

What we need from **you** to move forward

A focused checklist of decisions, accesses, and assets we need from Pragma Group before and during the 16-week build. Six sections grouped by what they unblock. Each item shows **WHO** on your side owns it and **WHEN** we need it. Tick the box when it's ready or shared.

DECISION REGISTER · PREPARED 2026-06-03 FOR PRAGMA GROUP · AMSTELVEEN · 7 ITEMS NEEDED **BEFORE MPA SIGNATURE**

#	DECISION	OWNER	WHEN
01	Confirm signing entity (Pragma Boutique B.V. · Pragma Health · holding · other)	BOB	PRE-MPA
02	Comfortable commission % range or "open to negotiation"	JOËL+BOB	PRE-MPA
03	Preferred build-cost protection mechanism (minimum guarantee · build-cost recovery · IP transfer condition · pure rev-share)	JOËL+BOB	PRE-MPA
04	Domain strategy: fresh domains (pragmagroup.nl · pragrab2b.nl · pragrab2c.nl) OR subdomains on pragmahealth.nl	JOËL	PRE-MPA
05	Governing law + jurisdiction (Dutch law / Amsterdam · Swiss law / Neuchâtel · other)	BOB	PRE-MPA
06	Marketing agency boundary — keep on top-of-funnel, or scope an explicit transition	JOËL	PRE-MPA
07	Catalogue release timing — when can the full B2C lineup land with us	JOËL	PRE-MPA

1 Commercial · Master Partnership Agreement

PRE-MPA

WHY THIS SECTION FIRST

Without these positions, the MPA can't be drafted. Greg will turn each answer into a clause; you sign once the package fits.

Confirmation of signing entity.

Which legal entity of Pragma Group is the counterparty on the MPA — Pragma Boutique B.V., Pragma Health, the holding, or another structure?

[BOB](#) · [PRE-MPA](#) · [BLOCKS](#) [MPA](#) [DRAFTING](#)**Co-signatory list.**

Is Bob co-signing alongside Joël, or is Joël sole signatory on the operational decision?

[BOB](#) + [JOËL](#) · [PRE-MPA](#)**Commission framework preference.**

Flat % perpetual · sliding scale (higher Y1, sunset Y3) · hybrid with build-cost-recovery floor · or "open to RR proposal". One sentence is enough.

[JOËL](#) + [BOB](#) · [PRE-MPA](#)**Build-cost protection willingness.**

RR carries 400-700h of build at zero up-front fee. Are you comfortable with a minimum guarantee, a build-cost recovery clause if rev doesn't ramp, IP transfer conditioned on threshold, or pure rev-share with sunset?

[JOËL](#) + [BOB](#) · [PRE-MPA](#)**Attribution mechanic acceptance.**

RR proposes UTM tracking + dedicated landing pages + unique reseller codes + quarterly audit on sample. Confirm acceptable or flag friction.

[JOËL](#) · [PRE-MPA](#)**Governing law + jurisdiction.**

Dutch law / Amsterdam courts (Pragma-side natural) · Swiss law / Neuchâtel (RR-side natural) · or arbitration. Affects MPA drafting + dispute mechanics.

[BOB](#) · [PRE-MPA](#)**Termination notice + IP-on-termination logic.**

Preferred notice period (30 / 60 / 90 days) and what happens to the sites + tools + scraped data at termination.

[JOËL](#) + [BOB](#) · [PRE-MPA](#)**2 Catalogue · machines, services, pricing**

WK 1-4

WHY THIS MATTERS

The B2C site, the bot training, the machine recommender, and the B2B reseller wholesale model all hinge on the full Pragma catalogue. Without it, we build placeholders.



Full B2C machine lineup.

Every model on offer to consumers: name, specs sheet, retail price, contraindications, duration, target use case. PDF, slide deck, or spreadsheet — whatever you already have.

JOËL · WK 1 · BLOCKS B2C SITE + BOT



Full B2C service lineup.

Cabinet Amstelveen services (and any others) — name, duration, price, what's bundled, contraindications.

JOËL · WK 1



B2B reseller wholesale pricing per machine.

Wholesale price, MOQ if any, volume discount structure, freight/installation terms.

JOËL + BOB · WK 2 · BLOCKS B2B PORTAL PRICING



ROI / payback case data for B2B resellers.

Real numbers if available — sessions per machine per week, average ticket, contribution margin. Even one real installation's numbers anchors the reseller pitch.

JOËL · WK 2-3



Existing marketing copy.

Current website text, brochures, social posts, ad creatives. Reference for tone — not for re-use. Helps the Dutch copywriter match your voice.

JOËL · WK 2-3



Clinical sources backing health claims.

Studies, peer-reviewed papers, or institutional references used to support recovery/longevity claims. Feeds Vigilant's regulatory-cross-check and the Reclame Code review for any kept claim.

JOËL + DPO · WK 3-4



Reseller-of-record list, even informal.

Anyone already selling or distributing Pragma machines — past inquiries, lapsed conversations, casual partners. Warm seeds for the cycle-1 outreach.

BOB · WK 2

3 Brand · domains, assets, identity

WK 1-2

WHY THIS MATTERS

Site shells need a domain to live on and a brand to wear. Domain registration takes 24-48h to propagate; brand asset gathering is asynchronous but blocks copy-and-design after wk 3.

Domain registration decision + execution.

If fresh: register pragmagroup.nl, pragmab2b.nl, pragmab2c.nl in Pragma's name with your preferred registrar, OR delegate to RR in mandate (transfer to Pragma at end of partnership). If subdomains: confirm pragmahealth.nl admin access for DNS records.

