MarKit. × ديجيفاي DIGIFY

Digify Growth Partnership

Digify brings trust and clients. We run the full marketing operation. MarKit carries the cost of service.

THE TWO PARTIES

MarKit

- Run all operations
- 40+ person marketing team
- Full marketing: strategy, branding, content, video, ads, websites, AI and automation

Digify

- Brand and group trust
- Client introductions
- Access to enterprise accounts
- Current Digify team

TIMELINE

PHASE 1

First 6 months

- MarKit carries the cost of service
- Company expenses are on Digify, recorded and recovered from the first client revenue

PHASE 2

After 6 months

Full partnership. We choose one path:

- **Continue:** MarKit keeps running operations, same option as the first 6 months
- **Move:** operations and hiring move into Digify, shared costs

FIRST 6 MONTHS — HOW EACH CONTRACT IS SPLIT: TWO OPTIONS

OPTION A

Fixed cost rate

A fixed percentage of each contract covers the cost of service. Company expenses are on Digify. The rest is profit, split between the parties.



OPTION B

Price list

Each service has a fixed internal price, charged as the cost of service. Company expenses are on Digify. The rest is profit, split between the parties.



The option chosen here continues after 6 months, unless operations move into Digify.

Cost of service · Company expenses (Digify) · MarKit · Digify

NEXT STEPS

01 Agree the cost model

02 Sign a short MOU

03 Set month-6 goals

04 First introductions