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MyMichelangelo Fact Sheet

Introduction:

The goal of this sheet is to give you a basic introduction to how MyMichelangelo works for batch accounts. We are a leader in digital photography editing and filters. Though a combination of the two, we are able to create very unique stylizations of a given photograph. This can help you upsell clients above what can be obtained for regular photographs, or possibly reach clients that were previously priced out of other photographic or other value added options. Please see our *Photo Examples* pdf, which gives a brief overview of what we do, along with examples of stylized photographs, or any of our attached images for examples. Either way, our goal is to help increase your revenue. We leave it to you on how to best price and upcharge our services. We charge a flat rate per photograph, regardless of what your upcharge fee is. For a maximum of \$3.00 per photo, you get that photograph in six different distinct styles.

What Steps Do I Need To Take?

We wanted to make our photo stylization service as easy as possible. To do that, we have these easy steps.

- **Sign up:** We will assign you a google drive folder to upload photographs to. We will give you a specific company name and number if necessary.
- **Upload all photographs by a name that you know:** We realize that everyone has a different database or way to organize their photographs, which is the reason we have chosen google drive folders. As such, save your client's photographs as their email address, unique name, or a unique identifier of some kind that you can easily identify. This could be a unique id number and a date combined, or any other number of unique image names. The uniqueness of the name is a requirement on our end for a given night, but also helps you organize your files.
- **We do our stuff:** We will create six unique stylized photographs for each uploaded photograph. Check the *Photo Examples* document for our style examples. We hope to have more styles on the way soon. We can help you set up a basic description of our style options. For each image in your folder, our nightly work will create a subfolder of the same name as the image. So, if you uploaded to your folder images called img1.jpg and img2.jpg, the resulting folders would be called img1folder and img2folder, respectively, each containing all six types of stylizations we currently perform. We then move the original uploaded photographs into their respective folders.

Questions:

- **What is the turnaround time on stylized images?** We can have stylized images returned within 24 hours. We perform stylizations on a nightly basis, between 10pm central US time and 2am central US time. If there is a special request such that you

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require them before then, give us at least forty-eight hours of advanced notice and we can make arrangements.

- **Are there any rules or restrictions?** To help our team stay organized, we ask that there be no additional uploads or changes to images in the folder between our work period of 10pm US central time and 2am US central time. It can cause confusion and missed or double counted images. For all other time frames, images can be uploaded.
- **What are the costs?** We offer multiple tiers of service, depending upon what you need. At the lowest tier volume, each uploaded image costs \$3.00 USD to convert to our six styles. In exchange, we will craft our six different styles of photos. You are more than welcome to add any additional markup for your providing of those photographs to the end customer, and can also add additional value added services such as physical print options. We leave these details up to you in order to maximize flexibility. The next tier is a medium volume service. If you are uploading between two hundred and five hundred images a month, each image, transformed into the six different stylizations, costs \$2.75. Finally, if volume is such that you are uploading more than five hundred images a month, the price per uploaded image is \$2.60. Invoices are sent on the third business day of the month for all charges incurred for the prior month. Volume is counted at the end of the month to determine the final price per uploaded image. If there are difficulties with this, or other arrangements need to be made, talk to us.