



Marketing Completion Fund (MCF)

- MCF provides professional consulting services to companies that include business development, capital raising strategies, event production, marketing, sales and investor and consumer lead generation.
- MCF organizes and provides event production, marketing and sales for live events and webinars to facilitate connecting investors, companies, and industry professionals to emerging industry growth opportunities.

Pricing

Pricing for services options include either an hourly rate, monthly retainer, and commissions for generating new business sales.

Products and Services

- Business Development
- Direct Sales
- Event Strategies
- Organize, build, and manage sales team
- Identify and negotiate Marketing Partners and Channels of Sales
- Best effort to negotiate event speaking engagements
- Attend events. (Additional expenses to be approved.)

Corporate Finance and Capital Raising:

- Strategy
- Research Capital Sources
- SIQ (Sponsor Investor Questionnaire)
- Drafting of Convertible Note offering documents (Legal Services not included)
- Strategy for Company Financial Modeling and Projections
- Design marketing materials
- Business Development
- Investor Relations
- Financial PR
- Marketing
- Investor Lead Generation
- Marketing
 - Email - Mailchimp Campaigns - 15,000 Subscribers
 - LinkedIn Direct - 20,000 Connections
 - LinkedIn Event Page
 - LinkedIn Groups - 60+
- Organize and manage team who generate investors and sources of capital
- Investor and capital sources Introductions

- Broker Dealer Strategy and Introductions
- Investor Events
- Best effort to negotiate event speaking engagements
- Advise PR strategies
- Attend events. (Additional expenses to be approved.)

Event Services:

- Strategy
- Speaker and Panel Strategy
- Business Development
- Community Partnerships
 - Government
 - Economic Development
 - Technology
 - Universities
- Corporate Communications & PR
- Event Partnerships
- Financial Modeling
- Logistics
- Investor Marketing
- Onsite Management
- Marketing
 - Email - Mailchimp Campaigns - 15,000 Subscribers
 - LinkedIn Direct - 19,000 Connections
 - LinkedIn Event Page
 - LinkedIn Groups - 50+
- Marketing Partners
- Marketing Materials
- Ticket Sales
- Sponsorship Sales
- Marketing Strategy
- Media Partners
- PR Strategy
- Ticket Sales
- Sales Team
- Speaker Strategy

MCF Hourly rates for services provided:

- Brad Turner – \$250
- Greg McAndrews – \$495
- Daniel Barnard – \$300

MCF Hourly rates for services provided:

- Business Development – \$50 – \$150
- Email Marketing Monthly - \$2500

- Events
 - In Person / Hybrid – \$5000 - \$20000
 - Zoom Webinar – \$3000 - \$10000
 - LinkedIn Event Page and Marketing - \$2000
- Financial Modeling – \$125 - \$200 – Estimated budget – \$2500 – \$5000
- Investor Lead Generation - \$100 per lead
- Verification and Appointment scheduling - \$250 per lead
- Marketing Services – \$50 – \$100
- Offering Documents* Private Placement Memorandum (PPM) / Subscription Agreements / Marketing Materials – \$150 – \$495 – Estimated budget – \$10000
- Sales – \$50 – \$100

*Offering Documents means any offering memorandum, prospectus or term sheet, and applicable subscription agreement prepared by the Corporation in connection with a distribution of its securities.

Options: Hourly / Monthly Retainer / Monthly Retainer with Deferred Compensation

- Estimated hours of service per month / 3 options / 25+ hours, 40+ hours, or 50+ hours
- Month to Month Agreement

Estimated Hours Per Month	25	40	80
Hourly Rate Average MCF Team (\$300)	\$7,500	\$12,000	\$15,000
Monthly Retainer Discounted Rate Per Hour	\$200	\$175	\$150
Monthly Retainer Discounted Rate	\$5,000	\$7,000	\$12,000
Amount Due on 1 st of Each Month	\$5000	\$7,000	\$7,000
Deferred Compensation	\$0	\$0	\$5,000

Terms:

- Invoice submitted the 1st of each month. Payment to be made on the 1st of each month.
- Deferred compensation amount to paid from revenue generated by sales of products, services, and capital raised. If no sales or capital raised company will have no payment due.
- Commissions for direct sales of product and services – TBD
- Commissions for managing sales team, marketing partners, affiliate program, generating sales on website – TBD
- Compensation for capital raising for direct introductions to capital sources – TBD
- Compensation for organizing and managing capital raising sales team – TBD
- Expenses for travel, additional services (To be discussed and approved)

MCF Reports

MCF will keep track of hours, activities and services provided.

Assist with recommendations and implementation for company technology systems to track marketing, sales, capital raising and investors.