

# MEMORANDUM OF UNDERSTANDING (MOU)

This MOU is made on the 1st of July 2025, between:

Party	Address	Contact
Dreamscape Nigeria Ltd. ("Dreamscape")	Jakande Estate , Isolo – Lagos	info@dreamscape.com.ng   +234816 895 0224
Induedge EdTech Ltd. ("Induedge")	3, Joe kilanko street, Alarere, Iwo-road Ibadan – Oyo State	hello@induedge.com   +2348106964924

## 1 Purpose

Dreamscape engages Induedge to provide Social Media Management Services ("Services") to enhance their online visibility and drive business growth.

## 2 Scope & Deliverables

- **Strategy & Planning:**
  - 360° audit of existing channels
  - Monthly content & campaign calendar
- **Content Creation:**
  - Static posts: 30 per month
  - Short-form videos/Reels: up to 4 per month
  - Stories & polls: up to 3 per week
- **Publishing & Community:**
  - Daily scheduling
  - Response to comments/DMs within 24h
- **Paid Ads (optional):**
  - Setup & optimisation if media budget is provided
- **Reporting:**
  - Monthly PDF report

## 3 Platforms to Be Managed

Instagram  
Facebook  
Website

## **4 Key Performance Indicators (KPIs)**

- Follower growth  $\geq$  5% MoM
- Engagement rate  $\geq$  4%
- Response time  $\leq$  24h
- Reach +10% MoM
- CTR  $\geq$  2%
- Leads  $\geq$  30 per month

## **5 Fees & Payment**

₦60,000 per month, payable in advance on or before the last day of each month. Late payments attract 5% monthly interest.

## **6 Term & Termination**

Initial term is 3 months. A 30 days' notice is required from either parties before cancellation. However, in the case of a severe breach, termination can be immediately. The social media manager is required to be physically present once in a month, additional physical presence is subject to mutual agreement. Working hours is 4days in a week

## **7 Our Commitment**

We are committed to helping Dreamscape build a stronger and more professional social media presence. To tell their conservation stories, educate their target audience about their rare plants, drive visibility for dreamscape's made-in-Nigeria products. Content ideas will be around fun facts, behind the scenes, product highlights for Dreamscape Resources.

## **8 Confidentiality**

All non-public information shall be kept confidential and used only for executing this agreement.

## **9 Intellectual Property**

Dreamscape owns final content. Induedge retains rights to templates and assets but grants usage license.

## 10 Performance Review

KPI will be reviewed monthly. Strategy or volume can be adjusted by written consent.

## 11 Limitation of Liability

Liability is capped at one month's fee (₦60,000) unless due to gross negligence.

## 12 Dispute Resolution

Disputes are to be mediated in Lagos. Unresolved cases shall go to Lagos State courts.

## 13 Amendments

Changes must be in writing and signed by both parties.

## 14 Signatures

For Dreamscape Nigeria Ltd.



Name: Thomas Emmanuel

Title: Conservationist

Date: 01/07/2025

For Induedge Ltd.

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Name: Temitope Omoyeni Alice

Title: Co-founder/CEO

Date: 01/07/2025