

SCALE OR DIE

Scaling without losing your soul.

SERVICE AGREEMENT

The Catering Growth System

A done-for-you, AI-powered lead engine for Indian wedding catering. Fully built, launched, and generating leads in 7 days.

PREPARED FOR Palace Indian Restaurant
Attn: Rakesh Kamal, Owner
Davie, Florida

PREPARED BY Scale or Die

DATE May 26, 2026

The Offer — The Catering Growth System

The Positioning

Most Indian restaurants rely on word-of-mouth or burn money on generic catering ads that don't reach the right couples. We build a dedicated AI-powered lead engine specifically for Indian weddings — couples planning their Mehndi, Sangeet, Ceremony, and Reception across South Florida. **Palace cooks. We fill the calendar.**

One niche. One engine. Built to dominate. Palace Indian Restaurant gets a purpose-built funnel, AI-qualified leads, geo-fenced ads hitting 25+ South Florida wedding venues, and the full marketing stack — fully built, launched, and generating leads within 7 days of signing.

Pricing & What's Included

What You Get	Investment
<p>Phase 1 — Build, Launch & Go Live in 7 Days (due today)</p> <ul style="list-style-type: none"> • Brand discovery + competitor audit • Dedicated Indian wedding funnel built & deployed • 5 static ad creatives ready for Meta + Google • Meta Pixel + conversion tracking installed • Geo-fence + 25 South Florida wedding venues mapped • AI qualifier bot trained on Indian wedding flow • Twilio SMS + Google Calendar integration live 	<p style="text-align: center;">\$4,000 one-time</p>
<p>Phase 2 — Continued Operations & Optimization (due day 45, only if happy)</p> <ul style="list-style-type: none"> • Live campaign management (Meta + Google) • AI spend optimizer rebalancing every 6 hours • Fresh ad creative variants every 45 days • SMS nurture sequence + smart retargeting • Live performance dashboard • Monthly strategy call with our team • Real wedding bookings flowing into Palace 	<p style="text-align: center;">\$4,000 one-time</p>
<p>Total first 45 days</p>	<p style="text-align: center;">\$8,000</p>

Payment structure: \$4,000 charged today via Stripe upon signature. The Phase 2 \$4,000 is billed at day 45 only if Palace is satisfied with results. If not, the first \$4,000 is refunded in full — see Section 4.

Our Guarantee

Make \$4,000 back in 45 days — or get \$4,000 back.

Within the first 45 days following launch, if Palace does not feel the system is delivering qualified Indian wedding leads and tasting bookings as promised, Palace receives a full refund of the \$4,000 Phase 1 fee. No clawbacks. No 'prove it' forms. The Phase 2 \$4,000 is only billed if Phase 1 actually worked.

The guarantee is contingent on Palace responding to inbound leads within 24 hours and providing the access described in Section 6.

How It Works — The Indian Wedding Funnel

Indian weddings are a specific, high-value buyer with a specific cycle. We don't lump weddings in with corporate or birthdays — the funnel, the ads, the qualifier, and the follow-up are all built exclusively for Indian wedding catering.

The Indian Wedding Funnel
Buyer: Brides, grooms, mothers-of-the-bride, wedding planners
Cycle: 45 days, one-shot premium ticket
Lead Magnet: Wedding menu sample + free tasting offer
CTA: Free 4-person tasting consultation
Goal: High-ticket bookings — Mehndi, Sangeet, Ceremony, Reception

The Rollout

Phase	Timing	What Happens
Build & Launch	Days 1–7	Everything built and deployed: funnel, ad creatives, geo-fence, AI qualifier, SMS + calendar integrations, CateringPro.io configured. Campaigns go live by Day 7. Leads start flowing.
Performance Window	Days 7–45	System runs in production. Daily monitoring, A/B testing, AI spend optimizer rebalancing every 6 hours. Real Indian wedding leads booking tastings.

Phase 2 Decision	Day 45	If happy: \$4,000 Phase 2 fee invoiced — continued operations begin. If not: \$4,000 Phase 1 refund issued and we part ways.
Continued Operations	Day 45+	Ongoing campaign management, fresh creative every 45 days, monthly strategy calls, sustained optimization.

