CHERRY BLOSSOM LAB · FOR AGENCIES

Collaboration Models

Three ways to integrate Engineering of Imagination into your agency

Each model is defined by the depth of Cherry's involvement, the timeframe and the billing format your agency needs. The options range from building an in-house AI unit to adding an on demand production partner.

01 · Interim AI Unit

02 · Methodological Transformation

03 · Cherry Production Partner

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OVERVIEW

Three models, one method

All three models are built on the same protocol, **Engineering of Imagination**, governed by the **Law of Inverse Effort (80/20)**: 80% of the work is human architecture designed before any AI execution. What changes between models is how deeply Cherry is involved inside your agency.

Model	Cherry's role	Duration	What the agency keeps	Billing format
01 · Interim AI Unit	Interim Area Director, working inside the agency's own ecosystem.	Approx. 3 months, hybrid	An installed AI unit of its own: people, protocol and methodology.	Fixed monthly fee
02 · Methodological Transformation	Auditor and trainer: assesses every area of the agency, trains the team and exits.	2 to 3 weeks	A trained team, a written diagnosis and its own Master Brief.	Per hour worked
03 · Cherry Production Partner	Ongoing production partner, working side by side with the internal team.	Monthly, renewable	Additional production capacity, project by project.	Prepaid monthly credits

Investment for each model is presented in a separate proposal, tailored to each agency after the initial conversation.

01

Interim AI Unit

Cherry joins your agency as Interim Area Director for the time needed to install an AI unit that belongs to the agency: its own people, its own protocol and its own methodology.

BEST FOR

Agencies that want a permanent AI unit of their own, with Cherry leading it from within while it is built.

MODEL 1 · INTERIM AI UNIT

Cherry as Interim Area Director

Cherry becomes part of the agency's ecosystem as Interim Area Director. Working from inside allows us to understand how the agency truly operates, to define the size, purpose and focus the AI unit should have, and to prepare the people who will work on these projects, including those who will lead and produce within the unit.

1

Understand the dynamics

How real work flows through the agency: accounts, creative, production and management. Cherry works hands on in the first projects.

2

Define the unit

The size, purpose and focus the AI unit should have within this specific agency.

3

Prepare the people

Who will be involved in AI projects and what they need to know to do it well. This is how the team is assembled.

4

Identify the leaders

Find, validate and train the right people to lead the unit once Cherry steps out.

MODEL 1 · OUTCOME

What remains installed at the end

At the close of the program, the agency keeps a protocol and a methodology integrated into its daily operation, run by its own team.

1. **Optimized resources**
   A protocol and methodology that make every AI project more efficient while preserving creative rigor.

2. **Protected assets**
   Work is produced without third party references, so the assets created are protected and defensible as the agency's own.

3. **Hidden cost covered**
   Technical debt, meaning the unbudgeted corrections typical of AI projects, stops eroding project margins.

4. **Profitable projects**
   The team knows how to quote and execute under the 80/20 principle: architecture before generation, with margin protected by design.

MODEL 1 · STRUCTURE

Duration and billing structure

DURATION

Approx. 3 months

FORMAT

Hybrid

BILLING

Fixed monthly fee

How it works: the fee is invoiced at the start of each month for the duration of the program. Travel expenses and third party software licenses are billed separately.

Why a fixed fee instead of hours: the goal is to install a complete unit. That requires sustained presence, continuity of judgment and real availability throughout the three months, which an hourly count does not reflect.

Format: on site at the agency combined with remote work.

02

Methodological Transformation

Cherry audits every area of the agency, trains the team and installs the methodology in a few weeks. Then the agency continues on its own.

BEST FOR

Agencies that want a fast, well bounded assessment of all their areas and a trained team, without a long term engagement.

Program structure

The program runs in four consecutive phases over 2 to 3 weeks. The audit in phase 01 defines how the following phases are tailored to the agency.

1

Audit

Fieldwork and diagnosis of how the agency currently works with AI.

2

Work by area

Dedicated sessions with Accounts, Creative and Management.

3

Agency wide dynamics

Master Brief and the 80/20 methodology applied to the whole team.

4

Follow up

Review of progress, adjustments and the project log the team will keep.

Base program: 2 to 3 weeks. It can be extended under the same conditions if the audit reveals a need for greater depth.

