

ALTITUDE CREATE

Digital Growth Agency



SCOPE OF WORK

iMessage Ordering System

Custom AI-Powered Cannabis Ordering via iMessage

Prepared for	Wellgreens
Prepared by	Altitude Create
Date	May 13, 2026

iMessage Ordering System

Altitude Create will build a custom AI-powered ordering system delivered through iMessage, integrated directly with Wellgreens' Dutchie platform. Customers text a dedicated number in plain language and the AI handles the rest — guiding them through pickup or delivery, pulling live menu data, and submitting the order without any staff involvement. No app, no website, no friction.

How It Works

01**Customer sees your number**

Your dedicated ordering number is promoted on your Google Business Profile, website, social pages, in-store signage, and ads.

02**AI handles the conversation**

The customer texts in plain language. The AI understands what they want, guides them through pickup or delivery, answers questions, and confirms their order — like texting a knowledgeable bartender.

03**Order lands in Dutchie**

The system processes the order and pushes it directly into your Dutchie queue. Staff fulfills it like any other order — nothing changes on the backend.

Why It Works

Most ordering channels have friction. iMessage doesn't.

AI-facilitated, not scripted

This isn't a rigid decision tree. The AI understands natural language, adapts to the customer, and handles requests that a basic chatbot would break on.

24/7 without staffing

The system handles orders around the clock. No staff needed to take calls or manage a chat queue — fully autonomous.

One number, everywhere

A single phone number works across GBP, social, ads, and signage. One channel to promote, one system to manage.

Straight into Dutchie

No double-entry, no dropped orders. Everything is automated end-to-end — from the customer's text to your fulfillment queue.

Build Timeline

This is a fully custom-built system. Timeline: 1–2 months from kickoff to live.

PHASE 1 Weeks 1–2 Discovery & Infrastructure Setup - Dutchie API access and documentation review - Mac hardware provisioning and environment configuration - Phone number procurement and carrier setup (10 lines) - iMessage automation framework selection and setup	PHASE 2 Weeks 3–6 Core Build - Bot conversation flow design (pickup, delivery, item selection, confirmation) - Dutchie integration — live menu sync, order submission, real-time availability - Per-location configuration (hours, menus, routing logic) - Error handling and fallback flows for edge cases - Order routing logic across all locations	PHASE 3 Weeks 7–8 Testing & Launch - End-to-end testing across all location configurations - QA — order accuracy, edge cases, failure scenarios - Staff walkthrough and documentation - Soft launch with monitoring before full rollout
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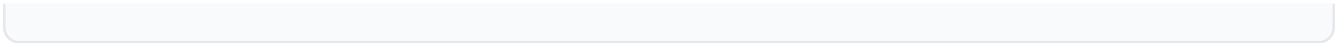
What Goes Into Building This

This is not a plug-in or an off-the-shelf tool. It's a custom-engineered system built specifically for Wellgreens.

Custom AI model integration for natural language order handling — not a scripted chatbot or decision tree
Deep Dutchie API integration: live menu data, real-time inventory, order submission and confirmation
Separate configuration per location — hours, menus, phone numbers, and routing logic
AI conversation engineering to handle pickup vs. delivery, product questions, upsells, and edge cases
Phone number procurement and carrier provisioning for each location
Mac infrastructure setup, AI model hosting, and ongoing monitoring post-launch

Where to Promote It

● Google Business Profile	● Wellgreens Website	● Social Media Profiles
● Paid Advertising	● In-Store Signage	● Email & SMS Campaigns



Pricing Options

Both options cover all Wellgreens locations and include Mac infrastructure and dedicated phone numbers while on an active Altitude Create hosting plan.

OPTION A

RECOMMENDED

Monthly Subscription

\$150 / location / month
12-month commitment

- iMessage bot system + Dutchie integration
- Mac infrastructure included
- Dedicated phone numbers included
- Hosting & ongoing maintenance
- 12-month service commitment

Code Ownership

Altitude Create retains ownership of all code and system architecture.

