

Nov. 21st, 2024

CRISPY SQUID

(Content Proposal - Campaign)

PROOF OF CONCEPT STAGE AND COMPENSATION

Limited contract and rates to be renegotiated after 90 days.

CAMPAIGN STRUCTURE AND CONTENT– 3-month Campaign

Coming Up with A Campaign and How to Execute It - “Making of a Spokes Animal”
(Strategy Calls with Arnold and Peter, Tasting and Enjoying the Product, Learning the Korean Language, Unboxing New Crispy Squid Shipments, Coming Up with Slogans & More Behind the Scenes.)

PRE-RECORDED CONTENT per WEEK

- a. 1- Story Segments - Approx. 2.5 mins
- b. 2 - Social “Bites or Lifts” – :30-:60secs.
- c. 5 - Ads - :05-:15 secs.

Total Time: Approx. 5 mins. per week/20 mins. per month

TIKTOK “LIVE” CONTENT

- a. 2 - 20 min. - Bi-weekly Giveaways/Contests/Sales Promotion per month.
- b. Total 40 mins. per month.

TOTAL COMBINED CONTENT – 55-60 mins. per month

1st Two Weeks

Story Segment – Jules & Jackson

- a. Creating a Spokes Animal, Zoom meetings with Grovara & Fried Sea.
- b. Coming up with slogans
- c. Outtakes
- d. Prepping and teasing the 1st Big, Tik Tok live show

2nd Two Weeks

Story Segment – Jules & Jackson

- a. Receiving notes on Zoom meeting with Grovara & Fried Sea.
- b. Fixing content based on notes and coming up with newer slogans.
- c. Outtakes
- d. Prepping and teasing the 2nd Big, Tik Tok live show with big Giveaway

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RATE & CONTENT TERMS

- a. \$5000 per month for 3months - Total \$15,000.00
- b. 20% of gross profit generated by all sales, advertised content and print using voice, performance or likeness of Jules Baer and Jackson Barretta.
- c. The use of Jules Bear for this limited period and product, solely and specifically for agreed upon designated platforms and outlets.
- d. Final Cut decision - No final content versions or re-edited versions released unless consulted and agreed upon with Chucho Productions (Bill Barretta).

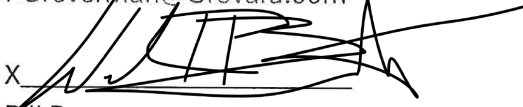
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Peter Groverman

Grovara, Inc.

CEO

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Bill Barretta

Chucho Productions, Inc.

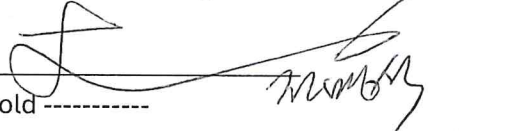
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