



signed
kiwi proposal

Partnership Retainer - From Website Launch to Ongoing Success

For Scott Ferguson at Pelion

Hey Scott!

It's been great working with you on the successful launch of your new website. We're really proud of what we've built together and excited about where it can go from here. As we both know, launching a website is just the beginning.

At kiwikiwi, we believe in building genuine partnerships that go beyond the typical client-vendor relationship. We want to be an extension of your team – as your dedicated designer and developer duo who are committed to your long-term success. This proposal outlines our Partnership Retainer options, designed to provide Pelion with consistent, high-quality support, design and development.

The kiwikiwi Partnership Approach

A kiwikiwi Partnership Retainer is built on a foundation of collaboration, proactivity, and mutual benefit, offering clear advantages over one-off projects or basic hourly work:

- **Your Integrated Team, Ready to Go** Think of us as your dedicated design and development partners, already up to speed. Because we know your business and website well from our recent project, we integrate quickly and start making progress for you right away, with no lengthy onboarding.
- **Proactive Ideas, Not Just Task Completion** We aim to be more than just a service that ticks off tasks. As your partners, we'll proactively share ideas for improvements, suggest ways to enhance your website based on your goals, and help you think ahead, ensuring your site continues to work hard for your business.
- **Steady Progress with a Predictable Investment** This partnership model is straightforward: Pelion gets consistent support, design and development for a set monthly cost. You'll have our dedicated expertise focused on your business goals – improving your site and being there when you need us. This allows us to work together effectively for the long term.
- **Flexible to Your Needs, Agile in Action** Priorities can shift, and our partnership is designed to adapt with you. We can adjust our focus between ongoing support, smaller updates, or work on larger features as your needs change month to month. And when new opportunities or urgent requirements come up, having us on retainer means we can respond and implement changes efficiently.
- **Focus on Outcomes, Not Hours** Our retainer model is built on trust and delivering tangible value. We intentionally avoid diligent, minute-by-minute hour tracking for our standard partnership tiers. This approach minimizes our administrative overhead and, more importantly, we believe focusing on outcomes and progress serves you far better than simply counting hours, which offers no inherent guarantee of results. Our commitment is to the impact we create together.

Your kiwikiwi Partnership Retainer Options

We offer several Partnership Retainer tiers, each providing a different level of dedicated capacity. All tiers give Pelion full access to our core skills: UI/UX design, modern frontend development, Statamic backend development, ongoing technical support and server management.

These retainers provide you with a dedicated portion of our duo's capacity each month.

Consider the *Key Benefits* a guide to this tier's potential; the actual focus adapts to your needs within its capacity.

Pelion Partner

- **Monthly Investment:** £2,800 (£2,500 with yearly commitment)
- **Dedicated Capacity & Outcomes:** Our custom Pelion tier with cherry-picked perks and benefits from our premium tiers and with dedicated capacity designed for steady, ongoing support, regular maintenance, content updates, and the implementation of several small-to-medium sized features, enhancements or design iterations each month.
- Equivalent to having our duo focused on your projects for approximately **35 hours per month** (roughly 8 hours per week, or about 1 day per week of focused work).
- **Key Benefits:**
 - Full design, frontend & Statamic backend development expertise for ongoing maintenance and feature development.
 - Ongoing server management & security updates with proactive monitoring.
 - Prioritized Slack communication with responses within the hour for urgent matters.
 - Bi-weekly 60-minute planning calls to align priorities and review progress.
 - Proactive monitoring and suggestions for site health, performance, and security.
 - Proactive recommendations to improve user experience, site architecture, and introducing new functionality.