OPTION B

Upfront Build + Hosting

\$10,000 upfront build fee
+ \$100/month per location for hosting

- iMessage bot system + Dutchie integration
- Mac infrastructure included (while hosted)
- Dedicated phone numbers included (while hosted)
- Wellgreens owns the codebase
- No long-term commitment required

Code Ownership

Wellgreens owns the codebase upon payment. If the hosting plan is discontinued, Wellgreens retains the code but assumes full infrastructure responsibility.

Infrastructure Note: Mac hardware and dedicated phone numbers are provided and managed by Altitude Create for the duration of any active hosting plan — Option A or Option B. These are included in your monthly fee at no additional cost.

Ownership & Infrastructure Terms

The following terms govern code ownership, infrastructure responsibilities, and service obligations for the iMessage Ordering System provided by Altitude Create to Wellgreens.

Option A — Subscription

Altitude Create retains ownership of all code and system architecture. Wellgreens receives full access to the live system for the duration of the subscription. Access terminates if the subscription lapses.

Option B — Build + Hosting

Upon payment of the \$10,000 build fee, Wellgreens receives full ownership of the codebase. Ownership transfers unconditionally upon receipt of full payment.

Infrastructure (Both Plans)

Mac hardware and dedicated phone numbers are provided and managed by Altitude Create for as long as Wellgreens is on an active hosting plan. These assets remain the property of Altitude Create unless otherwise agreed in writing.

Exiting Option B Hosting

If Wellgreens discontinues the \$100/month per location hosting plan, they retain full ownership of the code. Wellgreens assumes sole responsibility for their own Mac hardware, phone numbers, hosting environment, and all related technical infrastructure upon termination of the hosting plan.

Service Commencement

Work commences upon receipt of a signed agreement. The estimated build timeline of 1–2 months begins from the confirmed kickoff date, subject to timely access to Dutchie API credentials and other required materials from Wellgreens.

Maintenance & Support

Under Option A, ongoing maintenance and support are included in the monthly subscription fee. Under Option B, maintenance and support during the active hosting period are included. Post-hosting support, if required, will be scoped and billed separately.

Modifications & Enhancements

Any material modifications or feature additions beyond the original scope of work will be discussed, scoped, and agreed upon in writing before work begins. Scope additions may affect pricing and timeline.

Confidentiality

Both parties agree to keep the terms of this agreement confidential. The technical architecture, pricing, and any proprietary methodologies are confidential to each respective party.

General Terms & Conditions

This Agreement is entered into by and between Wellgreens ("Client") and Altitude Create ("Service Provider"). The following terms govern all services provided under this Scope of Work.

ARTICLE 1 — SCOPE OF WORK

1.1 Services

Service Provider shall provide the digital marketing and technology services described in this Scope of Work to Client, including the iMessage Ordering System and/or PPC Management services as selected herein.

1.2 Change Orders

Any work outside the scope of this Agreement requires a mutually signed written addendum ("Change Order"). Service Provider reserves the right to charge additional fees via Change Order for work not explicitly included in this document. Change Orders shall be numbered sequentially and maintained by both Parties.

ARTICLE 2 — PAYMENT TERMS

2.1 Fees

Client shall pay Service Provider the fees set forth in this Agreement: (i) iMessage Ordering System Option A — \$150 per location per month (12-month minimum commitment); (ii) iMessage Ordering System Option B — \$10,000 one-time build fee plus \$100 per location per month for hosting; (iii) PPC Management — starting at \$3,500/month for ad spend up to \$30,000, scaling per the fee schedule contained herein. Fees are subject to adjustment by written Change Order.

2.2 Method of Payment

Payments shall be made in USD via ACH, credit card, or another mutually accepted method. Client shall bear any third-party processing fees. Invoices are due within five (5) days of receipt.

2.3 Late Payment

Amounts unpaid within five (5) days of the due date shall accrue: (i) interest at the lesser of 1.5% per month or the maximum rate permitted by applicable law; and (ii) a one-time administrative fee of \$50. If an invoice remains unpaid ten (10) days after written notice, Service Provider may suspend all Services until full payment is received.

