

STATEMENT OF WORK

Managed AI Workforce Intelligence Deployment — Operations

Prepared For: Simplicity Media Group

Prepared By: VeloXP LLC

Date: April 24, 2026

Engagement Tier: Enterprise

[DRAFT — SUBJECT TO REVIEW]

1. Introduction

This Statement of Work (SOW) outlines the scope, structure, and delivery plan for VeloXP LLC's Managed AI Workforce deployment for Simplicity Media Group. The engagement delivers a dedicated team of AI agents customized to the operational needs of your practice, coordinated by VeloXP and supervised by your designated human stakeholders.

The agents described in this document operate as an integrated workforce, not a software toolset. Each agent has a defined role, reporting chain, and set of capabilities aligned to your business objectives. Human approval requirements are documented for all client-facing and financial actions.

This document is a working draft. All terms, pricing, and scope are subject to review and mutual agreement prior to execution.

2. Parties

VeloXP LLC	Simplicity Media Group
Max Koby, CEO	
max@veloxp.com	
(949) 490-6629	
San Clemente, CA	

3. Client Team & Stakeholders

No stakeholders identified. To be completed during kickoff.

4. Scope of Services

VeloXP will deploy a Enterprise Managed AI Workforce for Simplicity Media Group. The engagement is scoped to the Operations vertical and includes agent configuration, tool integrations, workflow automation, human approval structures, ongoing monitoring, and continuous improvement. All agents are managed and maintained by VeloXP. The client provides data access and designated human approvers as described in this document.

4A. Platform Architecture

The VeloXP AI Workforce operates across three integrated infrastructure layers. This architecture is what separates a managed AI workforce from generic AI tools: every agent shares a common industry knowledge base, maintains a Simplicity Media Group-specific intelligence layer, and is coordinated and monitored in real time through Mission Control.

Layer 1 — Industry World Model

VeloXP maintains a proprietary medical aesthetics and plastic surgery industry model trained on anonymized operational patterns across our client base. This model provides:

- Industry benchmarks: how leading plastic surgery practices structure patient acquisition, consultation conversion, and procedure mix
- Best-practice workflows: proven process patterns for inquiry response, scheduling, review management, and AI visibility — distilled from real operational data
- Risk pattern recognition: early warning signals calibrated to aesthetic medicine failure modes — no-show spikes, review drops, inquiry decay
- AI platform intelligence: maps how ChatGPT, Perplexity, and Google AI surface plastic surgery recommendations, and which trust signals drive citations

This is not generic AI. It is a specialized model that understands medical aesthetics at a level no general-purpose tool can match, because it learns from real practices doing real work.

Layer 2 — Intelligence Layer (CosmetiCare-Specific)

On top of the industry model, each agent maintains a Simplicity Media Group-specific intelligence layer:

- Organizational memory: every correction, preference, and approval pattern from Simplicity Media Group's team is captured and used to improve accuracy over time
- Container isolation: Simplicity Media Group's data is partitioned at the infrastructure level. No cross-client data access. No shared memory. Complete isolation enforced by architecture, not policy.
- Self-improving feedback loops: when your team corrects an agent output, that correction trains the agent. Over time, agents require fewer corrections and produce higher-quality work.
- Procedure and patient context: agents learn CosmetiCare's procedure mix, consultation conversion rates, inquiry behavior, and seasonal demand patterns — and apply that context to every output.

Agent Roster — Intelligence Layer

The following agents are deployed as part of the CosmetiCare Intelligence Layer. Each agent operates with a defined role, reporting chain, human QA reviewer, and capability set. Agents operate as managed employees: they receive tasks, execute within defined guardrails, report to human QA reviewers, and escalate all exceptions before acting.

