



REQUEST FOR PROPOSAL

For Public Relations Services

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Date of Issue: Monday 15th August 2022

Deadline: Friday, Monday 5th September 2022 by 4:00 PM

Reaper Financial LLC (REAPER) is requesting proposals for planning, coordination, implementation and administration of Public Relations services.

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer Public Relations services to leverage media coverage about the Reaper as a financial toll developed on the blockchain to provide holders of the RPR Token with a passive income and a mechanism to repay personal debts.

Efforts are intended to enhance the brand of Reaper and support the growth and utilisation of the functionality of its RPR token.

The selected vendor will be retained for 6-12 months, dependent upon budget constraints.

Indicative Budget: \$2,000 to \$5,000 per month

Background

Reaper Financial LLC was created by Patrick L Riley in October 2021. [About Us - Reaper Financial](#)

Reaper Financial and the RPR token serve the digital ecosystem as a natural market regulation tool for a decentralized economy. By unleashing the natural aspect of death upon an artificially created universe we serve to preserve the value of every entity within. While digital economies are known for their volatility, The Reaper seeks to remove the excess and undervalued assets to prevent violent market swings. The Reaper Financial accomplishes this mission through a decentralized voting mechanism in which the value of RPR is used to purchase and destroy the undervalued assets.

Because all assets destroyed are purchased at market value, no investors are damaged in the process of a Reaping; only those projects whose reputation and credibility warrants Reaping are eligible as a means of protecting all parties involved. Reaper Financial is a responsible partner of the community of which we are a part and will at no time take action that is not for the betterment of the community at large. As members of the XRP ledger, we are carbon neutral and environmentally considerate solution to excess both in the digital universe and the tactile facsimile in which we live.

Less Technical Explanation of The Reaper

It is astonishing how little time we invest in thinking about planning for our future. The bottom line is that a little time spent understanding a breakthrough technology now may provide massive benefits later.

The Reaper is a breakthrough technology that helps its holders create the future they desire in 3 powerful ways.

1. It generates a passive income paid in XRP
2. Soon it will help its holders destroy their personal debts (This is to be the focus of our PR objectives)
3. It helps RPR holders accumulate and grow capital investment.

How does The Reaper do this?

Each month, The Reaper increases its supply of RPR tokens by 1 million. The tokens are sold on the market and the funds are distributed as follows:

- 48.5% goes to Reaping other tokens and in the future, pay personal debts.
- 1.5% goes toward the Reaper project expenses.
- 50% goes into the Distributed Reaper Interest Payment (DRIP) pool.

The Reaper buys other tokens with the funds in the Reaping pool and proceeds to burn them to decrease their supply. RPR holders then receive a regular passive income (The DRIP) paid in XRP after each Reaping event. Currently, Reapings occur every two weeks.

COMING SOON! The Reaper will allow holders to nominate their personal debts for Reaping. The Reaper will assist holders by applying a portion of the burn pool to pay down their debts relative to the amount of RPR tokens held. This is the focus of the PR activity.

Overview

The prospective Public Relations Firm replying to this RFP will be possessing relevant experience and expertise supporting Crypto companies or Tech companies in explaining complex issues to a relevant audience. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations, and how vendor would approach the projects outlined in the Scope of Work. A proven experience in Crypto and/or Tech marketing/public relations is recommended.

Request for Proposals for Public Relations Services

The Public Relations goal of Reaper Financial LLC is to leverage media in target markets to promote Reaper as an innovative tool to produce passive income and destroy personal debt. Priorities include promoting Reaper as:

1. Source of Passive Income
2. Means to reduce Personal Debt

3. Opportunity for Capital Growth

Analysis of our existing holder are indicative of our target market and include:

- Male/Female 50/50
- 76% aged 18 to 44
- 90% English speaking
- 79% engage via mobile phone

Scope of Work

The Scope of Work is designed to encourage aggressive, proactive media outreach within the USA to increase visibility for the Reaper, its functionality, and benefits to holders. **In particular, most of the effort is to be directed to the Reaping/destruction of personal debt and the generation of passive income.**

It will include but not be limited to the following:

1. Executing targeted public relations campaigns to generate feature articles and promotions targeting publicity in print, TV, radio and online outlets.
2. Writing, formatting (with photos) and distributing press releases to print, online, broadcast media.
3. Conducting personal follow-up on outreach via phone, email and mail.
4. Coordinating with Reaper and arranging media interviews.
5. Planning press conferences and stunts when appropriate to drive coverage.
6. Utilizing social media to generate publicity, word of mouth and grow the Reaper's overall social media presence. Utilize tools and technology including digital media and blogging to support day to day marketing efforts.
7. Tracking coverage and measuring overall efforts, delivering bi-weekly reports and comprehensive reports monthly (including estimated number of impressions and media value)
8. Sending media clips on a regular basis; tracking coverage and measuring efforts.

Proposal Requirements

The proposal should focus on addressing the PR Firms ability to provide the services outlined in the Scope of Work. Please provide as much of the following as you can:

1. Cover Letter: A letter signed by an officer of the firm binding the firm to all comments made in the proposal. Include a primary contact person for the proposal.
2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm and any proposed subcontractors to perform the Scope of Work.

Please include:

- a. Experience profile of all principals assigned to the project.

- b. List of capabilities corresponding to the scope of work.
- c. List of similar/relevant projects your firm has undertaken including results achieved.
- d. References from similar projects your firm has undertaken.

* If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm.

3. Approach to Scope of Work

Provide a detailed description of your approach to each Scope of Work element. A key aspect to focus on is increased outreach to target audiences as defined by the Reaper.

4. Service Timeframes

- a. Provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each.

5. Project Cost

- a. Provide detailed costs for the services to be performed by the vendor based on the Scope of Work.

Submission Requirements

Prospective service providers should submit the proposal by email to Reaper Financial LLC on or before Monday, Sept 5th 2022 at 4:00 PM.

Proposals should be titled "Reaper PR RFP," and submitted to:

Ian Jones

Chief Marketing Officer

Reaper Financial LLC

Proposal can be emailed to ian@reaper.financial

Please call Ian in the UK on +44 7469018888 with any questions.

Proposal Evaluation

The proposals will be evaluated based on the following criteria:

- 1. Qualifications and range of experience of project staff and subcontractors 25 pts
- 2. Knowledge of project requirements as demonstrated under "Approach to Scope of Work" 25 pts
- 3. Written presentation, including readability and conveyance of technical aspects 25 pts
- 4. Project Costs 25 pts

Vendors not awarded the work outlined here will be notified by email. The successful vendor will

Reaper Financial LLC, 9900 Spectrum Drive, Austin, TX 78717

be required to sign a contract with Reaper Financial in which they accept responsibility for the performance of services as stated in their proposal.

After review of the submissions Reaper may request to meet with potential service providers prior to selecting a vendor.

Provisions

Reaper Financial LLC assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

Reaper Financial LLC also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of Reaper Financial LLC.

A contract between the Reaper financial LLC and the selected vendor will be subject to and be in accordance with the laws of Texas.

For additional Information about The Reaper please refer to:

www.reaper.financial white paper and lite paper available on the site

<https://thereaper3waysto.carrd.co/> includes explanatory videos