2.4 Refunds

(a) Eligibility — Full Refund: A full refund will be issued only if the Project has not commenced. "Commenced" means none of the following has occurred: (i) kickoff communication, plan, or timeline sent; (ii) kickoff or strategy meeting scheduled or conducted; (iii) configuration of tools, accounts, or platforms begun; (iv) internal team assigned and tasks distributed; or (v) any draft, framework, or build work delivered. If no such activity occurs within 30 days of the agreed start date, Client may request a full refund.

(b) Technology Build Fee: The \$10,000 iMessage Ordering System build fee (Option B) is non-refundable once active development has commenced per the criteria above.

(c) Partial Refunds: (i) Minimum Earned Retention — 25% of each month's total fee is non-refundable for onboarding, research, and project management; (ii) Service-Level — Refunds apply only to service categories not yet delivered; commenced services are non-refundable; (iii) Partially Completed — Refund = (Service Fee) × (1 – Service Completion %), with completion determined in good faith by Service Provider; (iv) Timeline Protection — No refund owed solely for missed target dates unless delay exceeds 30 days and is solely Service Provider's fault; (v) Mid-Month Cancellation — Non-refundable fees for the current billing period are deducted from any refund; (vi) Delay Carve-Out — No refund for delays caused by Client, force majeure, or third-party platform changes.

(d) No Refund After Acceptance: If Client does not submit a written objection within seven (7) days of delivery, Services are deemed accepted and no refund is available.

(e) Procedure: Refund requests must be submitted in writing within 30 days of purchase or receipt of deliverable. Approved refunds will be processed within 45 days.

(f) Third-Party Costs: Refunds do not apply to fees paid to third-party vendors, platforms, or infrastructure providers (including Mac hardware, carrier costs, or ad platform fees) not directly billed by Service Provider.

(g) Good-Faith Resolution: Parties will make reasonable efforts to resolve dissatisfaction through a corrective action plan before any refund is processed.

ARTICLE 3 — TERM AND RENEWAL

3.1 Term

This Agreement begins on the Effective Date and continues on a month-to-month basis unless terminated earlier under Article 12. The iMessage Ordering System Option A carries a 12-month minimum commitment period. PPC Management continues month-to-month with 30 days' written notice required to terminate.

3.2 Automatic Renewal

Absent written notice of non-renewal at least 30 days prior to the end of any term, this Agreement renews automatically for successive one-month periods at the then-current pricing.

ARTICLE 4 — CONFIDENTIALITY AND DATA PRIVACY

4.1 Confidential Information

Each Party shall keep confidential all proprietary information of the other Party, including but not limited to business plans, pricing, strategies, trade secrets, technical architecture, AI model configurations, and customer data. This obligation applies during the term of this Agreement and for two (2) years following termination.

4.2 Data Privacy

Both Parties shall comply with all applicable federal, state, and local privacy laws. Service Provider certifies that no protected health information (PHI) will be collected or transmitted. Customer ordering data collected through the iMessage Ordering System belongs to Client and will not be used for any purpose other than providing the contracted Services.

ARTICLE 5 — DATA OWNERSHIP AND ACCESS

5.1 Client Data

All marketing data, analytics, campaign data, customer ordering data, and performance data generated under this Agreement remain Client's exclusive property.

5.2 License to Service Provider

Client grants Service Provider a non-exclusive license to access and use Client Data solely to perform the Services. Service Provider retains rights to its proprietary tools, methodologies, AI models, and system architecture.

5.3 Data Return

Upon termination, Service Provider will provide Client with all Client Data in a commercially reasonable format within 10 business days of written request, and will delete Client Data from its systems within 30 days.

ARTICLE 6 — INTELLECTUAL PROPERTY RIGHTS

6.1 Option B — Client Owns Code

Upon receipt of full payment of the \$10,000 build fee, Service Provider assigns to Client all rights, title, and interest in the custom codebase and deliverables developed under the iMessage Ordering System, excluding pre-existing materials, third-party libraries, and Service Provider's proprietary AI models and system architecture templates ("Service Provider IP").

