

# ORDER FORM & STATEMENT OF WORK

**Effective Date:** [Date]

**Project Start Date:** [Start Date]

**Estimated Completion:** [End Date]

This Order Form is entered into by and between **Arvoan Ltd** (officially registered in Finland as Arvoan Oy, Business ID: 3286668-5) ("Consultant") and **[Client Company Name]** ("Client"). This Order Form is governed by and incorporates the attached Master Services Agreement (MSA) and Data Processing Agreement (DPA).

## 1. Selected Sprint & Investment

*Please select the applicable Revenue Architecture sprint:*

### The Signal Foundation

- **Investment:** €4,500 (Fixed Project Fee excl. VAT)
- **Timeline:** 1-Week Deployment Sprint
- **Billing:** 100% payable via secure online payment link (Stripe) immediately upon signing to secure your deployment slot. *(Note: A formal VAT receipt/invoice will be automatically generated upon payment).*

### The Activation Engine

- **Investment:** €24,500 (Fixed Project Fee excl. VAT)
- **Timeline:** 4-Week Architectural Sprint
- **Billing:** 50% invoiced immediately upon signing to secure your slot; 50% invoiced upon final handover.
- **Safety Valve:** Full refund (minus €4,500 Audit Fee) if no retention signal is found during the Week 2 Audit.

### The Expansion Engine

- **Investment:** €32,500 (Fixed Project Fee excl. VAT)
- **Timeline:** 4-Week Architectural Sprint
- **Billing:** 50% invoiced immediately upon signing to secure your slot; 50% invoiced upon final handover.
- **Safety Valve:** Full refund (minus €4,500 Audit Fee) if no revenue correlation is found during the Week 2 Audit.

## 2. Deliverables & Scope

Based on the sprint selected above, the Consultant will deliver the following deployment-ready assets into the Client's isolated data warehouse schema (Zero-Risk):

- **For The Signal Foundation:** Governed GTM Signal Architecture, Noise-Filtered Activation Baseline, Codified Health Score Logic, and Isolated Schema Deployment.
- **For The Activation/Expansion Engines:** The deliverables include the Week 2 Quick Win Data Readiness Audit, specific Signal Discovery (Retention or Expansion), Source of Truth Metric Specs (or PQA Scoring Recipe), Reference Implementation in dbt/SQL, and Signal Activation Specs via Reverse ETL.

## 3. Client Prerequisites

To commence the sprint on the Project Start Date, the Client agrees to provide:

1. Scoped, read-only API or Service Account access to the data warehouse (e.g., Snowflake/BigQuery).
2. Access to necessary documentation or tribal knowledge regarding current GTM definitions.

## 4. Agreement Execution

By signing below, the Client agrees to purchase the selected Sprint and agrees to be bound by the terms of this Order Form, the attached Master Services Agreement (MSA), and the Data Processing Agreement (DPA).

### For the Client [Client Company Name]:

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

### For the Consultant (Arvoan Ltd):

Signature: \_\_\_\_\_

Name: Toni Ruokolainen

Title: B2B Revenue Architect

Date: \_\_\_\_\_