

90-DAY STRATEGIC BUSINESS ACCELERATOR PROGRAM (SBAP)

Get access to me, Ford Saeaks, for strategic consultations and electronic hot seats via confidential ZOOM® sessions or in person meetings at our Wichita office. This program is designed for CEO's, franchisees, corporate executives, industry leaders, business owners, and entrepreneurs that want to get strategic insights, improve performance, expand brand influence, develop new products, generate leads, and increase sales. I'll help you strategically and tactically grow your business. Perfect for B2B and B2C revenue models.

The process starts with an intensive review of your current situation, expectations, and goals. This includes your branding, revenue model, value propositions, digital footprint, and sales funnels. Next, we'll discuss how to bridge the gap from where you are now to where you want to go while maximizing your impact and revenue-generating efforts. Along this journey, we'll focus on your top priorities.

STRATEGIC CONSULTING: These strategic "consulting services" are delivered via confidential video ZOOM Conference sessions, telephone calls, or on-site meetings in Wichita, KS. You'll also have access to Ford Saeaks between scheduled calls, as the schedule permits, for immediate feedback and guidance. **Recorded Replays** Included. Phone calls and Zoom video conference sessions will be recorded and available for replay and future consumption.

DONE-FOR-YOU SERVICES: We'll benchmark your current digital footprint, which includes your website, SEO rankings, social media profiles, and business listings, to ensure the brand narratives and lead capture funnels are appropriately integrated. The PCG team will **implement SEO** on the main pages (up to 10) for your main website.

My fees are always based on the project and never on time units. That way, you (you and/or your team members) are encouraged to call upon me without worrying about a meter running, and I'm free to suggest additional areas of focus without concern about increasing your investment.

This investment will help you elevate your positioning, improve your brand value propositions, give you a competitive edge, shorten your sales cycle, increase leads, expand social proof, and provide you with a strategic business growth insight, and, most importantly... executable tactical plan.

Additional Terms: (fine print stuff...)

1. **Independent Contractor Relationship.** Consultant's relationship with Client will be that of an independent contractor. Nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. Accordingly, no part of the Consultant's compensation will be subject to withholding by the Client for the payment of any social security, federal, state, or any other employee payroll taxes.
2. **Assume 100% Responsibility for Your ("client") Actions, Success, and Decisions.** Entering into this consulting program is entirely based on this covenant – that you have acknowledged that you accept 100% responsibility for your actions (or lack of actions), your success, and your decisions. All payments are for custom strategic consulting services, which begin immediately upon signing and are non-refundable.
3. **Limitation Of Liability:** In no event shall "Prime Concepts Group Inc." or its employees, officers, consultants, or subcontractors of any tier be liable in contract, tort, strict liability, warranty, or otherwise, for any special, incidental or consequential damages, such as, but not limited to, delay, disruption, loss of product, loss of anticipated profits or revenue, loss of use of the equipment or system, non-operation or increased expense of operation of other equipment or systems, cost of capital, or cost of purchase or replacement equipment systems. Some jurisdictions do not allow excluding

or limiting implied warranties or limiting liability for incidental or consequential damages. Some jurisdictions have special statutory consumer protection provisions that may supersede the preceding disclaimers and limitations. As a result, these disclaimers and/or limitations may not apply to you if prohibited by law.

4. **Ownership of Work Product.** Consultant agrees that all work product developed by the client or in conjunction with others in connection with the performance of services pursuant to this Agreement is and shall be the sole property of Client, and Consultant shall retain no ownership, interest, or rights therein. Work product includes but is not limited to reports, graphics, memoranda, slogans, and taglines.
5. **Definition of Confidential Information.** "CONFIDENTIAL INFORMATION" as used in this Agreement shall mean any technical and non-technical information, including patent, copyright, trade secret, proprietary information, computer files, and client information related to the past, current, future, and proposed services of Client and includes, without limitation, Client property, and Client's information concerning customers, research, financial information, purchasing, business forecasts, sales and merchandising, and marketing plans and information.
6. **Nondisclosure and Nonuse Obligations.** Consultant agrees to protect the confidentiality of all Confidential Information and, except as permitted in this section, Consultant shall neither use nor disclose the Confidential Information. Consultant may use the Confidential Information solely to perform consulting services under this Agreement for the benefit of Client.
7. **Exclusion from Nondisclosure and Nonuse Obligations.** Consultant's obligations under Item 6 ("NONDISCLOSURE AND NONUSE OBLIGATIONS") with respect to any portion of the Confidential Information shall not apply to any such portion that Consultant can demonstrate (a) was in the public domain at or after the time such portion was communicated to Consultant by Client; (b) was rightfully in Consultant's possession free of any obligation of confidence at or after the time such portion was communicated to Consultant by Client; or (c) was developed by Consultant independently of and without reference to any information communicated to Consultant by Client. Disclosure of Confidential Information by Consultant, either (i) in response to a valid order by a court or other governmental body, (ii) otherwise required by law, or (iii) necessary to establish the rights of either party under this Agreement, shall not be considered a breach of this Agreement or a waiver of confidentiality for other purposes, provided, however, that Consultant shall provide prompt written notice thereof to Client to enable Client to seek a protective order or otherwise prevent such disclosure.
8. The Client may freeze the program without penalty; certain conditions apply. For example, you'll get so many ideas in the sessions you may need time to implement them or have scheduling conflicts. This program is about the tremendous value, not the specific number of hours. Client may pause the program once, for up to 60 days, with written notice. After that, services resume or remaining sessions are forfeited.
9. **Authorization for Additional Charges.** Client authorizes Prime Concepts Group Inc. to charge the payment method on file or to pay promptly via ACH transfer for any additional services or expenses that have been specifically requested and approved by the Client in writing via email or text message.

Investment: Prepaid \$ 15,000

(or 3 consecutive monthly payments of \$5,300 each totaling \$15,900)

Terms: Payment of the invoice represents your acceptance of these terms and conditions.

I'm looking forward to exceeding your expectations.



Ford Saeaks
Business Growth Accelerator