6.2 Option A — Altitude Create Retains Code

Under Option A, all code, system architecture, AI models, and technical infrastructure remain the exclusive property of Altitude Create. Client receives a non-exclusive, non-transferable license to use the system for the duration of the active subscription only.

6.3 Marketing Deliverables

Upon full payment, Service Provider assigns all rights in PPC ad copy, creative materials, and other marketing deliverables to Client. Campaign account history and data remain Client's property.

6.4 Portfolio License

Client permits Service Provider to display non-confidential deliverables (in redacted or anonymized form where appropriate) in marketing and portfolio materials, respecting Client's brand guidelines.

ARTICLE 7 — CLIENT RESPONSIBILITIES; TIMELINES

7.1 Client Cooperation

Client shall provide requested assets, credentials, approvals, API access (including Dutchie API credentials and Google Ads account access), and information within five (5) business days of request. Delays caused by Client may extend project timelines or require a Change Order at Client's expense.

7.2 Platform Access

Client is responsible for maintaining active accounts with required platforms and providing Service Provider with necessary administrative access permissions. Loss of access due to Client's failure to maintain accounts does not suspend Service Provider's billing obligations.

7.3 No Guarantee of Results

Client acknowledges that outcomes including order volume, ad performance, and revenue depend on factors outside Service Provider's control including platform algorithm changes, market conditions, and consumer behavior. No guarantees are made regarding specific traffic, sales, or conversion metrics.

ARTICLE 8 — WARRANTIES AND DISCLAIMERS

8.1 Service Provider Warranties

Service Provider warrants that: (i) it has full authority to enter into this Agreement; (ii) Services will be performed professionally and in accordance with industry standards; (iii) no black-hat, deceptive, or policy-violating tactics will be employed; and (iv) deliverables do not knowingly infringe third-party intellectual property rights. These warranties survive for 30 days following delivery of each deliverable.

8.2 Exclusive Remedy

In the event of a warranty breach, Client must notify Service Provider in writing within 30 days of discovery. Service Provider's sole obligation is, at its election, to re-perform the deficient Services at no additional charge or to provide a credit equal to the amount paid for such Services.

8.3 Disclaimer

EXCEPT AS EXPRESSLY STATED IN SECTION 8.1, SERVICE PROVIDER DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. SERVICE PROVIDER DOES NOT WARRANT UNINTERRUPTED OR ERROR-FREE OPERATION OF ANY SYSTEM OR SERVICE.

General Terms & Conditions (cont.)

Articles 9 – 15

ARTICLE 9 — INDEMNIFICATION

9.1 By Client

Client shall indemnify, defend, and hold harmless Service Provider and its officers, employees, and agents from and against any claims, damages, losses, and expenses (including reasonable attorneys' fees) arising from: (i) Client's breach of this Agreement; (ii) Client's misuse of deliverables; (iii) materials provided by Client that infringe third-party intellectual property rights or violate applicable law; (iv) Client's business operations or marketing claims; or (v) Client's violation of any cannabis advertising regulations.

9.2 By Service Provider

Service Provider shall indemnify, defend, and hold harmless Client from and against any claims arising directly from Service Provider's infringement of third-party intellectual property in the deliverables, provided that Client: (i) promptly notifies Service Provider in writing of any such claim; (ii) grants Service Provider sole control of the defense and settlement; and (iii) reasonably cooperates in the defense at Service Provider's expense.

ARTICLE 10 — LIMITATION OF LIABILITY

EXCEPT FOR BREACHES OF CONFIDENTIALITY (ARTICLE 4) OR INDEMNIFICATION OBLIGATIONS (ARTICLE 9), NEITHER PARTY SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF OR RELATED TO THIS AGREEMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SERVICE PROVIDER'S TOTAL AGGREGATE LIABILITY SHALL NOT EXCEED THE TOTAL FEES PAID BY CLIENT TO SERVICE PROVIDER IN THE THREE (3) CALENDAR MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO LIABILITY.