The 45-day performance guarantee window begins on Day 7 (Launch).

What We Need From You

- **Access to your domain** (palaceindiancuisine.com) — so we can deploy the wedding subdomain and connect tracking.
- **Access to your Facebook (Meta) ad account** — so we can run and optimize campaigns under Palace's account.

That's it. Once we have these, we start the build the same day.

The Agreement — Catering Growth System Service Agreement

This contract is a legally binding agreement between **Palace Indian Restaurant** (“Client”), located at 11422 W State Rd 84, Davie, FL 33325, represented by **Rakesh Kamal**, Owner, and **Scale or Die** (“Consultant”), entered into on May 26, 2026.

1. Executive Summary

Thank you, Rakesh, for considering Scale or Die as your partner. Our goal is to deliver significant improvements to Palace Indian Restaurant's Indian wedding catering lead generation, and in turn unlock a new revenue channel through paid acquisition, AI-driven lead qualification, and venue-targeted geo-fencing. We have identified the South Florida Indian wedding catering market as an underserved segment where Palace can capture meaningful market share. We look forward to working with you and your team.

2. Our Understanding

Your Company. Palace Indian Restaurant, owned and operated by Rakesh Kamal, is a Davie, Florida-based authentic Indian restaurant located at 11422 W State Rd 84, Davie, FL 33325, serving Broward County for 20+ years. Palace operates a daily lunch buffet, full dinner service, takeout, delivery, and catering — and is now expanding into the South Florida Indian wedding catering market.

Your Needs. Palace is looking for a trusted partner to generate qualified Indian wedding catering leads — specifically reaching couples and the families planning their weddings within a 20-mile radius of Davie. Palace will use paid social advertising, AI-driven lead qualification, and venue-targeted geo-fencing to attract these prospects, capture their information, and convert them into booked wedding events.

3. Our Company

Scale or Die is a digital marketing agency that caters to the specific needs of small to medium-sized businesses in the B2B and B2C markets. Using AI, emerging technologies, industry best practices, and innovative techniques, Scale or Die approaches every engagement as both a trusted advisor and a veteran practitioner.

Agreement.

- Whereas the Consultant will perform the services outlined in Section 2 designed to grow Palace's Indian wedding catering business.
- Whereas the Client will compensate the Consultant per the pricing and cadence outlined in Figure A.
- Whereas this agreement covers an initial 45-day Phase 1 period, with Phase 2 commencing upon mutual agreement and payment of the Phase 2 fee.

Terms

1. Duration. The Consultant will render services to the Client beginning on May 26, 2026.

2. Services.

- The Consultant will build and manage a single Indian wedding catering funnel, with its own dedicated landing page (weddings.palaceindiancuisine.com), as outlined in Figure A.
- The Consultant will meet with the Client at the conclusion of each fourteen (14) day period (in person, by phone, or online) to discuss campaign progress and strategy.
- The services cited in this section represent a complete list of the Consultant's contractual obligations. The Consultant may elect to provide additional services when deemed necessary; should this occur, the Client will not be billed for the additional services.

Figure A. Pricing and Services Provided

Services Provided	Pricing
Phase 1 — Build, Launch & Go Live in 7 Days	\$4,000 due today
Phase 2 — Continued Operations & Optimization	\$4,000 due day 45
Total first 45 days	\$8,000
Minimum Meta (Facebook) Ads spend	\$50 per day

Ad spend may be set anywhere from \$50 to \$500 per day at the Client's discretion; campaigns launch at \$50/day.

4. Performance Guarantee

The Consultant guarantees that within the first forty-five (45) days following campaign launch, if the Client does not feel the system is delivering qualified leads and tasting bookings as promised, the Client shall receive a full refund of the Phase 1 fee paid (**\$4,000**). The Phase 2 fee is contingent on the Client's satisfaction with Phase 1 results and is only invoiced upon mutual agreement at day 45. This guarantee is contingent upon the Client maintaining the minimum required ad spend, responding to inbound leads within twenty-four (24) hours, and providing the access described in Section 6.