Foundation Partner

- **Monthly Investment:** £2,300

- **Dedicated Capacity & Outcomes:** This tier provides dedicated capacity for steady, ongoing support, regular maintenance, content updates, and the implementation of several small feature enhancements or design improvements each month.
- To give you a tangible sense, this capacity is broadly equivalent to what you might expect from approximately **25 hours of focused senior expertise per month** (roughly 6 hours per week, or slightly less than 1 day per week of focused work), though our focus is always on outcomes and progress, not the clock.
- **Key Benefits:**
 - Full access to our design, frontend, & Statamic backend development expertise for ongoing maintenance and incremental improvements.
 - Ongoing server management with focus on performance, updates and security.
 - Direct Slack access for consistent communication with responses within 24 hours.
 - Continuous progress updates on Slack.
 - Bi-weekly (every two weeks) 60-minute planning calls to align priorities and review progress.
 - Proactive monitoring and suggestions for site health, performance, and security.

Growth Partner

- **Monthly Investment:** £3,500
- **Dedicated Capacity & Outcomes:** Designed to deliver multiple small-to-medium sized features per month, or significant, steady progress on a larger feature, alongside proactive support and ongoing improvements.
- Equivalent to having our duo focused on your projects for approximately **40 hours per month** (roughly 10 hours per week, or about 1.3 days per week of focused work).
- **Key Benefits (on top of previous tier):**
 - Capacity for more sophisticated design and development solutions and custom asset creation.
 - Prioritized Slack communication with responses within the hour for urgent matters.
 - Weekly 60-90 minute planning and review calls with detailed action items and progress tracking.

- Proactive recommendations to improve user experience, site architecture, and introducing new functionality.

Scale Partner

- **Monthly Investment:** £6,400
- **Dedicated Capacity & Outcomes:** Provides substantial capacity for tackling larger development initiatives, multiple concurrent feature streams, and a more deeply integrated partnership approach.
- Equivalent to having our duo focused on your projects for approximately **80 hours per month** (roughly 20 hours per week, or about 2.5 days per week of focused work).
- **Key Benefits (on top of previous tier):**
 - Capacity for advanced creative work including 3D elements, complex visualizations, and custom animations.
 - Strategic partnership with active input on your website roadmap and development priorities.
 - After-hours support & urgent work (evenings/weekends) for pressing issues that can't wait.
 - Ability to work on multiple concurrent initiatives without sacrificing quality or momentum.

Apex Partner

- **Monthly Investment:** £8,800
- **Dedicated Capacity & Outcomes:** Our highest capacity tier, designed to function as your core web design and development duo, delivering maximum progress on multiple large projects or ongoing initiatives.
- Equivalent to having our duo focused on your projects for approximately **120 hours per month** (roughly 30 hours per week, or about 3.75 days per week of focused work), representing a significant portion of our availability.
- **Key Benefits (on top of previous tier):**
 - The largest portion of our expertise reserved for you, ensuring rapid progress on multiple projects simultaneously.
 - Deep involvement in your digital strategy with proactive recommendations and innovative solutions aligned with your business goals.

- Ability to tackle complex, multi-phase projects with consistent momentum and focus.
- Capacity to implement major site-wide improvements or complete redesigns while maintaining day-to-day operations.
- Dedicated time for exploring emerging technologies and innovative approaches specific to your business needs.

Adapting to Your Growth: Capacity & Flexibility

Ensuring your Partnership Retainer consistently aligns with your evolving needs is a cornerstone of our collaborative approach. During our regular strategy calls, we proactively review our current workflow and capacity allocation with you. This ongoing dialogue helps us confirm that we are effectively addressing your top priorities and that the engagement continues to match the volume and pace of work you require.

Should your ambitions or project requirements begin to consistently expand beyond the typical capacity of your current tier, we are committed to finding transparent and proactive solutions together, without penalties. We'll explore several options to best support your growth:

1. **Capacity Boost Add-on:** For situations requiring a temporary, concentrated surge in capacity – perhaps to accelerate a specific feature launch or manage a short-term, intensive workload – our 40-Hour Capacity Boost Add-on offers a flexible solution. This block of tracked focus hours can be scheduled in advance (subject to our availability) to provide that extra push precisely when you need it.
2. **Dedicated Project Scope:** For very large, distinct new initiatives that have a clearly defined scope and timeline (such as developing an entirely new standalone application or a major website overhaul), we may recommend structuring these as a separate, dedicated project. This approach allows significant undertakings to receive the focused resources and planning they deserve, without impacting the established rhythm and priorities of our ongoing retainer work.
3. **Upgrading Your Partner Tier:** As your initiatives expand, transitioning to a higher Partner tier is often the most seamless way to ensure you have the increased dedicated capacity necessary to maintain momentum and fully support your broader objectives.