ARTICLE 11 — FORCE MAJEURE

Neither Party shall be liable for any failure or delay in performance resulting from causes beyond its reasonable control, including but not limited to: acts of God, natural disasters, pandemics, epidemics, labor disputes, government actions, platform policy changes by third parties (including Apple, Google, or Dutchie), internet or carrier network outages, or other circumstances beyond reasonable control. The affected Party shall provide written notice within five (5) business days of the onset of such event and shall use commercially reasonable efforts to resume performance as promptly as possible.

ARTICLE 12 — TERMINATION

12.1 For Convenience

Either Party may terminate this Agreement upon thirty (30) days' prior written notice to the other Party. For iMessage Option A, early termination during the 12-month commitment period is subject to Section 12.3 below.

12.2 For Cause

Either Party may terminate this Agreement immediately upon written notice if the other Party materially breaches this Agreement and fails to cure such breach within ten (10) business days of receiving written notice specifically describing the breach.

12.3 Early Termination — Minimum-Term Services

Client shall remain liable for all fees through the remainder of any minimum commitment period upon early termination. For iMessage Option A, this means all remaining monthly fees through the end of the 12-month term are immediately due and payable. This provision reflects the custom infrastructure investment made by Service Provider on Client's behalf.

12.4 Effect of Termination

Upon termination: (i) Client shall pay all fees for Services performed through the termination date; (ii) Service Provider shall deliver all completed deliverables to which Client is entitled under the applicable option; (iii) Service Provider shall return or destroy Client's confidential information upon written request within 30 days; (iv) under Option A, Client's access to the iMessage system terminates at the end of the notice period; (v) under Option B, Wellgreens retains full ownership of the code but assumes sole responsibility for infrastructure.

ARTICLE 13 — INDEPENDENT CONTRACTOR

Service Provider is an independent contractor. Nothing in this Agreement creates or shall be construed to create a partnership, joint venture, agency, franchise, or employment relationship between the Parties. Service Provider has full discretion over the manner and means by which Services are performed, subject to the requirements of this Agreement.

ARTICLE 14 — NON-EXCLUSIVITY AND NON-SOLICITATION

14.1 Non-Exclusivity

Service Provider's services are non-exclusive. Service Provider may provide similar or identical services to other clients, including businesses in the cannabis industry, unless otherwise agreed in writing by both Parties.

14.2 Non-Solicitation

During the term of this Agreement and for twelve (12) months following termination, neither Party shall directly solicit for employment or independent engagement the other Party's employees, contractors, or service providers who were involved in performing or receiving Services under this Agreement. This restriction does not apply to general public job postings not specifically targeting the other Party's personnel.

ARTICLE 15 — DISPUTE RESOLUTION

All disputes arising out of or related to this Agreement, including its formation, interpretation, breach, or termination, shall be resolved exclusively by binding arbitration administered by the American Arbitration Association ("AAA") under its Commercial Arbitration Rules then in effect, with arbitration conducted in Los Angeles, California. The arbitrator shall have authority to grant any remedy available at law or in equity. Each Party expressly waives any right to a jury trial. The arbitration award shall be final and binding and may be entered as a judgment in any court of competent jurisdiction. Nothing in this Article prevents either Party from seeking emergency injunctive or other equitable relief in a court of competent jurisdiction to prevent irreparable harm pending arbitration.

General Terms & Conditions (cont.)

Articles 16 – 20

ARTICLE 16 — GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws provisions. The Parties consent to personal jurisdiction in Los Angeles County, California for any action to enforce an arbitration award or for emergency equitable relief.

ARTICLE 17 — NOTICES

All notices, requests, demands, and other communications under this Agreement shall be in writing and deemed duly given when: (i) delivered personally to the addressee; (ii) sent by United States certified mail, return receipt requested, postage prepaid (effective two (2) business days after mailing); or (iii) sent by nationally recognized overnight courier service (effective one (1) business day after dispatch). Notices to Service Provider shall be sent to: Altitude Create, attention: Legal, hello@altitudecreate.com. Notices to Client shall be sent to the address set forth on the signature page.