Grace — Executive Intelligence Agent	Phase Phase 1 — Operations Foundation (Month 1)
Reports To: Tedd Barr (Owner/Founder)	Human QA: Tedd Barr
<ul style="list-style-type: none"> • Calendar management and scheduling coordination across client accounts • Meeting prep — agenda creation, attendee research, pre-call briefings • Inbound inquiry triage — routes prospect and client messages by priority • Daily priority digest delivered each morning to Tedd Barr • Commitment tracking — flags open action items and overdue follow-ups • Client scheduling coordination and confirmation workflows 	

Chester — Business Development Agent	Phase Phase 1 — Operations Foundation (Month 1)
Reports To: Tedd Barr (Owner/Founder)	Human QA: Tedd Barr
<ul style="list-style-type: none"> • Prospect pipeline management across target verticals (Finance, SaaS, Healthcare, Legal) • Outreach sequence execution — multi-touch email and LinkedIn cadences • Warm lead follow-up — re-engages cold prospects and inbound inquiries • Pre-call deal context prep — account summaries and conversation primers for Tedd • CRM logging and activity tracking (HubSpot/Salesforce/Pipedrive) • Pipeline reporting — weekly BD velocity metrics and conversion summaries 	

Atlas — Client Strategy Agent	Phase Phase 2 — Client Operations (Month 2)
Reports To: Tedd Barr (Owner/Founder)	Human QA: Tedd Barr
<ul style="list-style-type: none"> • Campaign strategy documentation — builds strategy decks and creative briefs • Client-facing presentations and performance reports across all media channels • Proposal drafting — tailored media plans for new account pitches • Client communication cadence management — ensures consistent touchpoints • Onboarding documentation — new client intake packets and kickoff materials 	

Scout — Intelligence and Research Agent	Phase Phase 2 — Client Operations (Month 2)
Reports To: Tedd Barr (Owner/Founder)	Human QA: Tedd Barr
<ul style="list-style-type: none"> • Competitor positioning monitoring across client verticals • Ad tech industry trend tracking — DSP updates, privacy changes, attribution shifts • Media consumption data research — audience insights by vertical and channel • New client vertical research before pitches — industry landscape and spend benchmarks • Market intelligence reports — quarterly vertical analyses for sales enablement 	

Forge — Operations and Integration Agent	Phase Phase 3 — Automation and Integration (Months 2-3)
Reports To: Tedd Barr (Owner/Founder)	Human QA: Tedd Barr
<ul style="list-style-type: none"> • Multi-platform reporting pipeline automation (Meta, Google, DV360, The Trade Desk) • CRM integrations — HubSpot/Salesforce/Pipedrive data sync and enrichment • Custom dashboard builds — unified cross-channel performance views • API data flow maintenance — ensures reliable data ingestion from all ad platforms • Performance data consolidation — reconciles TV, radio, CTV, and digital reporting 	

Layer 3 — Human Interface Layer

Every agent operates within a defined human oversight chain. No agent takes final action on patient communications, financial transactions, or external publishing without explicit human approval.

- QA gates: no patient-facing communications, procedure pricing quotes, or external content published without your designated QA reviewer's approval
- Reporting chains: every agent reports to a named human reviewer — defined in the Agent Roster above
- Escalation protocols: agents flag exceptions and ambiguity rather than guessing. Humans make judgment calls.
- Approval audit trail: every human approval is logged in Mission Control with timestamp, reviewer, and action taken

Mission Control — Coordination & Oversight Layer

All agents are coordinated and monitored through Mission Control, VeloXP's proprietary agent operations platform. Simplicity Media Group's team receives real-time visibility into agent activity, task queues, approval requests, and performance metrics through the Mission Control dashboard.

- Real-time agent activity feed: every task executed, queued, or escalated is visible in the dashboard
- Approval queue: pending human approvals surface in a dedicated queue with full context — one click to approve or redirect
- KPI dashboard: consultation conversion, inquiry response time, AI visibility score, review platform ratings, and agent utilization — all in one view
- Squad Chat: direct communication channel between your team and VeloXP agents, replacing ad hoc email threads
- Audit trail: immutable log of all agent actions, approvals, and escalations for compliance and QA review
- Performance reports: weekly automated summaries delivered to Devon and Erik every Monday morning

Mission Control is included at no additional cost for all Growth and Enterprise tier clients. Access is provisioned within 48 hours of SOW execution.

