

The trade.

Founding-customer pricing for founding-customer rights.

HYPRCORP is offering Assured a founding-customer rate — meaningfully below standard. The trade is a set of rights that turn this engagement into a multi-year reference deployment for HYPRCORP, and a sector-authority asset for Assured.

This charter exists to make the trade explicit before the build begins. Every right listed is cheap to grant pre-engagement, near-impossible to retrofit afterwards. Naming the trade now keeps the relationship clean — and makes Assured's contribution to the JV vehicle structurally visible when the term sheet drafts.

Form · contractual addendum to Phase 1 SOW **Effective** · engagement signature

Term · perpetual unless mutually retired

THE STRATEGIC SHAPE

Founding customer is an asset for both parties.

When HYPRCORP names Assured as founding customer, that's not branding — that's a structural position. It compounds reputation for both sides over years, not months.

HYPRCORP GETS

A reference deployment that anchors every future engagement.

Phase 1 with Assured becomes the named, outcome-validated case study HYPRCORP points to in every subsequent sales conversation. **Founding-customer status converts the engagement from a \$50k contract into a 5-year positioning asset.**



ASSURED GETS

Sector-authority uplift, founding rate, and equity in what gets co-built.

Pricing meaningfully below HYPRCORP's standard rate. Public association with category-defining work. Influence over methodology direction. **And a founding seat in the JV vehicle that takes co-built IP to the wider market.**

WHAT HYPRCORP NEEDS

Eight rights. Each cheap to grant. Each load-bearing for the case study.

These rights cost Assured nothing to grant pre-build. After the engagement, the same conversations are awkward, transactional, and often refused. Naming them up-front

makes them frictionless.

Naming rights

01 / PUBLIC REFERENCE

HYPRCORP can publicly name Assured as a customer, in marketing collateral, sales conversations, website, presentations, and case studies. Assured retains right of consultation on phrasing — no surprise launches — but the right of public naming is granted.

Attribution

02 / AUTHORSHIP CREDIT

HYPRCORP / Subfracture / Dominic O'Carroll are credited as authors of the system in any of Assured's external communications about the deployment. Reciprocal — Assured is credited as the founding customer in HYPRCORP's communications.

Testimonial cooperation

03 / ON-RECORD STATEMENTS

Dave Arbuckle (and other Assured leadership as appropriate) provide on-record testimonial statements at engagement milestones — at minimum, end of Phase 1 and end of Phase 2. **Statements are reviewed and approved by Assured before publication.**

Demo rights

04 / SANITISED SYSTEM
WALKTHROUGH

HYPRCORP can demonstrate the deployed system (sanitised — Assured client data redacted or composited) to prospective HYPRCORP customers. Includes recorded walkthrough, live screen-share, and embedded demos in deck materials.

Performance-metric quotation

05 / OUTCOME FIGURES

HYPRCORP can quote performance metrics from the deployment in marketing materials — drafting time reduction, tunnels covered, accuracy versus baseline, adoption rate, etc. Specific numbers reviewed and approved by Assured before first publication.

Co-marketing rights

06 / JOINT COMMUNICATIONS

Joint announcement at Phase 1 completion. Joint conference / industry-event presentation rights. Joint webinar or panel format if mutually useful. Each instance scheduled and approved jointly — but the right of joint communication is granted as default.

Reference customer status

07 / PROSPECT CALLS

Dave (or designated Assured leader) takes **up to four reference calls per year** from HYPRCORP prospects, capped at 30 minutes each. Standard reference-customer pattern — high-leverage for HYPRCORP, low overhead for Assured.

Written case study cooperation

08 / CASE STUDY PRODUCTION

Assured participates in a written case study at end of Phase 2 — quotes, photographs of the team if appropriate, day-in-the-life context, before/after metrics. **Co-authored. Co-approved.** Becomes the canonical reference document for both parties.

WHAT ASSURED GETS

Five categories of value. **Most are not on a price list.**

The founding-customer rate is the legible benefit. The four others compound over years and are structurally unavailable to non-founding customers.

01 / PRICING

Founding-customer rate

Phase 1 (\$20k) and ongoing engagement rates priced meaningfully below HYPRCORP's standard. **Same dollar outcome as the original Subfracture proposal — but framed as the trade for founding-customer status, not as commodity pricing.**

02 / BRAND

Sector-authority uplift

Public association with category-defining work in regulated reporting AI. Assured becomes the firm that *solved* the reporting bottleneck, not the firm that hired a consultant. The sector reads it. Competitors notice it.

03 / INFLUENCE

Methodology direction

Founding customers shape the methodology. Where Phase 1 work meets edge cases, Assured's domain expertise sets the canonical approach. HYPRCORP's playbook for the next ten regulated-reporting deployments is partly authored by Assured.

04 / EQUITY

Founding seat in the JV

The Subfractal JV vehicle that takes co-built IP to Assured's wider client base — and beyond. **Assured's contribution to the founding IP is structurally part of the JV equity case.** See JV proposal deck for the broader frame.

05 / CONTINUITY

Most-favoured-engagement status

For the duration of the founding-customer relationship, Assured retains preferential access to HYPRCORP capacity, advisory time outside scope, and first look at new methodology releases. **The status doesn't expire when Phase 1 closes.**

Pre-engagement, every right is frictionless.

TIMING MATTERS

The same conversations are easy now and awkward later.

Asking for naming rights, demo rights, and testimonial cooperation **before** the engagement begins is the natural shape of a founding-customer trade — both parties understand they're co-investing in something larger than the immediate work.

Asking for the same rights **after** the deployment ships reads as upsell, vendor overreach, or marketing pressure. The relationship is contaminated by the ask, even if the rights are eventually granted.

The asymmetry is large. Cost to Assured of granting the rights now: near zero. Cost of retrofitting after Phase 1: weeks of negotiation, legal review, and reputational unease — and often a no.

This charter is the artifact that makes the trade legible before any of it gets uncomfortable to discuss.

HOW IT NESTS

Sits inside the existing SOW. Doesn't change scope.

The charter doesn't replace the Phase 1 SOW. It attaches to it as an addendum. Build scope, timeline, and pricing remain exactly as agreed.

FORM

Schedule A — Founding Customer Rights — appended to Phase 1 Statement of Work. **One signed document, two named parties.**

TRIGGER

Effective on engagement signature, alongside the SOW itself. Rights persist after Phase 1 close unless mutually retired.

APPROVAL GATES

Specific publication moments (testimonials, performance figures, case study text) are reviewed and approved by Assured before going public. Right of consultation, not right of veto over reference customer use generally.

SCOPE

Build scope, deliverables, timeline, and pricing remain governed by the Phase 1 SOW. **The charter is about rights, not about work.**

JV BRIDGE

The charter sits adjacent to the broader JV conversation (Subfractal proposal). It does not pre-commit either party to the JV — but it makes the founding-customer relationship a structurally visible foundation if the JV proceeds.

THE BOTTOM LINE

One signature. Five years of compounding for both parties.

Founding customer is the right name for what Assured is to HYPRCORP. This charter is what makes that relationship structural rather than rhetorical — and what turns Phase 1 from a single engagement into a foundation that compounds reputation, methodology, and equity over years.