomes. All services are offered as strategic support, not legal, financial, or tax advice. In no event shall KRCG be liable for any indirect or consequential damages.

8. Public Representation & Use of KRCG Identity

Unless otherwise agreed to in writing, the purchase of any KRCG service, including Office Hours, Hourly Sessions, Sprint Packages, Retainers, or Agency Services, does not create an employment, partnership, officer, director, advisor, spokesperson, or ongoing executive relationship between the client and KRCG.

Clients may not publicly represent Kathryn Rucker or Kat Rucker Consulting Group as part of their executive team, advisory board, strategic partners, employees, or affiliates without prior written authorization.

Clients may not use Kathryn Rucker's name, photograph, biography, likeness, logo, or title in pitch decks, investor materials, websites, press releases, marketing materials, or social media without prior written consent.

Upon completion of an engagement, clients may accurately describe the work performed (for example, "Completed a Go-to-Market Strategy Sprint with Kat Rucker Consulting Group") but may not imply an ongoing relationship unless one exists under a separate written agreement.

8. Agreement to Terms

By purchasing any product, service, or session from KRCG, you acknowledge and agree to these Terms & Conditions in full.