5. Agent Roster

Grace — Executive Intelligence Agent

Phase: Phase 1 — Operations Foundation (Month 1)

Reports To: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Capabilities

- Calendar management and scheduling coordination across client accounts
- Meeting prep — agenda creation, attendee research, pre-call briefings
- Inbound inquiry triage — routes prospect and client messages by priority
- Daily priority digest delivered each morning to Tedd Barr
- Commitment tracking — flags open action items and overdue follow-ups
- Client scheduling coordination and confirmation workflows

Chester — Business Development Agent

Phase: Phase 1 — Operations Foundation (Month 1)

Reports To: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Capabilities

- Prospect pipeline management across target verticals (Finance, SaaS, Healthcare, Legal)
- Outreach sequence execution — multi-touch email and LinkedIn cadences
- Warm lead follow-up — re-engages cold prospects and inbound inquiries
- Pre-call deal context prep — account summaries and conversation primers for Tedd
- CRM logging and activity tracking (HubSpot/Salesforce/Pipedrive)
- Pipeline reporting — weekly BD velocity metrics and conversion summaries

Atlas — Client Strategy Agent

Phase: Phase 2 — Client Operations (Month 2)

Reports To: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Capabilities

- Campaign strategy documentation — builds strategy decks and creative briefs
- Client-facing presentations and performance reports across all media channels
- Proposal drafting — tailored media plans for new account pitches
- Client communication cadence management — ensures consistent touchpoints
- Onboarding documentation — new client intake packets and kickoff materials

Scout — Intelligence and Research Agent

Phase: Phase 2 — Client Operations (Month 2)

Reports To: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Capabilities

- Competitor positioning monitoring across client verticals
- Ad tech industry trend tracking — DSP updates, privacy changes, attribution shifts
- Media consumption data research — audience insights by vertical and channel
- New client vertical research before pitches — industry landscape and spend benchmarks
- Market intelligence reports — quarterly vertical analyses for sales enablement

Forge — Operations and Integration Agent

Phase: Phase 3 — Automation and Integration (Months 2-3)

Reports To: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Capabilities

- Multi-platform reporting pipeline automation (Meta, Google, DV360, The Trade Desk)
- CRM integrations — HubSpot/Salesforce/Pipedrive data sync and enrichment
- Custom dashboard builds — unified cross-channel performance views
- API data flow maintenance — ensures reliable data ingestion from all ad platforms
- Performance data consolidation — reconciles TV, radio, CTV, and digital reporting

6. Reporting Structure

Agent	Reports To	Human QA
Grace	Tedd Barr (Owner/Founder)	Tedd Barr
Chester	Tedd Barr (Owner/Founder)	Tedd Barr
Atlas	Tedd Barr (Owner/Founder)	Tedd Barr
Scout	Tedd Barr (Owner/Founder)	Tedd Barr
Forge	Tedd Barr (Owner/Founder)	Tedd Barr
Client Principal (Human)	— Final Authority —	N/A

Human Approval Requirements

- All outbound client-facing emails require stakeholder approval before sending
- Financial documents and invoices require Controller/Owner approval
- Any commitment over \$500 requires Principal sign-off
- New contact creation in CRM requires Operations review
- Agent-generated contracts or proposals require Principal review

7. Integrations

System	Tool / Platform	Integration Purpose
CRM	HubSpot / Salesforce / Pipedrive	Lead sync, pipeline updates, contact enrichment
Email	Gmail / Outlook	Outbound comms, follow-up sequences, inbox triage
Accounting	QuickBooks / Xero	Invoice tracking, payment status, financial alerts
Communication	Slack / Microsoft Teams	Internal alerts, agent status updates
Documents	Google Drive / Dropbox	Deliverable storage, report distribution

Data Isolation

- RAG (Retrieval-Augmented Generation): Agent knowledge is sourced from client-specific indexed content only.
- Container Isolation: Each client deployment runs in a dedicated agent container with no cross-client data access.
- Database Isolation: Client operational data is stored in separate, access-controlled database instances.
- Self-Improving Memory: Agents learn from interaction patterns within their client container only. No data leaves the container for training shared models.