Our aim is always to provide a partnership that is both robust and adaptable, ensuring kiwikiwi can effectively support Pelion through every stage of your digital journey.

The Boost Addon: Extra Power When You Need It

We understand that sometimes you need an extra surge of focused effort to tackle a larger feature, hit a critical deadline, or simply accelerate progress. Our Flexible Boost Addons are designed for these moments, offering dedicated blocks of our duo's time, tracked and disclosed for full transparency.

You can leverage boosts in two ways:

1. Initial Prepaid Boost (20% Discount)

As you embark on your partnership with us, you have a one-time opportunity to prepay for up to five 40-Hour Boost blocks at a **20% discount**. This is ideal for planning a significant piece of work early in our collaboration or securing discounted hours for future use.

- **Investment:** This is based on your chosen retainer's effective hourly rate, with the 20% discount applied. This discounted rate is reflected in the pricing details below and is applicable if you opt for this with your first payment.
- **Usage:** These hours can be scheduled and utilized at any point during our partnership, subject to our availability and advance scheduling.
- **Note:** This 20% discounted prepayment is available only once, typically with your first retainer payment.

2. Ad-hoc Boosts (Standard Rate)

Throughout our partnership, should you require additional capacity beyond your retainer, you can request an Ad-hoc Boost.

- **Flexibility:** Request a 40-hour boost whenever the need arises.
- **Scheduling:** Subject to our duo's availability and requires advance scheduling to ensure dedicated focus.
- **Investment:** Priced at the discounted effective hourly rate of your current partnership retainer tier.
- **Purpose:** Perfect for tackling unexpected larger tasks, accelerating specific project phases, or adding temporary extra capacity.

How We'll Work Together

Here's how our collaboration will look with a kiwikiwi Partnership Retainer.

- **Seamless Slack Communication**

We'll continue using our existing dedicated Slack channel for all our day-to-day direct communication. This remains the best place for you to ask quick questions, share ideas as they come up, or get timely updates from us, keeping everything clear and moving efficiently.

- **Optional Check-in Calls**

If you find it helpful for us to have a more formal catch-up, we can certainly schedule check-in calls. A weekly or bi-weekly rhythm (depending on your chosen retainer tier) can be a good opportunity to discuss progress in more detail, plan upcoming work together, and ensure we're fully aligned on priorities. However, these are entirely optional and we can manage our progress effectively through Slack if you prefer.

- **Managing Workflow & Priorities**

Based on our communications on Slack (and any optional calls you choose), we'll manage the development workflow, plan tasks, and prioritize effectively to keep your projects moving forward. We generally provide updates directly to keep things streamlined for you. However, if you find a shared visual task board helpful for visibility on certain initiatives or for your own tracking, we're open to using one together.

Your Partnership Commitment

To ensure our partnership starts strong and works effectively for both of us, we have a straightforward approach to how our commitment is structured.

Every new partnership with kiwikiwi begins with an initial three-month period. We find these first three months are invaluable for us to establish a good working rhythm together, fully understand your ongoing priorities, and begin delivering tangible results for Pelion early on. After this initial phase, our collaboration typically continues on a flexible rolling monthly basis, giving you ongoing adaptability. Should quarterly billing better suit your planning, you're welcome to simply choose that payment cycle.

Annual Partnership – A 10% Thank You

For clients who prefer to plan further ahead and secure our collaboration for a longer duration, we also offer an Annual Partnership. If you commit to a full year with any of our retainer tiers, we include a 10% discount. This can be a great option for your long-term budgeting and ensures our dedicated capacity is reserved for Pelion throughout the year.

