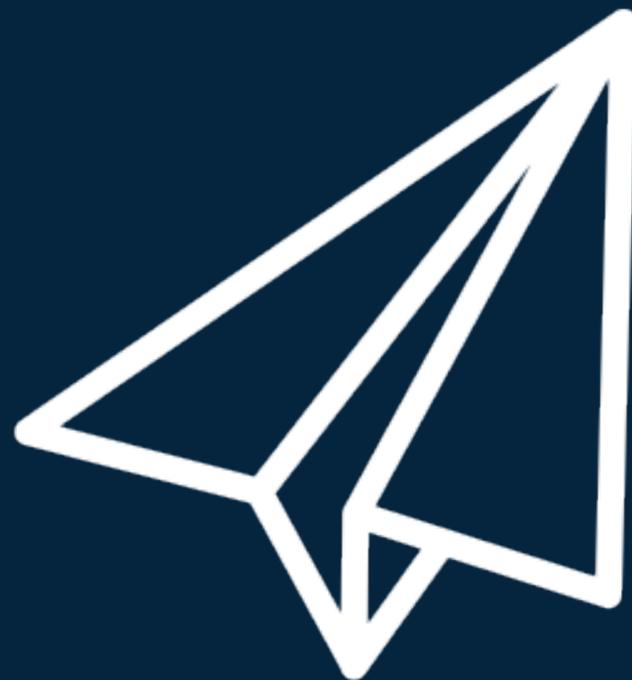


# STATEMENT OF WORK

A proposal for *INITECH* and  
*AJW* to build a portfolio of  
new-growth ventures.

*NOTE: This is a SAMPLE SOW, which  
outlines a venture design engagement  
with a hypothetical client.*



**Andrew James Walls**  
Lead the Future

# CONTEXT

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## BACKGROUND

Founded in 1999, *INITECH* is a global leader in enterprise technology solutions, including IT infrastructure, office technology products, and support services.

## THE PROBLEM

*INITECH* recognizes the world of work is changing fast: quantum computing, AI-powered voice technologies, remote and global workforces, the shift to a knowledge economy, and more. Today's reliable, evergreen business lines may not always remain. Thus, *INITECH* is looking to build new lines of revenue that are at the forefront of these emerging trends and gauge how current product lines might perform long-term.

## PROPOSED SOLUTION

To identify, validate, and pilot a portfolio of growth concepts that could be spun into new ventures, expanded product or service lines, or rolled into an innovation pipeline for later use.

It would also be a bonus to integrate talent from different product teams and publish some of the interim work as assets that can be used in separate contexts, such as customer research informing iterations on existing product and service lines.



# OBJECTIVES & KEY RESULTS

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## 01. IDENTIFY A SET OF OPPORTUNITY SPACES FOR *INITECH*

- **KR:** Identify 10+ trends shaping *INITECH*'s business ecosystem.
- **KR:** Conduct exploratory interviews with 20+ customers and 10+ experts.
- **KR:** Deliver a research review package, summarizing findings and including 5+ key opportunity spaces.

## 02. IDEATE CONCEPTS; VALIDATE PRODUCT-MARKET FIT

- **KR:** Host 1+ ideation workshops with 20+ *INITECH* staff.
- **KR:** Build portfolio of 20+ concepts with mockups.
- **KR:** Validate concept's product-market fit through customer interviews, market research, partnership scouting, and business and financial modelling. Narrow to 5-10 concepts.
- **KR:** Deliver a business design review package, summarizing work to-date and including 5-10 concepts for piloting.

## 03. DEVELOP AND LAUNCH PILOTS; PROPOSE PORTFOLIO

- **KR:** Map technical or functional requirements and implementation roadmap for remaining 5-10 concepts.
- **KR:** Build and launch 3-5 pilots. Gather performance metrics.
- **KR:** Deliver final new products portfolio, including MVP design, financial requirements, strategic rationale, and supporting data.



# ENGAGEMENT PLAN

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## TIMELINE

After we've confirmed our partnership and signed necessary documentation, we will host a kick-off with relevant stakeholders. From kick-off, this partnership will span 20 weeks.

## PHASES

- ▶ 01. Design Research & Strategic Foresight **(4 weeks)**
- ▶ 02. Ideation Workshops **(2 weeks)**
- ▶ 03. Concept & Mockup Design **(2 weeks)**
- ▶ 04. Concept Validation & Business Design **(3 weeks)**
- ▶ 05. Requirements Mapping **(3 weeks)**
- ▶ 06. Pilot Design & Launch **(4 weeks)**
- ▶ 07. Portfolio Design & Wrap-Up **(2 weeks)**

Please note, this is a remote engagement and will be facilitated virtually.

## KEY DELIVERABLES

- ▶ Research summary w/ 5+ key opportunity spaces
- ▶ 1+ Ideation workshops w/ *INITECH* talent
- ▶ Business design summary w/ 5-10 validated concepts
- ▶ Final proposed portfolio w/ 3-5 launched product pilots



# PARTNERSHIP TERMS

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## FEES

The proposed fee for this engagement is \$\_\_\_\_\_. This price is based on time, team, and value delivery. This engagement has a fixed scope, outlined in this *Statement of Work*. Any work beyond this scope, will incur additional fees.

## PAYMENT SCHEDULE

100% upfront. If you prefer 50% upfront and 50% upon completion of this engagement, there is a 10% surcharge.

## TEAM

I partner with a stable, flexible roster of designers and service providers. Once we agree on the scope and timeline, I will assemble the team to deliver on this project and do intros.

## PERFORMANCE GUARANTEES

- ▶ Weekly partnership check-in meetings.
- ▶ Interim deliverables throughout the partnership's lifecycle.
- ▶ Project kick-off and wrap-ups.
- ▶ I will deliver the scope we agree to. If we don't achieve this scope within the timeline outlined in this *Statement of Work*, I will continue to deliver them at no extra cost.

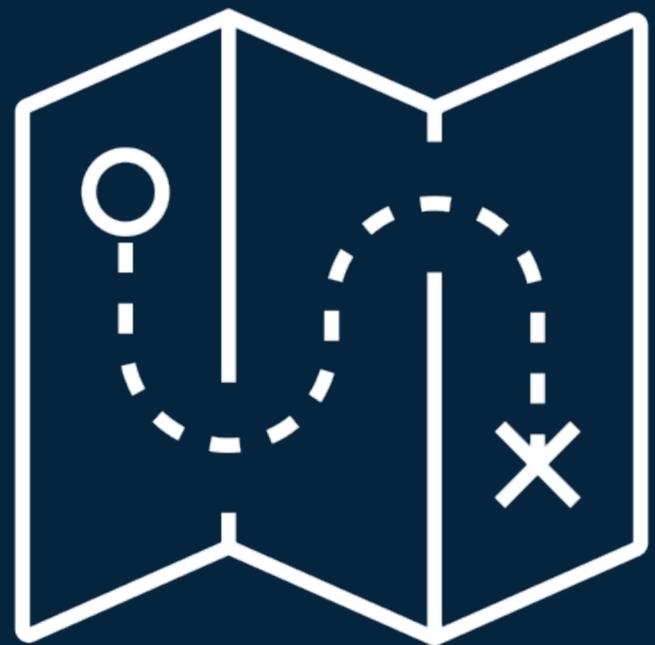


**Lead the future—one insight, idea, or transformative innovation at a time.**

My name's Andrew. I design products, companies, and movements that shape the world.

**Let's Talk**

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