- Audit Trail: All agent actions, decisions, and data access events are logged with timestamps and available for client review.

8. Onboarding, Workflow Setup & Training

Kickoff & Configuration

- Discovery session with client team to map workflows and approval chains
- Agent persona customization to match company voice and communication standards
- Tool access provisioning: OAuth, API keys, CRM credentials
- DISC stakeholder profiling for communication style calibration
- Initial knowledge base ingestion from client-provided documents

Workflow Setup

- Automation mapping: identify top 5 repetitive workflows for immediate automation
- Trigger configuration: email received, form submitted, appointment booked, etc.
- Integration testing across all connected systems
- Approval chain setup: define human gates and escalation paths
- Runbook creation for each deployed agent

Training & Handoff

- Client team walkthrough of agent capabilities and interaction protocols
- Human QA reviewer training: how to review, approve, and override agent actions
- Escalation path documentation: what happens when an agent is uncertain
- 30-day post-launch check-in to review performance and adjust configurations

9. Deployment Roadmap

Phase 1 — Foundation (Month 1)

- Complete kickoff and discovery session with stakeholder team
- Provision tool integrations and API access (OAuth, credentials)
- Deploy foundation agents and configure reporting chains
- Complete DISC stakeholder profiling and knowledge base ingestion
- Stand up RAG knowledge base, container isolation, and credential vaults
- Run 2-week supervised pilot with daily check-ins

Phase 2 — Finance + Revenue (Month 2)

- Deploy growth-phase agents and expand automation coverage
- Automate top 5 identified workflows from Phase 1 learnings
- Full CRM, pipeline, and partner platform integrations live
- Transition to weekly check-ins as agents reach steady state
- First monthly performance report delivered to client team

Phase 3 — Growth (Month 3)

- Deploy affiliate, content, and editorial agents
- Launch consumer education content program across all verticals
- Activate affiliate and partner growth pipeline automation
- Quarterly business review with VeloXP team
- Agent performance benchmarking and configuration tuning

Phase 4 — Intelligence (Month 4)

- Deploy Oracle, Integrations, and AdOps intelligence agents
- Activate market intelligence forecasting and competitive monitoring
- Connect all ad platforms for real-time bid management and optimization
- Establish ongoing continuous improvement program
- Annual review and roadmap planning session

10. Deployment Commitment

VeloXP LLC commits to deploying, maintaining, and continuously improving the AI workforce described in this document for Simplicity Media Group. Our team is accountable for agent uptime, quality of outputs, and alignment with your business goals throughout the engagement term.

All agents are monitored 24/7. Any degradation in performance, unexpected behavior, or integration failure will be addressed within 4 business hours of detection. Clients receive a monthly performance report covering task completion rates, accuracy metrics, and next-month improvement priorities.

This engagement is not software licensing — it is a managed workforce. VeloXP owns the operational responsibility. You own the results.

Appendix A: Department-by-Agent Deployment Map

The table below maps each deployed AI agent to the practice departments they serve and the phases in which their core workflows are activated. Use this as a reference guide for your team when routing questions, approvals, or requests to the right agent.

