

EXHIBIT B - STATEMENT OF WORK (IMPLEMENTATION)

SOW #: 505716

Effective Date: Sep 29, 2023

Requested By: Douglas Miedel

This Statement of Work ("**SOW**"), including any appendices, schedules, exhibits, and/or attachments is entered into as of 9/29/23 (the "**Effective Date**"), by and between Elevation Solutions, Inc. ("**Elevation Solutions**") and Reach Cyber Charter School ("**Client**"), with respect to services to be performed by Elevation Solutions related to CRM Implementation. These Services shall be provided under the provisions of this SOW, the Master Services Agreement (including, without limitation the Standard Business Terms and all other exhibits attached thereto) which, together, describe our understanding with respect to the Services.

Understanding of Value Created:

Reach Cyber Charter School has decided to move forward with an implementation of the Salesforce CRM platform to meet the needs of the marketing and communications departments.

The following objectives have been established for this project:

- One stable and well architected platform that allows for flexibility and increased support with marketing, communications and campaigns
- Premier digital experience for parents, students, and administration make their processes and engagement seamless
- Centralize processes and migrate off of point solutions and google sheets to refine communications and constituent experience with sustainable tools for engagement
- Provide tools needed to empower people with easy, accurate and tailored prospect flow, reporting, and metrics for all audiences

This Statement of Work describes the services required for successful implementation, including both the technical work and the human-focused work required for successful implementation and maximum system adoption.

Project Scope & Deliverables: Elevation Solutions will perform the following for Client (the "**Services**");

PROJECT INTEGRITY

- Facilitation of the following meetings:
 - Project logistics meeting with Client Project Team
 - Project kickoff meeting with Client Project Team, Sponsors, End Users, and IT
 - Weekly project operations meetings with Client Project Team
 - Detailed discovery meetings
 - Monthly Sponsor check-in
- Facilitation of meetings with Salesforce and 3rd party providers
- Monitoring of Asana board for project status, collaboration, and to answer questions from client
 - Weekly status updates
- Deliverable sign-off management

DISCOVERY & DESIGN

- Discovery meetings for the following processes:
 - Student Communications
 - Parent Communications
 - Analytics & Intelligence
- Documentation of solution design
 - Solution design review and sign-off by Client Project Team
- Iterative Build Demos
 - Demo completed build of each process

- Collect feedback and ask clarifying questions
- Obtain sign-off on solution for each process

CORE PLATFORM BUILD

- Delivery of the following services in order to build the solution:
 - Salesforce Configuration
 - Salesforce
 - Core configuration (Leads, Accounts, Contacts, Campaigns)
 - Salesforce Marketing Engagement
 - Core Technical Setup & Branding
 - Up to:
 - 15 Email Templates using responsive layout
 - 10 Prospect Lists
 - 2 Forms/Form Handlers
 - 3 Engagement Programs
 - 1 Landing Page
 - Assumes no custom code or HTML
 - System Testing
 - Deployment to Production

DATA MIGRATION

- Data Migration
 - One-Time Data Migration
 - Facilitation of data migration mapping meetings with client
 - Creation of data migration mapping documents from all external sources
 - Guidance through data cleanup and formatting process as needed (to be completed by Client)
 - Data Loading for Contacts/Prospects from legacy systems
 - Data Quality Audit View/Report Creation
 - Creation of data validation reports & views
 - Handoff of reports to client for validation and sign-off
- Integration
 - Assumes integration with SIS, LMS, or other external systems is out of scope for this project

TRAINING & ADOPTION

- Administrator Skill Development
 - Guidance on Best Practices
 - Salesforce Account Engagement overview and advisory session
- Creation of Tailored End-User Training Guide
- End-User Training
 - Up to six hours of training
- Follow-On Training & Adoption Support
 - Facilitation of up to 1 follow-on Q&A / refresher webinars (60 min)

Time Logging: Elevation Solutions shall log time to Client's project according to the following guidelines:

- Virtual: time logged in 15 minute increments
- Onsite (Local): time logged in ½ day (4-hour) increments
- Onsite (Travel): time logged in 2-day (16-hour) increments

Project Schedule: Elevation Solutions estimates a timeline of 3-4 months from Project Kickoff meeting to go-live of the solution. Following acceptance of this SOW and payment of the initial services fee as defined in the table below, Elevation Solutions will assign Client its project team, establish the project start date, and begin project planning activities.

Payment Schedule:

- This project is a time and materials project.
- The hourly rate for services under this SOW is \$225.
- The estimated services amount for this SOW is \$23,625.
- Should travel for onsite training be requested by Client, Elevation Solutions shall bill for travel expenses per the terms in the MSA that governs this agreement.

Service Provider shall invoice Client per the table below. In the event that an invoice becomes overdue, Service Provider will stop all work on Client's project until payment is received. Amounts prepaid shall expire 12 months from payment and shall not be refundable. Should Client terminate this SOW due to no fault of Elevation Solutions, no refund will be given for unused, prepaid time.

Amount	Invoiced	Due
\$11,812 (initial services fee)	Upon full execution of this SOW	Upon receipt. Project start date will be established and the project team will be committed after receipt.
\$9,450	30 days prior to due date	60 days after project start date
\$2,363	30 days prior to go-live	Net 15
Variable	Bi-weekly, only in the event that the time and materials estimated amount paid has been exhausted, based upon actual time at the project rate specified above, billed in 15-minute increments	Net 15

SOW Acceptance: The client named below verifies that the terms of this Statement of Work is acceptable. The parties hereto are each acting with proper authority by their respective companies.

ELEVATION SOLUTIONS, INC.
REACH CYBER CHARTER SCHOOL

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date Signed: _____

Date Signed: _____