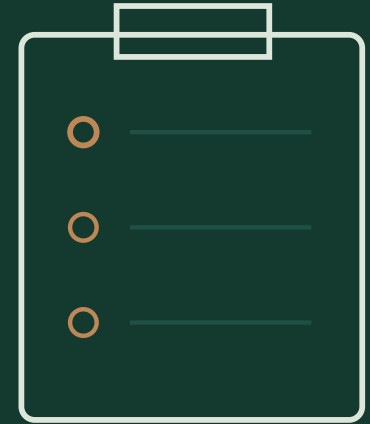


ChannelLedger Digital

Scoped work for client-owned
channels.



Fictional prelaunch

A small delivery pool must carry full management costs.

Paid delivery capacity



55% sold-time target

Preparation and support also take time.

Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Business owner

An existing channel needs work

Marketing lead

A measured maintenance task

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



SEO 30%

150/h

Paid media 25%

165/h

Social content 20%

140/h

Email work 15%

145/h

Analytics 10%

175/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

Internal team

Channel freelancers

Software-assisted work

Check before booking

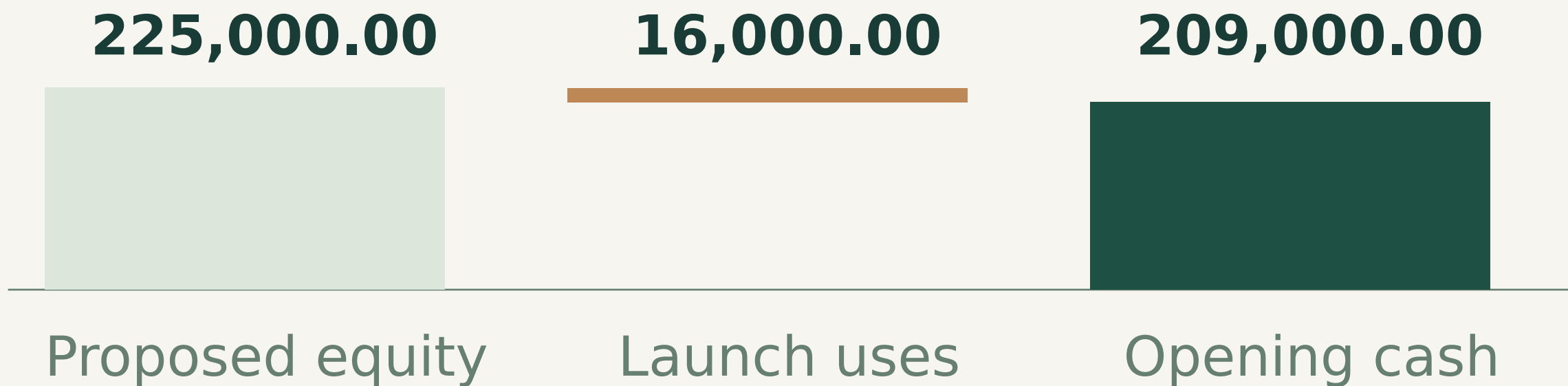
Client access

Support scope

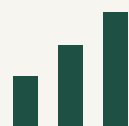
Repeat paid work

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net loss: USD -103,143.19



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Digital specialists	14,166.66
Owner-director	8,333.33
Operations support	1,041.67

Paid specialists, director and operations.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 125,000.00

Owner contribution: USD 100,000.00

Terms and funding remain uncommitted.

Project payback: not reached within 36 months