Here/There

Engagement Proposal

October 12, 2026

Here/There

Client:	Client Contact:	Date:
Tomorrow, Inc.	Tristan Jensen, Alec Lourenco, PhD	October 12, 2026

External Communications & Strategic Visibility

Proposal Approach

This phase-one scope of work provides communications strategy and executions to establish, cement, and elevate Tomorrow, Inc.'s reputation as a pioneering, trusted protein design company and platform leader among commercial, trade media, and investor targets.

Objectives

- Establish Tomorrow's reputation as the company at the forefront of engineering taste using proteins across industry and priority stakeholders
- Drive revenue via trade storytelling that extends understanding of Tomorrow's value and customer proposition across business critical targets
- Support fundraising efforts via smart external visibility and narrative initiatives
- Mitigate business risk via messaging and issue preparation

Scope of Work

- **Narrative & messaging evolution**: Category, company, and ingredient narrative and messaging refinement to maximize outreach traction, culminating in a messaging manual
- **Strategy development**: Strategic plan creation, culminating in a 12-month, integrated comms calendar, work back plan, and deliverables set across events, awards, speaking, milestones, and other visibility opportunities
- **External communications**: Media activation across company milestones, commercial progress, and evergreen storytelling with a focus on trade targets, including interview preparation and media training
- **Thought leadership**: Corporate visibility via executive speaking and company award submissions, including speaker preparation
- **Board and investor relations**: Material and messaging support

Fees & Terms

Scope to be be billed at $5,000 per month during this pre-fundraise period. Consultant fees have been priced at a reduced rate of $250/hour from Consultant's standard rate of $300/hour. Invoices will be submitted at the beginning of each month of service with 30-day payment terms.

Fees are exclusive of out of pocket (OOP) expenses, including required travel, wire release fees, event costs, sponsorships, influencer fees, collateral and production costs, and subscriptions. Consultant to seek client approval on any OOP above $150, and fees are to be passed through at cost.

Should any crisis situation occur, whether due to product quality, litigation, speculation, or any other unforeseen reason, Here/There will charge an hourly fee of $350.00 hour for response work, plus expenses, for handling such a situation.

Should the scope or project specifications necessitate extension or revision for reasons outside of Consultant's control, both parties agree to negotiate additional fees, in good faith, as appropriate. Should Client or Consultant choose to terminate this contract, 30-day written notice must be provided by requesting party prior to termination.

The signatures below constitute acceptance of the project, deliverables, and terms as described in this document.

Nicki Briggs, MS, RDN
Founder/Principal, Here/There

Client Signature