

What you get on day 30.

The Ghost Ops Pilot trades below-retainer pricing for named proof. Here is exactly what we deliver, how it is reviewed, and what rights move between us. Bring this into your legal review before you sign — nothing about the case study is a surprise.

Day-30 deliverables

ARTIFACT	FORMAT	LENGTH	REVIEW FLOW
Written case study	PDF + web-ready markdown	1–2 pages (~600 words)	GhostWork drafts → client reviews → two rounds of edits → client approves → ship
Short-video case study	MP4, 1080p, raw + edited	2 minutes	Recording day 26–28 → edit day 29 → client review day 30 → ship
Quote asset	Plain text + branded image	1–2 sentences	Pulled from the case study, surfaced for social
Logo asset	Your logo on our site + decks	N/A	Goes live day 30, after case-study approval

Written case study — what we fill in

We draft from your intake form, kickoff discovery, and pilot metrics. Every bracketed field is real and sourced. You approve every word before publish.

COMPANY SNAPSHOT

Your one-sentence value prop, industry, team size, stage, and the pilot surface you picked.

THE PROBLEM

Two or three sentences in your framing. Crisp enough that another prospect reading it says "that is us."

THE BASELINE

Three measurable costs you carried before: hours, misses, knock-on pain. Pulled from your intake + kickoff.

WHAT WE BUILT

The specific thing we shipped in 30 days. One or two sentences, no feature lists, no jargon.

THE RESULTS

Three metrics, day 0 → day 30. Measurable, tied to the surface, meaningful to another buyer.

WHAT YOU SAID

A named, approved quote — 1–3 sentences. Sounds like you, not marketing copy. You approve or rewrite.

Example — Treasury recon

"Closing the books was eating a full day every Monday. We held funds across three multi-sigs, two CEX accounts, and a Safe — and nobody had a single source of truth. By mid-month we'd be arguing about cash position. It was a governance risk on top of a productivity risk."

After automated daily reconciliation across these 3 multi-sigs, 2 CEX accounts, and the Safe. Drift alerts land in a dedicated Slack channel; end-of-month close runs from a one-click report in the client's existing finance tool.

Short-video case study — what we film

One 2-minute talking-head video. One person from your team — usually the operator we worked with day-to-day, or the founder if they want the air time. Studio-quality not required; we provide a shot list and can arrange a remote-recorded session (Riverside / SquadCast) if you can't self-record.

BEAT	TIMECODE	PROMPT
Intro	0:00–0:15	Who you are, what the company does.
The problem	0:15–0:45	The specific pain in your words. What it cost you.
What changed	0:45–1:30	What we shipped in 30 days. One hard number or one hard observation.
To another founder	1:30–1:55	What you'd say to someone who has the same pain.
Outro	1:55–2:00	GhostWork logo card + URL.

WHAT YOU GET

- Raw unedited recording, full length
- Edited 2-minute final with lower-thirds, outro card, audio leveled
- 30s and 60s cutdowns for social
- One branded quote image

Usage rights — plain English

The short version: you keep everything, you approve everything, nothing ships without your sign-off. The long version is in the pilot contract (CEO drafts separately); the text below is the explainer that matches it word-for-word.

CLIENT GRANTS GHOSTWORK (IN PERPETUITY)

- Use of your name, logo, and the final approved case-study copy on the GhostWork website, decks, and outbound sales materials.
- Use of the final 2-minute video and cutdowns in the same channels.
- Use of the approved quote in any sales context.

GHOSTWORK GRANTS CLIENT (IN PERPETUITY)

- Full ownership of raw video footage featuring your personnel.
- Right to reuse any of the written or video assets for your own marketing without further permission.
- Right to review and veto the final written case study and final video before publication. You have 10 business days to review each; silence = approval after 10 days.

OFF-LIMITS WITHOUT FURTHER CONSENT

- Specific private metrics you flag as confidential at case-study-draft time.
- Any identification of team members beyond the named spokesperson.
- Usage beyond the contexts listed above (e.g., paid ad spend featuring you) — requires separate written consent.

How the last 10 days run

You do not have to manage any of this. GhostWork runs the recording, editing, and delivery. Your time commitment is roughly 45 minutes on camera plus two rounds of review.

- DAY 20** We schedule the interview + video recording for day 26–28.
- DAY 25** First draft of the written case study from pilot-lead notes and metrics.
- DAY 26** Record video with you (remote or in-person).
- DAY 27** Video edit + written-copy lock.
- DAY 28** Both artifacts delivered to you for review.
- DAY 29** We incorporate your edits. Copy + video locked.
- DAY 30** Your final approval → we ship to our site, decks, and the quote goes live with your logo.

Common questions

WHAT IF WE HATE THE DRAFT?

You have editorial veto. You approve every word and every frame before anything ships. If the final copy is not acceptable, we do not publish it. We would still ask you to keep the logo-usage half of the trade, since the core of the deal is already done.

WHAT NUMBERS WILL APPEAR IN THE CASE STUDY?

Only numbers you approve. We draft with three metrics tied to the surface (hours saved, close time, response time, etc.), and you flag anything you consider confidential at draft time — those drop out. Percent changes and ranges are fine if specific values are sensitive.

DO WE NEED A PROFESSIONAL VIDEO SETUP?

No. USB mic or headset mic is fine. We run a short audio QC before editing. If you can't self-record we arrange a remote-recorded session; either way, the footage is yours.

CAN WE USE THE CASE STUDY OURSELVES?

Yes — fully. The written case study, the video, the cutdowns, the quote card. Put them on your fundraising deck, Twitter, careers page, anywhere. You do not need to check with us.

THE WHOLE POINT

Two slots, 30 days, one surface, below-retainer pricing. The trade is that at the end of it, we both have durable proof — a case study you can reuse, a named reference we can use. No surprises, no fine print, no post-facto asks. Nothing about this page shifts after you sign.