

# The Phoenix Project

## Project Outline

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The Phoenix Project will **improve the client's reputation and standing** among **Israeli public opinion at large, with emphasize on opinion makers and thought leaders.**

Using sophisticated social algorithms, we will identify, befriend and cultivate relations with a large number of Israeli public opinion leaders and the people that influence them, such as foreign journalists or others.

We will leverage those relations to deliver the client's messages in an effective manner to thousands of relevant individuals on social networks on an ongoing basis, including the production of social-media friendly content. In addition, we will provide the client with near real-time feedback regarding the reception of his strategies, plans and messages among target audience.

## High Level Strategy

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1. Map Israeli public opinion leaders, such as **Israeli journalists, Israeli media persons, Israeli bloggers** and the people who influence them, such as **foreign journalists, Israeli business executives** and **Israeli celebrities.**
2. Create an **Israeli social hub** for Israeli public opinion leaders supported by over a **100 localized channels**
3. Develop 1:1 relations with up to **1,000 Israeli public opinion leaders** and **influencers** through the Israeli social hub
4. After the first quarter, once relationships with opinion leaders are in place, perform at least **6,000 monthly interactions** with identified influencers and active individuals in order to promote the client's messages in an effective, friendly manner.

Note: The project works in synergy with the clients PR program and strategies (if and to whatever extent they exist). To optimize our work we require a point of contact that will be available to work closely with the project manager, on messages, content and strategy and to coordinate other inn iterative clients has to maximize effect

## PROJECT GOALS

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The Phoenix Project has several major goals:

- Increase positive perception and awareness of the Client in the eyes of the general population, as well as in the eyes of opinion leaders.
- Increase positive perception of the Client among thought leaders in the country.
- Decrease negative perceptions of the Client (if there are any) among thought leaders in the country.
- Enhance positive sentiment towards the Client.

Some providers may be able to supply some or part of the services included in the proposed Phoenix Project. Using **propriety social algorithms**, our **dedicated project's team** will **identify, befriend and cultivate relations** with relevant influencers and decision makers, over an estimated minimal period of 1 year. We will leverage these relations to **reinforce Client's public image as a prominent leader**.

The project provides near real-time feedback regarding Client's messages, stances and announcements.

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## INCLUDED SERVICES

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The Phoenix Project is a turnkey project, which will be executed by the Phoenix Team. The Team will be comprised of native Hebrew speaking/writing young people, fluent in the social media culture, etiquette and flow. The Phoenix Team will operate on a pre-approved strategic plan and ongoing adjustment and adaptations based on development and customer guidance.

The services included in the project are:

- **Strategic Planning** –
  - Formulate a strategic plan and approve it with the customer;
  - Continuously adaption of the project's operational directions, to follow new developments within the relevant (business, "soft politics" messages, cultural, etc.) environments.
  - The strategic planning has to be done by close and continual deliberation with the Client and/or a delegate on his behalf.
- **Infrastructure Setup and Maintenance** – build and maintain the required technological and operational infrastructure necessary to execute the strategic plan in a highly professional manner, while addressing all digital and physical risks associated with the project.
- **Execution** – execute the plan using the technological and operational infrastructure, delivery of monthly reports to the Client /delegate and receive tactical directives.
- **Platform** – once in place, the Phoenix Project can serve as a platform to help the Client with any need he might have regarding spreading his views, stances, dispositions and any other message.

## Team and Technology

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As discussed in our meetings, our team together with our technology has delivered successful results in multiple high-stake situations.

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## Milestones and Schedule

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	<b>Milestone</b>	<b>Deliverables</b>	<b>Notes</b>
1	Project launch		Infrastructure buildup begins – technology deployments and operational team recruitment
2	Launch + 1 month	Strategic Plan presentation and approval	
4	Launch + 2 months	Execution begins	
5	Launch + 4 months	Presentation of first results	
6	5 months and onwards	Weekly flash reports and a monthly presentation of results	

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**Commercial Terms**

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Pricing

Our fee for the project is \$ 45,000 (forty five thousand USD) per quarter with a 12 month minimal commitment to run the project. Payment is due at the beginning of each quarter with first payment due prior to project launch.

**Additional Terms**

1. While the project shall be provided to the customer on a best effort basis, we do not guarantee any results following the performance of the project.
2. Client hereby acknowledges and agrees that it does not and will not have any rights or claims regarding any software, technology, infrastructure or any other resources created by us or used by us in connection with the project.
3. Neither we nor the client shall be liable for any indirect, incidental, special, punitive, or consequential damages or for any loss of profits, business, revenue, data or data use incurred in any way or in connection with the project, or this proposal by the other party or any third person, even if said party has been advised of the possibility of such damages. In any event, each party's total liability, for all claims in connection with the project howsoever arising (including by way of negligence or any other theory of law), shall not exceed \$10,000 (ten thousand US Dollars).
4. In the event of any dispute between us and the Client (the Parties), such dispute shall be referred within 14 days of the demand of each of the parties to a single agreed upon arbitrator. The arbitrator will not be bound by rules of evidence or procedure and will give the reasons for his judgment. The arbitrator's decision shall be final and binding in any court. Each party to the proceedings shall bear its own expenses; the arbitrator's fees and expenses shall be borne in equal parts by the parties to the proceedings.

Agreed and accepted by

Name		Signed	
Title			
Date			