

Small Business Engine – Terms & Conditions

1. Promotional Eligibility

This promotion applies exclusively to the Small Business Engine service packages offered by H2EG Solutions as the primary service provider. A Touch of Madness (assumed business name of Blackwater Dynamics) participates solely as a strategic partner contributing technical integration, automation architecture, and systems support. Promotional pricing applies only to defined package services and cannot be combined with other discounts, retainers, or offers. Acceptance into the promotion is at the discretion of H2EG Solutions.

2. Scope of Services

Each package contains clearly defined deliverables. Services not explicitly listed in the package description are outside the promotional scope and require a separate proposal. Examples of exclusions include multi-page websites, branding or logo design, CRM migrations outside the agreed setup, social media management, long-form content creation, custom-coded features, additional automation beyond the included number, and integrations not specified in the package.

3. Payment, Activation & Onboarding Requirements

Full payment is required to secure the promotional rate. Work begins only after payment is received and all onboarding materials—business assets, branding files, credentials, questionnaires—are submitted. If the client fails to provide required materials within 14 days, timelines automatically extend and H2EG Solutions reserves the right to pause work until materials are completed.

4. Project Timelines & Communication

Timelines depend heavily on the client's responsiveness. Clients must provide approvals, content, and clarifications within a reasonable timeframe (typically 48 hours). Delays in communication, missing assets, or changes in direction will extend project timelines and may incur additional costs. H2EG Solutions communicates through designated channels and expects client participation to maintain project momentum.

5. Consultations & Strategy Sessions

Each package includes a strategic consultation aligned with the service tier purchased. These sessions must be scheduled within 30 days. Consultations cover strategic direction, funnel design, customer experience, and advertising structure. Additional consultations, strategic guidance, or Fractional CMO-level advisory are available at standard consulting rates and are not included unless specified.

6. Revisions, Approvals & Creative Direction

All packages include revision rounds intended for refinement. Revisions must align with the original project direction. Requests for full redesigns, new concepts, expanded creative directions, or additional assets beyond the agreed scope will require new billing. Approvals must be provided in writing before work proceeds to the next stage.

7. Campaign Management (Full Engine Packages Only)

Campaign management services apply only to the platforms included in the selected package. Ad spend is not included and must be paid directly by the client. H2EG Solutions handles campaign setup, optimization, and reporting during the defined campaign window. Lack of client approvals, missing content, or delayed responses may impact campaign effectiveness.

8. System & Platform Setup

System setup may include CRM configuration, dashboard creation, lead pipelines, segmentation, intake forms, booking flows, routing rules, and automation workflows. Performance depends on client usage, operational consistency, and adherence to recommended processes. H2EG Solutions provides setup and orientation but is not responsible for systems the client alters or misconfigures after handoff.

9. Performance Disclaimer & Client Responsibility

H2EG Solutions and A Touch of Madness do not guarantee lead volume, sales outcomes, revenue increases, or specific performance results. Market conditions, competition, ad spend, audience behavior, and the client's own follow-up practices significantly impact results. Clients are responsible for responding to leads, maintaining platform integrity, providing accurate business information, and ensuring compliance in their industry.

10. Refunds, Cancellations & Chargebacks

All sales are final due to the customized and labor-intensive nature of the services. No refunds, cancellations, or chargebacks are permitted once the project has begun. Attempting a chargeback results in immediate termination of service and full documentation sent to the payment processor. Clients agree to resolve any concerns directly with H2EG Solutions.

11. Partnership Disclosure

The Small Business Engine promotion is delivered primarily by H2EG Solutions. A Touch of Madness (assumed business name of Blackwater Dynamics) acts as a strategic partner contributing IT integrations, automation logic, systems engineering, and technical support. Deliverables may be completed by either or both entities depending on the service tier and technical requirements.

12. Promotional Modifications & Updates

H2EG Solutions reserves the right to modify, improve, adjust, or discontinue promotional offerings at any time. Projects already activated under the promotion will not be affected by future modifications. Any updates to pricing or package structure apply only to new purchases.

13. Acceptance of Terms

By purchasing any Small Business Engine package, the client confirms acceptance of these Terms & Conditions and acknowledges the defined scope, responsibilities, and operational expectations for successful project completion.