Moving Forward Together

We've genuinely enjoyed our recent work with Pelion and are excited to continue supporting your website's development and ongoing success. To provide a clear framework for our collaboration and ensure you have consistent, dedicated support, we propose formalizing our engagement with a kiwikiwi Partnership Retainer, starting **June 1st, 2025**.

This proposal has detailed the Partnership Retainer tiers and your various options for commitment, billing, and any initial Boost Addons.

To proceed, please indicate your preferred selections in the section below. Once you confirm your choices and accept the terms, our formal partnership agreement will be generated for you instantly.

We truly value our collaboration with Pelion and look forward to continuing to build great things together in this more structured way.

All the best,

Emin & Esma
kiwikiwi



Terms and Conditions

We want everything to be transparent and easy to understand, so here's a summary of the key terms and conditions for this Partnership Retainer:

1. Partnership Scope

Our agreement covers ongoing design, development, and support services for Pelion as outlined in this proposal. Work will be delivered within the capacity limits of your selected retainer tier. Any requests significantly outside the agreed scope or requiring substantial additional capacity may require discussion about upgrading your tier or handling as a separate project.

2. Partnership Duration and Commitment

All Partnership Retainers begin with an initial 3-month commitment period. This allows us to establish a strong working rhythm and deliver meaningful early results. After the initial period, the partnership continues based on your chosen commitment level.

3. Payment Schedule

Partnership Retainer fees are billed monthly in advance, with payment due within 30 days of invoice date. For quarterly payment schedules, fees are billed quarterly in advance with the same payment terms.

- **Monthly Commitment:** Billed monthly or quarterly in advance
- **Yearly Commitment:** Receives 10% discount, billed monthly or quarterly in advance
- **Prepaid Boost Addons:** Prepaid boost hours are billed with your first payment only
- **Ad-hoc Boosts:** Billed in the month they are requested

We accept payments via direct bank transfer (IBAN) to our Swedish business bank account.

4. Capacity and Work Allocation

Each retainer tier provides dedicated monthly capacity as outlined in the proposal. Work is prioritized collaboratively during our regular planning calls. We focus on outcomes and progress rather than strict hour tracking, though the boost addon hours are tracked for transparency.

5. Intellectual Property

All work completed as part of your Partnership Retainer becomes your intellectual property upon payment. We may request permission to showcase work in our portfolio, but this is entirely at your discretion.

6. **Partnership Termination**

After the initial 3-month commitment period, termination notice requirements depend on your commitment level:

- **Monthly Commitment:** Either party may terminate with 30 days' written notice
- **Yearly Commitment (10% discount):** Either party may terminate with 60 days' written notice

The longer notice period for yearly commitments reflects the discounted rate and provides both parties with greater planning certainty.

Upon termination, you will receive all completed work. Prepaid boost hours are non-refundable, except in cases where we terminate the partnership, in which case unused prepaid boost hours will be refunded on a pro-rata basis.

7. **Work Prioritization and Changes**

We work collaboratively to prioritize tasks within your retainer's capacity. Changes in direction or priority are expected and welcomed as part of an agile partnership. Significant scope changes that exceed your tier's typical capacity will be discussed openly, with options including tier upgrades or separate project arrangements.

8. **Communication and Availability**

Communication primarily occurs through your dedicated Slack channel, with response times as outlined in your retainer tier. Optional planning calls are scheduled according to your tier (bi-weekly or weekly). We maintain regular business hours (CET timezone) with after-hours support available for Scale and Apex Partner tiers.

9. **Content and Asset Collaboration**

You'll provide content, assets, and guidance as needed for ongoing work. We'll work collaboratively on content optimization and provide recommendations for improvements. Timely provision of materials helps maintain project momentum within your retainer capacity.