JOËL · WK 1 · BLOCKS SITE BUILD

High-resolution logo files.

SVG ideal · PNG + EPS acceptable. Both Pragma Group and any sub-brand marks if they exist. Include brand-guidelines PDF if you have one.

JOËL · WK 1

Brand color palette confirmation.

We lifted the deep blue (#0056A7) from pragmahealth.nl. Confirm primary + secondary + accent palette, or share an updated brand guide.

JOËL · WK 2

Photo library.

Cabinet shots, machine close-ups, treatment photography. With explicit consent for re-use on the new sites and on B2B reseller materials. Source files preferred.

JOËL · WK 2-3

Video library.

Testimonials, treatment demonstrations, founder intros, anything camera-shot in the last 24 months. With consent. MP4/MOV source preferred over YouTube-embed links.

JOËL · WK 3-4

Tone-of-voice references.

Two or three pages of website copy, social posts, or articles that you'd say "this is us at our best". Anchors the Dutch copywriter.

JOËL · WK 2-3

4 Access · integrations & data

WK 2-6

WHY THIS MATTERS

Several builds (B2C intake, attribution measurement, hot-lead routing) depend on read-or-write access to systems Pragma already runs. Read-only is enough for baselines; full integration needs admin permission scoped tight.



Treatwell admin access.

For the B2C AVG-clean intake integration. Read access to bookings + ability to inject the new intake form upstream of session confirmation. Scoped permission, RR-named admin account.

JOËL · WK 4 · BLOCKS B2C SITE TREATWELL FLOW



Existing analytics access.

Matomo, GA4, or whatever pragmahealth.nl runs today. Read-only baseline for conversion lift measurement vs post-build.

JOËL · WK 3-4



Social media account inventory.

Instagram, Facebook, LinkedIn, TikTok handles. Role decision per platform: RR ad-hoc post (you keep ownership) OR full handover (RR runs).

JOËL · WK 4-6



WhatsApp Business number.

If you have one — for hot-lead routing from the B2B outreach sequencer to Joël instantly. If not, RR can spin up a Pragma-branded one.

JOËL · WK 6



Existing CRM inventory.

Pipedrive, HubSpot, Salesforce, sheets, paper notebook — whatever holds your current contacts. For one-time import into the B2B partner dashboard.

JOËL · WK 5



Email infrastructure baseline.

Current SMTP provider for pragmahealth.nl. Confirm DKIM/SPF/DMARC are in place — needed before RR's outreach sequencer can send on a Pragma sub-domain without landing in spam.

JOËL + IT VENDOR · WK 5-6

5 People · decisions & contacts

WK 0-1

WHY THIS MATTERS

Email, phone, DPO, agency contacts — these are the people whose ten-minute reply unblocks the build. Direct contact details up front saves a week of email-chain forwarding.

Joël Out · primary email + WhatsApp.

Operational decision-maker. Hot-lead routing, weekly sync, all execution coordination flows here.

JOËL · WK 0

Bob Out · primary email.

MPA co-signature, strategic backstop, escalation receiver if needed.

BOB · WK 0

DPO contact.

Name + email of your data-protection officer or the person who plays that role. Needed for AVG sign-off on the B2C intake flow + voice agent before launch.

JOËL · WK 1

Marketing agency contact.

Name + email of the agency lead. Needed for the UTM handoff coordination between their top-of-funnel ads and RR landing pages.

JOËL · WK 4

Legal counsel contact.

For the Pragma-side review of the MPA. If you don't already have one, we can suggest a Dutch firm comfortable with cross-border partnership contracts.

BOB · PRE-MPA

Internal NL content validator.

Someone non-Out who can read native Dutch copy and call out anything that sounds translated or off-brand. A colleague, partner, friend — paid or unpaid, just trusted.

JOËL · WK 3

6 Existing assets · content gold

WK 2-8

WHY THIS MATTERS

The fastest way to close a B2B reseller or a B2C subscriber is to show them someone who already trusts you. Three good testimonials beat ten generic claim lines on a website.

Customer testimonials.

Text + video. With explicit consent for re-use on the new sites and in B2B reseller pitches. Even three high-quality testimonials carry more weight than a dozen anonymous ones.



Case studies on existing partners.

Any clinic, hotel, gym, or corporate-wellness account already using Pragma machines — even informally. With permission, named case studies become the closer for the same segment.

JOËL · WK 4-5



Press mentions, awards, certifications.

Any media coverage, industry awards, or relevant certifications (ISO, sector body memberships). Surfaces in the Trust section of all three sites and in B2B pitches.

JOËL · WK 3-4



FAQ + objection-handling material.

If your sales team or cabinet staff already have go-to answers for the most common questions, those are the bot's seed training data. Email exchanges, sales-script docs, anything.

JOËL · WK 5-6



Treatwell + Google reviews export.

All public reviews on both platforms — for tone analysis (what people praise, what they criticise) and to surface a testimonial wall on Pragma B2C.

JOËL · WK 4



Anything we forgot to ask for.

If there's a brand book, an investor deck, a strategy memo, an internal pitch, a customer-journey map — share it. Better to over-share at intake than discover the gap at week 8.

JOËL + BOB · WK 1-8 · ONGOING

Ready to fill the gaps?

Most of this list can be shared as files in a shared folder — Google Drive, Dropbox, kDrive, your call. Items that need decisions (Section 1) are the ones we'd ideally close in the next meeting. The build clock starts the day the Master Partnership Agreement is signed; everything before that is preflight.

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