

VIBE CODING OF AUGUSTA

AI Sales Automation & Digital Infrastructure

CSRA Regional Headquarters, Augusta, GA

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OFFICIAL CLIENT INVOICE

Invoice #: VC-CLIFF-001

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Client: Cliffisms Sports & Spirits

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CLIFFISMS PHASE 1: ITEMIZATION & INVESTMENT PROPOSAL

COMMERCIAL CATALOG ITEMIZED BREAKDOWN & MILESTONE SCHEDULE

This official proposal and itemized invoice details the Phase 1 Digital Launch Package for **Cliffisms Sports & Spirits**. Below is the complete line-item breakdown showing the estimated general market value, Vibe Coding's standard catalog retail pricing, and your applied partnership promotional discount. This ensures total transparency on your long-term asset value while locking in your special initial investment rate.

SKU	Item Description & Service Scope	Est. Market Value	Catalog Retail
AI-001	24/7 AI Sales Agent (Gin Setup): Custom NLP conversational agent trained on Cliffisms origin story, food truck menu, and rules base. Captures VIP sign-ups 24/7.	\$2,500.00	\$1,500.00
GD-002	Digital Storefront & VIP Booking Hub: Mobile-optimized storefront (vipcliffisms.com), zero-party VIP data capture form, and 24/7 automated lead funnels.	\$1,200.00	\$800.00
GD-M365-ESS 1	Microsoft 365 Professional Email: 1 Full Year Included. Professional inbox setup and DNS alignment to bypass spam filters.	\$250.00	\$119.88
GD-HST-DEL	Deluxe Web Hosting (1 Year Paid in Full): 1 Full Year Deluxe hosting included upfront. High-speed SSD storage, 99.9% uptime, and scalable bandwidth.	\$200.00	\$159.48
GD-DOM-COM	.com Domain Registration: 1 Full Year vipcliffisms.com domain deed registration and digital asset lock-down.	\$30.00	\$19.99
VC-AD-30	30-Second Master Commercial & Content Engine: Direct-response commercial starring Gin, plus 30-day 15s/10s social media content slices. (Standard re-order catalog rate: \$249.00/ad).	\$1,500.00	\$249.00

ESTIMATED GENERAL MARKET VALUE RANGE:	\$4,680.00 – \$6,080.00
VIBE CODING STANDARD CATALOG RETAIL TOTAL:	\$2,848.35
PARTNERSHIP PROMOTIONAL DISCOUNT:	-\$1,348.35
CLIFFISMS TOTAL PACKAGE INVESTMENT:	\$1,500.00
MILESTONE 1 DEPOSIT DUE TODAY:	\$500.00

3-STEP MILESTONE PAYMENT SCHEDULE

- 1. Payment 1 (\$500 Deposit - Due Today):** Secures the .com domain deed, covers **1 full year of Deluxe Web Hosting** (paid in full), covers 1 full year of Microsoft 365 Professional Email, and officially starts the 1-to-5 day build clock.
- 2. Payment 2 (\$500 Live Launch):** Due immediately when the website goes live on vipcliffisms.com with baseline data.
- 3. Payment 3 (\$500 Final Asset Release):** Due immediately after the 48-hour testing phase. **Full legal ownership of the domain deed and custom graphics transfers strictly upon receipt of final payment.**

ONGOING SERVICE & RECURRING RETAINER BINDING BOUNDARIES

Monthly AI Upkeep Retainer (\$100/Month):

This monthly retainer is a dedicated, continuous service designed to maximize the performance of your AI Digital Hostess (Gin) over time. **It specifically covers:**

- **Continuous AI Training & Retraining:** As new customer interaction data, food specials, and customer preferences accumulate, Gin is constantly retrained on updated datasets so her knowledge base becomes increasingly refined and effective week after week.
- **Prompt Updates & Parameter Fine-Tuning:** Continuous optimization of NLP conversational prompts to improve user flow and VIP sign-up conversions.
- **Weekly Communication & Transcript Audits:** Monitoring chat logs and interaction transcripts to catch any minor faults or phrasing issues, ensuring zero hallucinations and strictly enforcing guardrails.
- **Dedicated Guardrail Security:** Keeping Gin strictly within approved business parameters so she never goes off-script or makes unauthorized promises.

IMPORTANT EXCLUSIONS (Clear Scope Boundaries):

- **Web Hosting:** Web hosting is NOT billed under this monthly fee because **1 full year of Deluxe Web Hosting is already paid in full** as part of your initial \$1,500 package.
- **Web Design & Development:** This fee strictly covers AI retraining and prompt maintenance. It does NOT cover website layout redesigns, new page builds, or custom web coding. Future 30-second commercial video ads are billed separately at your standard \$249.00 catalog rate.

AGREEMENT APPROVAL & AUTHORIZATION

By remitting the \$500.00 initial deposit via Square, Client (Cliffisms LLC) authorizes Vibe Coding of Augusta to register the domain, deploy Deluxe hosting, and commence the 1-to-5 day Phase 1 build. All terms governed by the Mutual NDA on file.