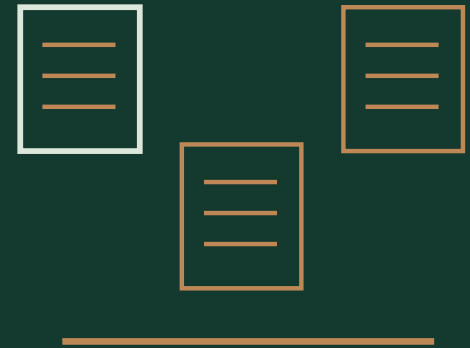


SignalOak Research

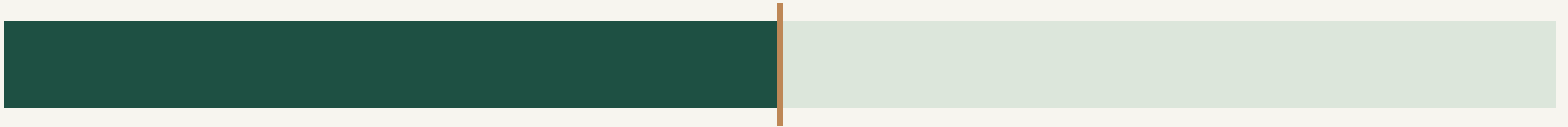
A research question. A defined
delivery pool.

Fictional prelaunch



Study purchases and paid analysis need collected fees.

Paid delivery capacity



50% 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



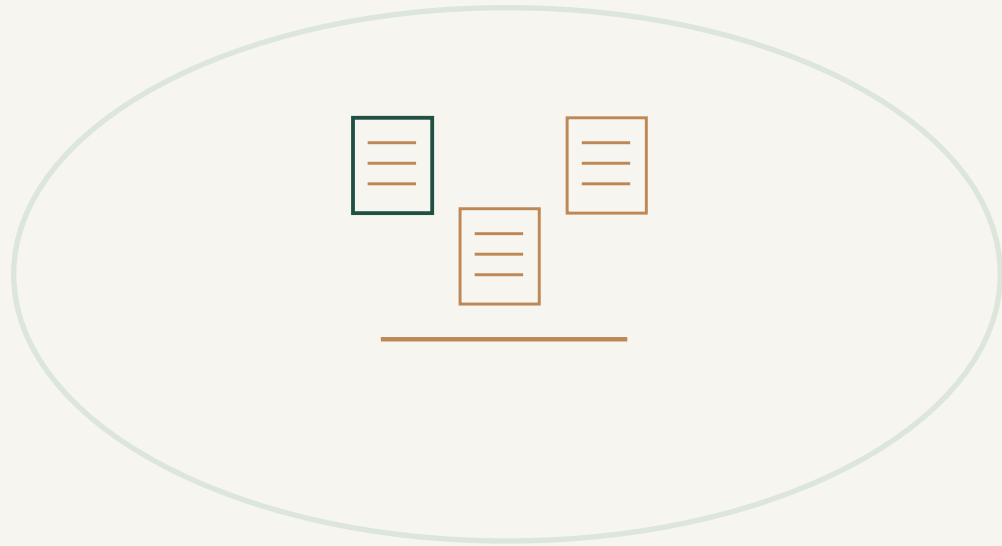
Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Research sponsors

A commissioned study

Business decision teams

An evidence question

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Competitors 20%

150/h

Surveys 25%

160/h

Interviews 20%

170/h

Segmentation 20%

180/h

Brand/pricing 15%

190/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

Research firms

Independent specialists

Internal research teams

Check before booking

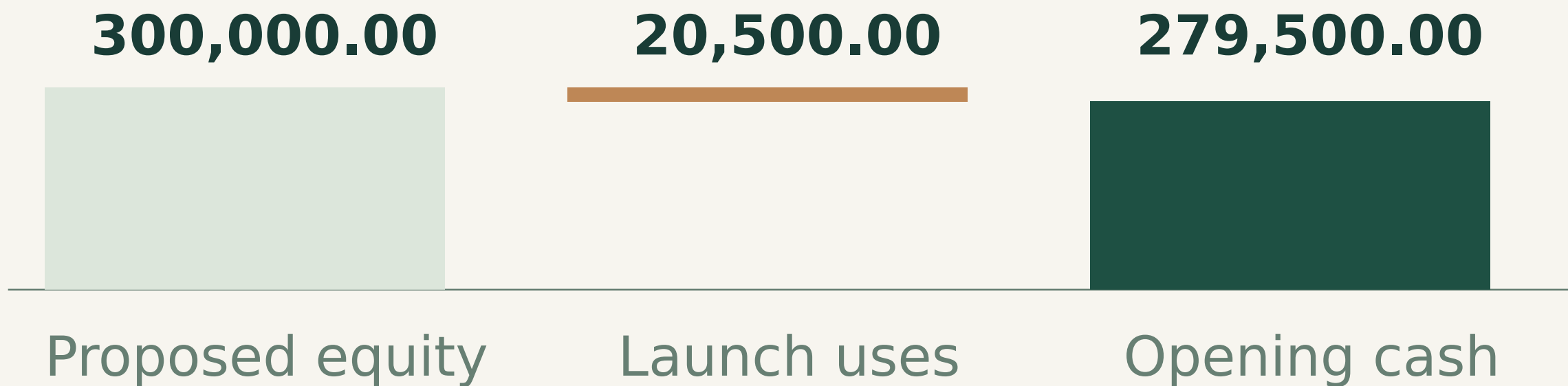
Question and method

Recruitment and data

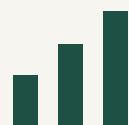
Effort and collection

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net loss: USD -94,472.62



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Research analysts	13,333.34
Owner director	9,166.67
Operations support	2,000.00

Paid analysts; half the director supplies delivery.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 138,569.14

Owner contribution: USD 161,430.86

Terms and funding remain uncommitted.

Project payback: not reached within 36 months