

PARTNER BUILD SPECIFICATION — DEMONSTRATION

WHAT GETS BUILT. HOW YOU KNOW IT'S DONE.

DEMO — FICTIONAL DATA

This Specification defines every deliverable in the engagement: its description, its acceptance test, its exclusions, and its ownership upon transfer. If a deliverable is not listed here, it is not owed. If it is listed here, it is owed exactly as written.

DOCUMENT CONTROL (DEMONSTRATION VALUES)	VALUE
Build Specification ID / version	BS-DEMO-001 · v1.0
Partner legal entity / public brand	Sample Partner LLC (fictional) · "Sample Metabolic Co."
Selected configuration	Clinic (a Platform configuration uses the same document)
Referenced records	Proposal P-DEMO-001 · Fee Schedule FS-DEMO-001 · Final agreement controls

§1 · SCOPE SCHEDULE — FIRST LINES OF 30

ID	DELIVERABLE	DEMO QTY	ACCEPTED — "DONE WHEN"
03-02	Branded marketing website, responsive, with one primary inquiry/booking path	9 pages	Desktop/mobile QA pass; links & CTA verified live
04-02	Eight-stage CRM pipeline with routing & notifications	1 pipeline · 8 stages	Test lead completes every stage; owner notified correctly
04-05	Follow-up email sequence, installed & tested	5 messages	Variables render; reply & unsubscribe verified
01-02	Operator Requirements Brief	1 brief	Brief acknowledged; unresolved facts labeled
01-03	Clinic / Platform configuration decision record	1 record	One configuration selected or explicitly held
01-05	Responsibility matrix (Atlas / partner / vendor / adviser)	1 matrix	Every critical responsibility has one accountable owner

— 24 ADDITIONAL SCOPE LINES CONTINUE ON PAGES 2–3 —

HOW TO READ EVERY ROW

Each line carries a scope state (**INCLUDED** · **CONDITIONAL** · **EXCLUDED** · **NOT APPLICABLE** — blank is not a scope state), the partner input it depends on, a written "done when" acceptance test, an explicit exclusion, and an ownership class. The demonstration quantities shown are illustrative; a real Specification carries your configured values.

§1 · SCOPE SCHEDULE, CONTINUED — BRAND, WEBSITE & CRM WORKSTREAMS

ID	DELIVERABLE	DEMO QTY	ACCEPTED — "DONE WHEN"
02-03	Logo system — directions, final variants, export package	2 directions · 1 final	Final files open correctly and match accepted direction
02-05	Core messaging architecture — hierarchy, CTA rules, voice	1 system	Copy system maps to selected audience and source records
02-07	Digital starter-template set (social / avatar / header / post)	12 templates	Each template renders in specified dimensions, editable
02-08	Print-ready starter materials	4 pieces	Files pass visual QA and print preflight
03-01	Site map and content plan	1 plan	Map accepted before page production
03-04	Business inquiry form — validation, routing, confirmation	1 form	Test submits, validates, routes, and confirms correctly
03-05	Booking integration — book, reschedule, cancel, notify	1 path	Test booking completes each configured path
03-08	Baseline website QA — mobile, links, forms, metadata	1 cycle	Defined checks pass or exceptions logged with owner
03-09	Analytics event plan and configuration	1 account	Approved test events appear in the selected tool
04-01	CRM account and user configuration	1 account · 3 users	Admin/user roles and recovery route verified
04-04	Form-to-pipeline integration and internal notifications	1 route	Test submission creates correct record and notifications
04-08	CRM admin handoff — access inventory, guide, export notes	1 session	Administrator demonstrates login and core tasks

WHAT THE QUANTITIES MEAN

Every count above is a **configured commitment**, not marketing language. "12 templates" means the twelfth is owed as surely as the first — and each renders in its specified dimensions before the line is accepted. Where a line depends on partner input (approvals, accounts, facts, licenses), the dependency is written on the line itself.