ARTICLE 18 — ASSIGNMENT

Service Provider may assign this Agreement or any rights hereunder in connection with a merger, acquisition, reorganization, or sale of substantially all of its assets without Client's prior consent, provided that Service Provider provides written notice to Client within 30 days of such assignment. Client may not assign this Agreement or any of its rights or obligations hereunder without the prior written consent of Service Provider, which consent shall not be unreasonably withheld. Any unauthorized assignment by Client shall be null and void.

ARTICLE 19 — ENTIRE AGREEMENT; AMENDMENTS; SEVERABILITY

19.1 Entire Agreement

This Agreement, together with all Schedules and executed Change Orders, constitutes the entire agreement between the Parties with respect to the subject matter hereof and supersedes all prior negotiations, representations, warranties, and agreements, whether oral or written, relating to such subject matter.

19.2 Amendments

No amendment, modification, or waiver of any provision of this Agreement shall be effective unless made in writing and signed by authorized representatives of both Parties.

19.3 Severability

If any provision of this Agreement is found to be invalid, illegal, or unenforceable, the remaining provisions shall continue in full force and effect. The invalid provision shall be modified to the minimum extent necessary to make it enforceable.

19.4 Waiver

No failure or delay by either Party in exercising any right, power, or remedy under this Agreement shall operate as a waiver of that right, power, or remedy. A single or partial exercise of any right, power, or remedy does not preclude further exercise of that or any other right, power, or remedy.

19.5 Counterparts

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument. Electronic signatures (including PandaDoc or DocuSign) shall be deemed valid and binding.

ARTICLE 20 — SERVICE COMPLETION CRITERIA

20.1 iMessage Ordering System

The iMessage Ordering System is considered "delivered" and the build service deemed complete upon: (i) completion of all three build phases (Discovery & Infrastructure Setup, Core Build, and Testing & Launch) as described in this Agreement; (ii) successful end-to-end testing across all Wellgreens location configurations; (iii) confirmation that orders are routing correctly into the Dutchie fulfillment queue; and (iv) completion of the staff walkthrough and delivery of documentation. Client shall have seven (7) days following Service Provider's written delivery notification to raise written objections. Failure to raise timely objections constitutes acceptance of the delivered system.

20.2 PPC Management

Each month's PPC management service is considered complete upon delivery of the monthly performance report, which shall include spend data, key performance metrics, and a forward- looking optimization summary. Reports shall be delivered within five (5) business days of the end of each calendar month. Campaign setup and account structure work is considered complete upon Service Provider's written notification of completion.

20.3 General

Service Provider shall maintain written records of deliverables and completion milestones. Service completion is determined objectively by Service Provider in good faith based on the criteria above. In the event of a dispute regarding completion status, the Parties agree to engage in good-faith discussions for a period of ten (10) business days before invoking Article 15.

Execution

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date. Signatures appear on the following page. This Agreement is effective as of the date of the last signature below.

Execution Page

IN WITNESS WHEREOF, the Parties have caused this Digital Marketing Services Agreement to be duly executed by their respective authorized representatives as of the Effective Date set forth below. This Agreement is not binding until fully executed by both Parties. By signing below, each Party represents and warrants that the individual signing has full authority to bind such Party to the terms of this Agreement.

NOTICE ADDRESSES

Client — Wellgreens

Address

Email

Service Provider — Altitude Create

hello@altitudecreate.com

Los Angeles, California

CLIENT

Wellgreens

Authorized Signature

Printed Name

Title / Position

Date (Effective Date of Agreement)

SERVICE PROVIDER

Altitude Create

Authorized Signature

Alex Weber
Printed Name

Chief Executive Officer
Title / Position

Date

BY SIGNING ABOVE, THE PARTIES ACKNOWLEDGE THEY HAVE READ, UNDERSTOOD, AND AGREE TO ALL TERMS OF THIS DIGITAL MARKETING SERVICES AGREEMENT, INCLUDING ALL SCHEDULES AND INCORPORATED TERMS. THIS AGREEMENT IS LEGALLY BINDING UPON EXECUTION. ELECTRONIC SIGNATURES ARE VALID AND ENFORCEABLE. GOVERNING LAW: STATE OF CALIFORNIA.