10. **Hosting and Technical Management**

Your retainer includes ongoing server management, security updates, and performance optimization as outlined in your tier benefits. We handle all technical backend requirements, ensuring your site remains secure, fast, and up-to-date.

11. **Boost Addons and Additional Capacity**

Prepaid boost hours can be scheduled and used at any time during our partnership, subject to our availability and advance scheduling. Ad-hoc boosts can be requested as needed and are priced at your tier's effective rate with advance scheduling required.

12. **Limitation of Liability**

Our liability is limited to the monthly cost of your retainer. We won't be held liable for any indirect damages, loss of business, or data breaches. We maintain comprehensive backups and security measures to minimize risks.

13. **Confidentiality**

We respect your privacy and treat all business information confidentially. Proprietary details or sensitive data shared with us won't be disclosed to third parties without your explicit consent.

14. **Data Protection and GDPR Compliance**

We adhere to GDPR and relevant data protection regulations throughout our partnership. This includes secure handling of any data and implementing necessary protection measures. We provide ongoing guidance on GDPR-compliant practices.

15. **Retainer Tier Changes**

You may upgrade your retainer tier at any time with changes taking effect in the following billing cycle. Downgrades require notice consistent with your commitment level (30 days for monthly, 60 days for yearly) and take effect at the next billing cycle. We'll discuss capacity implications of any tier changes.

16. **Dispute Resolution**

We're committed to resolving any issues through open dialogue. If direct communication is unsuccessful, we'll engage in mediation with a mutually agreed third party. As a final measure, we'll submit to binding arbitration under Swedish arbitration laws.

17. **Legal Entity and Brand Information**

Services are provided by Aisen & Adison AB, a registered company in Sweden. "kiwikiwi" is a brand owned and operated by Aisen & Adison AB. All agreements under the kiwikiwi brand are legally binding contracts with Aisen & Adison AB.

These terms are designed to create a transparent, collaborative partnership relationship. If you have any questions or concerns, please don't hesitate to discuss them with us.

Selected packages and addons

Pelion Partner

Our custom Pelion tier with cherry-picked perks and benefits from our premium tiers and dedicated capacity designed for steady, ongoing support, regular maintenance, content updates, and the implementation of several small-to-medium sized features, enhancements or design iterations each month.

Provides approximately 35 hours of our focused, senior-level expertise per month.

- ✓ Full design, frontend & Statamic backend development expertise
- ✓ Ongoing server management & security updates
- ✓ Prioritized Slack access (within the hour for urgent matters)
- ✓ Bi-weekly 60-minute planning calls
- ✓ Proactive site monitoring & performance optimization
- ✓ Proactive UX & site architecture recommendations

£2,500/month

Effective Rate: £72/hour

40h Boost price: £2,880

40h Prepaid boost price (20% discount):
£2,304

All prices are quoted in GBP and exclude VAT.

Selected Addons

Addon	Price
Prepaid Boost (40 Hours)	£0

Summary

Project	Price
Pelion Partner	£2,500/month
First payment	£2,500
Monthly payment from month 2	£2,500

Partnership Details

Commitment Type

Yearly Commitment (10% discount)

Payment Schedule

Monthly Payments

Agreement Start Date

June 1, 2025

Initial Commitment End Date

June 1, 2026

After the initial commitment period, this partnership continues for the full year with a 10% discount.

Signatures



Scott Ferguson
Pelion IoT Ltd

Signed at: 10 June 2025 22:53:50 UTC

Signed from IP:

2a0a:ef40:763:d401:f09e:ddd:3300:64a

User Agent: Mozilla/5.0 (iPhone; CPU iPhone OS 18_5_0 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) EdgiOS/137.0.3296.53 Version/18.0 Mobile/15E148 Safari/604.1



Emin Jasarevic
kiwikiwi / Aisen & Adison AB

Signed at: 25 May 2025 17:50:00 UTC

Signed from IP: 94.254.24.167

User Agent: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/136.0.0.0 Safari/537.36