5. Compensation

- The Consultant will establish and/or optimize the Client's digital presence across the agreed-upon channels for the charges outlined in Figure A, due at the cadence outlined therein.
- The Consultant will accept payment via Stripe (preferred), bank account through online invoice, or via cash or company check delivered in person or mailed to: 200 East Madison St. Suite 201, Tampa, FL 33602.
- In the event the Client fails to pay the Consultant by 5:00 p.m. (EST) fourteen (14) days following the issued invoice, the Consultant will stop services until payment is received.
- Once payment for the period has been made in full, the Consultant will resume provision of services. Should a suspension of services occur, complete payment will be necessary to resume — a prorated amount will not be provided.

6. Account Access & Authorization

- The Client authorizes the Consultant to access the Client's domain (palaceindiancuisine.com) and Facebook (Meta) ad account for the purpose of building, connecting, and managing the funnels and campaigns described in this Agreement.
- The Consultant is authorized to assume the identity of the Client in social media interactions related to the campaigns, including status updates, posts, comments, responses, direct messages, and emails.
- The Consultant will hold the Client's URLs, usernames, and passwords in confidence. The Consultant will not share this information under any circumstances, nor sell it to a third (3rd) party.

7. Rights to Created Content

- The Client retains the right to all content created by the Consultant for the Client while under contract, ad infinitum. However, the Client may not distribute for profit any content created by the Consultant without the Consultant's written consent.
- The Consultant retains the right to use any content created for the Client while under contract for the purpose of (1) providing work samples or (2) instruction — including presentations, lectures, webinars, and published material in any medium.

8. Access to Client Information

- To accurately determine ROI, the Consultant will from time to time request financial and customer information from the Client. After receiving it, the Consultant will store the information securely; any electronic record not required for ongoing reporting will be deleted.
- The Consultant will not share this information under any circumstances, nor sell it to a third (3rd) party.

9. Liability Waiver

- Establishing a digital media presence and a two-way flow of communication between the Client and the public can have unintended consequences on the Client's reputation. Should this occur, the Client waives its right to hold the Consultant responsible for any damage or liability arising from the Consultant's actions on the Client's behalf, provided the Consultant is not grossly negligent.
- If at any time the Client does not agree with actions taken on its behalf, it must notify the Consultant in writing. Upon such notice, the Consultant will post a retraction and apology across all affected platforms within twenty-four (24) hours.

10. Service Interruption

Either party shall be excused from any delay or failure in performance if caused by any occurrence beyond its reasonable control, including acts of God, acts of war, fire, laws, proclamations, edicts, ordinances or regulations, riots, earthquakes, floods, explosions, or other acts of nature. The obligations and rights of the excused party shall be extended on a day-to-day basis for a period equal to the excusable interruption. If the interruption continues for more than thirty (30) days, either party may terminate this Agreement upon ten (10) days' prior written notice.

11. Engagement

The Client hereby engages the Consultant and the Consultant accepts engagement as a Consultant to the Company subject to the terms herein. The Consultant is, for all purposes, an independent contractor and not an agent or employee of the Company. The parties do not intend to create a joint venture, partnership, or fiduciary relationship. The Consultant agrees to report as income all compensation received under this Agreement and to pay all self-employment and other taxes thereon.

12. Entire Agreement

Should either party violate the terms of, or fail to meet the obligations set forth in, this contract, such action will render the opposing party free from any further contractual obligation.

13. Amendments & Addendum

This contract is to be considered complete and final. However, the field of digital media is rapidly changing, and such changes may necessitate amendment or addition to this contract. Should such a need arise, the amendment or addendum must be drawn up as a separate document, signed by both parties, with a copy provided to each.

IN WITNESS WHEREOF, both parties signify their authority to act on their organization's behalf and their agreement to abide by the terms of this contract, effective the date written above, by the signatures affixed below.

Signatures — Authorization & Agreement

CLIENT — Palace Indian Restaurant

Name (Printed)

Rakesh Kamal

Title

Owner

Signature

Date

CONSULTANT — Scale or Die

Name (Printed)

Thang Pham

Title

Founder

Signature

Date