



Profound IQ Consulting: Letter of Proposal (LoP) Template

This template is designed to ensure every engagement is "Locked in the Box" before work begins. Use this for branding, academic consultancy, or corporate training.

[Insert Profound IQ Consulting Full Logo at Top Center]

DATE: [Insert Date]

TO: [Client Name / Institution]

ATTN: [Primary Contact Person]

PROJECT REF: [Project Name, e.g., 2026 Geography Performance Actualization]

1. PROJECT CONTEXT & CORE HYPOTHESIS

*In this section, we validate the **Discover** phase. We confirm we understand their pain.*

Based on our recent situational analysis and discussions, **Profound IQ Consulting** understands that [Client Name] is currently facing [Specific Problem/Gap, e.g., a stalling Mean Standard Score of 5.2].

Our core hypothesis is that by [Specific Action/Solution], we can achieve [Specific Measurable Result, e.g., a 1.8 point MSS increase] within [Timeframe].

2. THE SCOPE OF WORK (The "In-Scope" Box)

Precisely list the geometric blocks of the project. If it isn't here, we aren't doing it.

To achieve the project goals, we will deliver the following specific workstreams:

- **Deliverable 1:** [e.g., One 4-hour workshop on Map Reading for 100 students] — **Owner:** [Name]
 - **Deliverable 2:** [e.g., Development of 5 digital branding posters (1080x1080px)] — **Owner:** [Name]
 - **Deliverable 3:** [e.g., Final Performance Data Audit and Strategy Report] — **Owner:** [Name]
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3. THE GUARDED VOID (The "Out-of-Scope" Shield)

This protects our team from red-energy scope creep. Be blunt.

For the avoidance of doubt, the following items are **explicitly excluded** from this engagement:

- [e.g., Individual 1-on-1 student tutoring sessions.]
- [e.g., Printing costs for physical workbooks (to be provided in PDF format).]
- [e.g., Ongoing social media management after the initial 5 posters are delivered.]

4. TIMELINE & MILESTONES

*We move from **Grow** to **Actualize** on a schedule.*

Milestone	Deliverable	Estimated Date
Kickoff	Project Alignment Meeting	[Date]
Phase I Completion	[Insert Deliverable]	[Date]
Actualization Date	Final Handover & Closeout	[Date]

5. INVESTMENT & TERMS

We use value-based pricing, not the hourly trap.

- **Total Project Investment:** [Insert Amount, e.g., KES 150,000]
- **Payment Schedule:** 50% Deposit to initiate (The "Lock"); 50% upon Final Actualization.
- **Change Request Policy:** Any requests falling into the "Void" (Out-of-Scope) will trigger a formal Change Request and additional billing at a rate of [Rate] per hour/item.

6. AUTHORIZATION

The final lock.

By signing below, both parties agree to the boundaries, deliverables, and terms outlined in this **Profound Precision** plan.

For [Client Name]: _____ **Date:** _____

For Profound IQ Consulting: _____ **Date:** _____

(e.g., Sylvia / Julius)