Agent	Role	Phase	Primary Department	Key Focus
Grace	Executive Intelligence Agent	Phase 1 — Operations Foundation (Month 1)	Executive / Operations	Leadership reporting, daily briefings, commitment tracking
Chester	Business Development Agent	Phase 1 — Operations Foundation (Month 1)	Cross-Functional	Workflow automation and operational support
Atlas	Client Strategy Agent	Phase 2 — Client Operations (Month 2)	Cross-Functional	Workflow automation and operational support
Scout	Intelligence and Research Agent	Phase 2 — Client Operations (Month 2)	Marketing / Digital	AI platform presence, search visibility, competitive intelligence
Forge	Operations and Integration Agent	Phase 3 — Automation and Integration (Months 2-3)	Executive / Operations	Leadership reporting, daily briefings, commitment tracking

Appendix B: Agent Deployment Inventory

This appendix defines the complete responsibility set for each deployed agent, the recurring tasks they own, and the workflows built during onboarding. The summary table below lists every agent with role, phase, reporting line, and designated human QA reviewer; per-agent detail cards follow. Workflow complexity: Low = 1-2 days, Medium = 3-5 days, High = 1-2 weeks.

Deployment Summary

Agent	Role	Phase	Reports To	Human QA
Grace	Executive Intelligence Agent	Phase 1 — Operations Foundation (Month 1)	Tedd Barr (Owner/Founder)	Tedd Barr
Chester	Business Development Agent	Phase 1 — Operations Foundation (Month 1)	Tedd Barr (Owner/Founder)	Tedd Barr
Atlas	Client Strategy Agent	Phase 2 — Client Operations (Month 2)	Tedd Barr (Owner/Founder)	Tedd Barr
Scout	Intelligence and Research Agent	Phase 2 — Client Operations (Month 2)	Tedd Barr (Owner/Founder)	Tedd Barr
Forge	Operations and Integration Agent	Phase 3 — Automation and Integration (Months 2-3)	Tedd Barr (Owner/Founder)	Tedd Barr

Grace — Executive Intelligence Agent

Phase: Phase 1 — Operations Foundation (Month 1)

Reports to: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Core Responsibilities

Responsibility
<ul style="list-style-type: none"> Calendar management and scheduling coordination across client accounts
<ul style="list-style-type: none"> Meeting prep — agenda creation, attendee research, pre-call briefings

• Inbound inquiry triage — routes prospect and client messages by priority
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Chester — Business Development Agent

Phase: Phase 1 — Operations Foundation (Month 1)

Reports to: Tedd Barr (Owner/Founder)

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Core Responsibilities

Responsibility
• Prospect pipeline management across target verticals (Finance, SaaS, Healthcare, Legal)
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Atlas — Client Strategy Agent

Phase: Phase 2 — Client Operations (Month 2)

Reports to: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Core Responsibilities

Responsibility

• Campaign strategy documentation — builds strategy decks and creative briefs
• Client-facing presentations and performance reports across all media channels
• Proposal drafting — tailored media plans for new account pitches
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Scout — Intelligence and Research Agent

Phase: Phase 2 — Client Operations (Month 2)

Reports to: Tedd Barr (Owner/Founder)

Human QA: Tedd Barr

Core Responsibilities

Responsibility
• Competitor positioning monitoring across client verticals
• Ad tech industry trend tracking — DSP updates, privacy changes, attribution shifts
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Forge — Operations and Integration Agent

Phase: Phase 3 — Automation and Integration (Months 2-3)

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Core Responsibilities

Responsibility

- Multi-platform reporting pipeline automation (Meta, Google, DV360, The Trade Desk)
- CRM integrations — HubSpot/Salesforce/Pipedrive data sync and enrichment
- Custom dashboard builds — unified cross-channel performance views
- API data flow maintenance — ensures reliable data ingestion from all ad platforms
- Performance data consolidation — reconciles TV, radio, CTV, and digital reporting

Signature Block

By signing below, both parties agree to the terms outlined in this Statement of Work.

VeloXP LLC	Simplicity Media Group
Max Koby	
CEO	Title
Date: April 24, 2026	Date: _____
Signature: _____	Signature: _____