§1 · SCOPE SCHEDULE, CONCLUDED — MARKETING KIT, OPERATIONS, TRAINING & ACTIVATION

ID	DELIVERABLE	DEMO QTY	ACCEPTED — "DONE WHEN"
05-03	Consumer education guide	1 guide	Renders print-ready; claims match the source register
05-05	Social caption and template bank	30 captions	IDs preserved; CTAs bind to active routes only
05-06	Local SEO / Google Business Profile kit	1 kit	Eligibility branch applied; posts and citations delivered
05-07	First-30-days launch campaign calendar	30 day-rows	Each row has owner, dependency, and success check
06-05	Core operating SOP pack	8 SOPs	Named operator completes each SOP against its checklist
06-06	Ordering portal / access configuration	1 login	Partner login, order flow, and notifications verified
07-02	Core system orientation (website / CRM / ordering)	3 sessions	Named roles complete orientation checklist
07-04	Objective task verification	12 tasks	Each role performs its tasks unassisted, recorded
07-05	Final Ready / Conditional / Blocked launch report	1 report	Every line resolves to a state with owner and next action
08-02	Atlas-controlled system activation	per plan	Each activation matches the signed go/no-go plan
08-03	Handoff package and access manifest	1 package	Partner confirms access to every listed system
08-05	Stabilization support window	30 days	Support requests logged, resolved, or scheduled

WS-01 BLUEPRINT 6 lines	WS-02 BRAND 8 lines	WS-03 WEBSITE 10 lines	WS-04 CRM 8 lines
WS-05 MARKETING KIT 8 lines	WS-06 OPERATIONS 9 lines	WS-07 TRAINING 5 lines	WS-08 ACTIVATION 6 lines

The full master runs 60 deliverable lines across these eight workstreams — this demonstration excerpts 30. Every line carries the same six controls.

THE LINE THAT MATTERS MOST

Row 07-05 — the **Ready / Conditional / Blocked report** — means launch is a verified state, not a vibe: every scheduled line resolves to a written status with an owner and next action before controlled activation begins. Nothing "just goes live."

THE FOUR SECTIONS THAT EXPOSE A BAD DEAL IN MINUTES

§2-§5 · TERMS THAT PROTECT THE BUYER

§2 · EXPLICIT EXCLUSIONS

Not included, and never implied: guaranteed traffic, rankings, leads, conversions, revenue, or outcomes · e-commerce modules unless separately scheduled · unlimited revisions · ongoing management, posting, or ad spend · legal, tax, or investment advice · any deliverable not written in §1. Additions enter written change control with a signed change order.

§3 · OWNERSHIP UPON TRANSFER

Upon acceptance, the configured partner property transfers as the final agreement states: brand assets and source files, the website, the CRM account and its records, and the operating materials scheduled in §1. You operate under a business brand your company owns; the specified rights are controlled by the final agreement. No percentage-of-gross-revenue royalty is payable to Atlas; the final agreement controls. Atlas pre-existing methods and third-party licenses transfer only as configured use rights.

§4 · ACCEPTANCE & CURE

Each deliverable is tested against its written acceptance criteria — the "done when" column of §1. A failed test enters a written deficiency record and a cure period of **10 business days (demonstration value)**; cured lines re-test against the same criteria. Acceptance is recorded per line, never assumed by silence.

§5 · MILESTONE & PAYMENT GATING

Milestones are gated to **delivery, not dates**: each payment event in the referenced fee schedule attaches to a named milestone of accepted deliverables — **M-01 Blueprint · M-02 Brand · M-03 Site & CRM · M-04 Kit & Ops · M-05 Verified Ready · M-06 Activation & Handoff (demonstration set)** — so money follows accepted work, and the schedule flexes with dependencies instead of pretending calendars control reality.

NOW AIM THIS DOCUMENT AT EVERYONE

Ask every company you're evaluating for their version of this file — before you pay. The ones who hand it over are worth 30 minutes; the ones who won't just told you everything. **Want to walk the full specification live — including the parts that protect you from us?** Book a Fit Call: [\[ATLAS CONFIG: FIT CALL BOOKING ROUTE\]](#). Written terms · no countdown timers · "not a fit" is a real answer we give.