

FILLED-IN SOW V2 — UPDATED JUNE 8, 2026

Statement of Work

Deep Forest Labs × Dopple, Inc.

Effective Date: June 6, 2026

Client: Dopple, Inc. — Jersey City, NJ

Contractor: Deep Forest Labs, LLC

Duration: 18 months (through December 6, 2027)

Structure: Milestone-based with 6.00% equity

1. Scope of Services

Deep Forest Labs will serve as the primary engineering and product development team for Dopple over 18 months. This includes codebase management, AI-powered product features, fundraising support, and leadership team participation.

 **DFL is a development shop — builds analytics, retention tools, and platform infrastructure. User acquisition strategy, marketing spend, and campaigns are Dopple's responsibility.**

2. Milestones & Deliverables

#	Milestone	Due	Cash	Equity	Notes
1	GTM Prep Homepage, GA/ Clarity, email flows, DNS, payments, round-up donation	Day 30	\$80,000	0.50%	Sprint delivery. Fixed scope.
2	Platform Analytics & Retention Tooling Analytics dashboards, conversion funnels, onboarding optimization, A/B testing, retention metrics	Day 30–365	\$100,000	0.75%	Reframed from UA. DFL builds infra, Dopple handles marketing/ campaigns.
3	Live Operations & Maintenance 10 hrs/week production support, bug fixes, performance, polish	Monthly	\$7,600/ mo	Included	10 hrs/week for full 18 months. Hours don't roll over.
4	FCF Donor Portal 10-page portal per v1.2 spec. Stripe +		\$240,000	1.00%	UPDATED: v1.2 spec is 3x original scope. 10 pages,

Chariot/DAFpay.	Day	
Checkout round-	120–	
up/tip. Partner	270	
portal. Auto		
reporting. AI		
allocation.		

2 payment integrations, HIPAA review.

5	Grants Engine 4-stage AI pipeline: Discovery, Scoring, Partner Matching, Drafting	Day 270– 420	\$200,000	0.75%	Per Grant Intelligence spec. API costs = Dopple opex.
6	AI Matching Logic Core platform matching system	Day 300– 420	\$60,000	0.50%	Overlaps M5 Stages 2–3. Recommend merge.
7	Future Features New features = new SOW with separate funding	As needed	\$175/hr	Per SOW	Min 20-hr blocks. Separate SOW required.

Total base milestones: \$680,000 + \$7,600/mo maintenance (\$136,800 over 18 months) = \$816,800 + change orders

3. Compensation

3.1 Cash Payment

Invoices payable within 15 days of milestone acceptance. Late payments accrue 1.5%/month interest.

3.2 Equity

Component	Terms
Equity Grant	6.00% of fully diluted capitalization
Type	Stock Options (ISO if eligible, NSO otherwise)
Strike Price	Fair market value per 409A valuation
Vesting	Monthly over 18 months, triggered by milestone completion. No cliff.
Acceleration	100% upon Change of Control or termination without cause

3.3 Expenses

Individual cap: \$5,000. Aggregate: \$25,000. API/AI costs are Dopple opex.

4. Term & Termination

90 days' written notice. Client termination without cause: payment through notice period + one month cancellation fee + 100% equity acceleration. For-cause: 15 business days to cure.

Early completion does not reduce compensation. Full engagement honored regardless of pace.

5. IP & Confidentiality

All Dopple-specific work product is work-for-hire, sole property of Dopple. Contractor retains pre-existing Contractor Tools with licensing arrangement. Mutual confidentiality (3-year survival) + mutual NDA.

6. Signatures

Dopple, Inc.

Deep Forest Labs, LLC

Lisa Marino, CEO & Co-Founder

Luke Litman, Managing Partner

Date

Date