MODEL 2 · IN DETAIL

Diagnosis and team training

01 · AUDIT

Observation in meetings
Cherry attends 2 or 3 real sessions as an observer: briefings, reviews and client presentations.

Review of AI projects
Which tools and prompts are used, how many iterations are needed, what gets rejected and why.

Interviews by department
Short conversations with leads from Accounts, Creative, Copywriting and Management.

Written diagnosis
A synthesis of findings: where the friction is, what has potential and what should remain untouched.

TEAM TRAINING

2 to 3 people trained to produce with Cherry's methodology:

- **Master Brief** adapted to the agency's culture and clients
- **Atomic Breakdown:** separating elements to control the result
- **80/20 pricing model:** what is charged for architecture and what for execution
- **Scaling a project** without proportional cost increases
- **Sales narrative:** how to present AI production built on a methodology to clients

Duration and billing structure

DURATION

2 to 3 weeks

SCOPE

All areas

BILLING

Per hour worked

How it works: the base program is sized for a standard agency and covers a full assessment of Accounts, Creative and Management. If the audit reveals a need for greater depth, the program is extended at the same hourly rate.

How it differs from Model 1: Model 1 builds the unit from inside over several months. Model 2 diagnoses the agency and enables its team within a short, defined timeframe.

Important: the initial audit is the condition for tailoring the following phases. The program adapts to the agency.

03

Cherry Production Partner

A prepaid monthly fee loads a balance of production credits. Cherry produces alongside your team, project by project, until the month's balance is used.

BEST FOR

Agencies that need steady additional production capacity without hiring new in-house staff.

MODEL 3 · CHERRY PRODUCTION PARTNER

How it works

Cherry joins as an external partner. Each month, a fee activates a balance of credits. On every project, Cherry is directly involved in production, working with the agency's internal team until that month's credits are used.

1

The monthly fee activates credits

The monthly payment loads the credit balance available for that month.

2

Credits are assigned per project

The agency decides which projects use the balance, according to its own priorities.

3

Cherry produces with the team

A Cherry producer works side by side with the internal team on each deliverable.

4

The balance renews every month

The next month's payment activates a new balance to keep producing.

MODEL 3 · CATALOG

Deliverable catalog (example)

Each type of deliverable has a fixed credit cost, known in advance, so the agency always knows what its monthly balance can produce. The catalog expands according to the services each agency needs.

Master module	The complete brief and technical parameters of an asset. Once defined, it can be reused to create new pieces without starting production from scratch. It is the foundation for the other deliverables.
Image	A single visual piece produced under an already defined master module. Includes one round of changes.
Scene animation	A short animated scene created from an already defined master module. Includes one round of changes.

Credit costs per deliverable are detailed in each agency's proposal.

Duration and billing structure

DURATION

Monthly

UNIT

Production credits

BILLING

Prepaid monthly fee

How it works: the fee is prepaid and renews every month. In practice, the monthly balance covers several master modules, or a combination of modules, images and animations. The agency decides how to distribute it across the month's projects.

Why credits instead of hours: the agency knows exactly what it can produce with its monthly balance, with no time negotiation, and Cherry focuses entirely on producing.

SUMMARY

Which model should you choose?

	01 · Interim AI Unit	02 · Methodological Transformation	03 · Cherry Production Partner
Best for	Building an AI unit of your own, with Cherry leading it from within during its construction.	Assessing every area of the agency and training the team in a fast, bounded format.	Adding steady production capacity without hiring new in-house staff.
Cherry's involvement	High: full time hybrid presence inside the agency.	Medium: auditor and trainer who comes in and steps out.	Variable: depends on the month's credit use.
Duration	Approx. 3 months.	2 to 3 weeks.	Monthly, renewable.
Billing format	Fixed monthly fee.	Per hour worked.	Prepaid monthly credits.

The three models are compatible. Many agencies begin with Methodological Transformation and continue with Cherry Production Partner once the methodology is installed.

“AI executes. Human capital designs what it will execute.”

Cherry Blossom Lab works with your agency in the model that best fits its current moment. All three are built on the same auditable methodology.

01 · Interim AI Unit

02 · Methodological Transformation

03 · Cherry Production Partner

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Base document, subject to adjustments based on each agency's initial diagnosis.