



FUTURE

Future B2B LLC

Terms and Conditions - Content Development

These terms and conditions are intended to help provide guidance around how you can use the content we create for you, our branding, and to help ensure that we achieve on-time delivery of content assets that exceed your expectations.

- **Authorship.** Any author engaged by Future B2B to assist with content projects will be under NDA with us.
- **Project Management.** An Future B2B editor will oversee the project to ensure the highest possible quality.
- **Ownership.**
 - Future B2B retains copyright. As a component of the larger content series, these are not work-for-hire services.
 - **We grant to you** at no-charge an *unrestricted, unlimited, do-whatever-you-like license* to use the content we create, but not the Gorilla Guide or Innovations branding itself, except as noted below.
- **The Gorilla** (For Gorilla Guide branded assets) or **Innovations** branding. We will be using either our trademarked Gorilla Guide branding and design our Innovations branding and design for this project.
 - You can use our branding for promotional purposes. If you'd like to do this, please contact us so we can send you branding guidelines.
 - We're sorry to say, we can't let you create your own Gorilla Guide or Innovations asset without us.
- **Your Team.** Prior to launch, you must identify all of the stakeholders in the process, including those that will be providing feedback along the way (see Review Cycles). The *number one reason* that we experience project delays is due to the addition of stakeholders after projects have been launched. Our goal is always on-time delivery with complete satisfaction. If additional stakeholders or reviewers are added after launch, we cannot guarantee on-time completion.
- **The Table of Contents.** For all content projects, we begin with an outline or a table of contents (TOC). This is the master document from which all content will be derived, so it's important that it receives due consideration. We will ask for formal approval on the outline/TOC to make sure we're all in agreement in direction.
 - **TOC development is restricted to two rounds of feedback from the client.** Additional rounds that may be required due to internal messaging changes or other situations will require payment of an additional \$500 per round of TOC edits. *If you make significant changes made to the outline or TOC after we've begun writing, we may assess an additional charge to recover the time we've already put into the project.* This charge will depend on exactly how far along we are in the process and the scope of the changes and could be anywhere between 10% and 90% of the total project cost. Please note that "changes to marketing messaging" that take place after we've begun writing are considered changes to the Table of Contents and will incur a change fee.
- **Review Cycles.** Every project includes three rounds of reviews which are your opportunity to provide feedback.

- **First Round.** The first edit round takes place after the initial content development and is where we expect feedback on overall tone, direction, and facts. It's expected that there may be significant editing after the first round of feedback.
- **Second Round.** The second edit round comes after we've taken into consideration your feedback from the first round of edits and updated the manuscript. Your feedback after this round should be limited to stylistic issues and any minor content concerns that may remain.
- **Final Proof.** This is where you get a look at the book with layout and validate that there are no errors that were introduced in lay out. With the exception of any remaining errors or typo corrections, content changes cannot be made in this stage. **If additional editing rounds are desired or become necessary, client will be assessed a fee equal to 10% of the current list price of the asset per additional editing round.**
- **Timeline.** Client will begin work on content assets set forth in the agreement no later than 6 months from the agreement acceptance date.
 - If delivery of the assets has not occurred within 6 months of the agreement date, and it is agreeable that the project needs to be cancelled, Future B2B will retain the non-refundable 50% upfront payment, or invoice for 50% of the agreement. Should the project move forward after the 6 months, new pricing will be negotiated, and an amended agreement will be signed.
 - If the Client changes content direction after the Table of Contents/Outline has been approved and/or the first draft of the manuscript has been delivered (whichever is later), the project will be placed on hold, and the pricing will be assessed to reflect proposed changes to the manuscript and the authoring required. Development of the content will start again once new pricing has been agreed upon and the new agreement is signed.
 - If Future B2B and the Client are unable to reach agreement on any editorial, production, or design decision relating to the content assets, either party may terminate the agreement, and the client will reimburse Future B2B for its costs rendered prior to termination (such amount not to exceed 50% of the contract value).
- **Delivery.** We want to hit our deadlines as much as you want us to (probably even more!). However, if you're not able to respond to queries and review cycles in a timely manner, on-time completion cannot be guaranteed.
- **Printed Books.** If your project includes printed books, please note that delivery is restricted to the United States. If you require books to be shipped to international locations, please contact us so shipping payment arrangements can be made.