

Koos BV – Amsterdam

Terms and Conditions

These terms and conditions are co-created by designers and legal experts
from [Visual Contracts](#) using the legal design approach ...

Did you know this contract is [nominated for a Dutch innovation award](#) in the legal design category

Partnering with Koos

How do we create equal partnerships?

We believe in honest, open, transparent partnerships that are valuable to you, the planet, society and ourselves. You hire us because you believe in our skills and process. We will communicate when project or partnership deviates from delivering (positive) impact.

What does our dream client look like?

- Business owners who believe design will solve their challenge;
- English speaking international organisations (HQ in Europe),
 - able to invest in a continuous partnership with Koos (>€250K a year)
 - with projects that create positive impact,
 - who benefit from our full proposition (from strategy to execution),
 - want to work on at least quarterly basis
 - and co-develop a >3 year partnership with Koos

Our values

Skilled - Is smart, eager to learn and sharp as a knife

Social - Energises a fun and caring culture

Clear - Communicates simple and sensible content

Creative - Plays with fresh perspectives

Adventurous - Creates opportunities through curiosity

Dedicated - Is devoted to delivering the absolute best in class



Always aiming for
positive impact

Working together is
fun and energizing

We don't work for
micro managers

Clear and honest
communication

We build
partnerships on **trust**

We solve issues
together

Ethical compass

in 2025, we want to be the #1 global design agency 100% committed to positive change

We want to achieve our growth ambitions while working on projects that allow us to make as much positive impact as possible. This means that we won't sign up organisations that do not fit our ambitions.



How do we verify organisations?

We look at company actions & project intentions to determine if we want to partner with you.

1. Our sales team verifies your organisation using our internal flow-chart and desk-research
2. If unsure, we talk to your team
3. If still unsure, our internal ethical commission will give the final verdict



Verifying organizations on **actions & intentions**



"it all starts with intentions"



"we love helping organisations change"



Red
Sorry, but we're not interested

Yellow
Together we can create lots of impact! Let's talk about how design can help you change!

Green
Awesome, let's go!



Measuring positive impact

We work on projects that have a positive impact on

- A) End-users, either directly or indirectly
- B) the World, which can mean society and/or the planet, and
- C) Clients, meaning its employees and/or business.

We've developed a framework to set and track positive impact objectives.

Our way of working

Agility to tackle reality

We love making plans. And we deviate when reality requires us to change the plan.

Design philosophy

We work following the design philosophy. We are radically people-focused, evidence-based and purpose-driven. We dream big, start small and fail fast. That is how we quickly iterate to deliver more value, faster to you.

We won't know everything upfront

We understand that this might sound scary to people that are used to have everything planned out until the last details. But sticking to a plan, no matter what, is not a recipe for success in the innovation business.

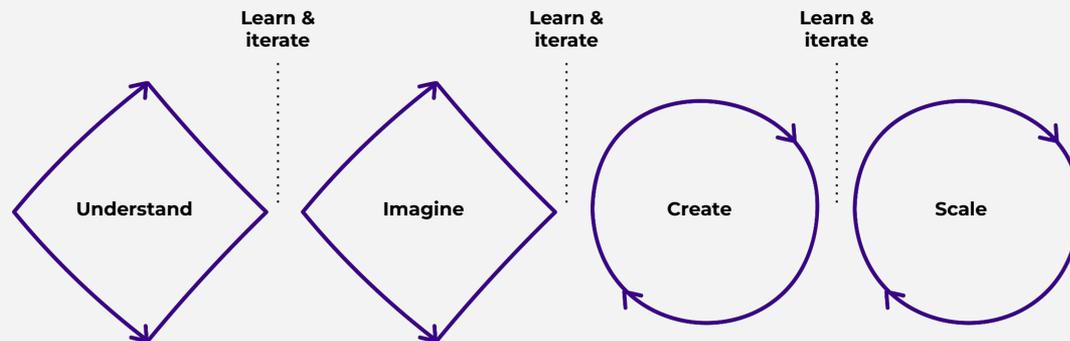
Working in design sprints

We believe in reducing risk by working in sprints. Together we evaluate and determine the focus of every new sprint. This will give us the needed agility and will give you control over the direction and iterations.



Working in design sprints

- We divide projects in different types of sprints (Understand / Imagine / Create / Scale)
- We work in sprints of 1, 2, 3, 4 or more weeks
- During each sprint, we aim on delivering as much value as possible
- Retrospectives; after each sprint, we determine together what to do next
 - Continue, iterate, start-over, change scope ...



*PS: We always go through the whole process with a core team.
Throwing results over the fence simply does not work.*

Tackling changes and issues

Dependent on your deliverables

During the process we assume that you will hand-over everything we possibly need to tackle your challenge. At the start of every project determine scope and context of the project together, including possible relevant information. Our recommendations are based on all information provided by you. We assume all information is obtained in the right way.

Tackling changes

We believe in changing the plan regularly because reality requires us to. So it will be inevitable for us discussing together how we can best deviate from the plan.

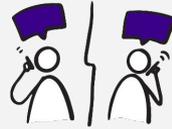
Issues or disagreements

We value the relationship with you as most important. We will always sit together with you to work towards a solution (*It's our core business to find the impossible solution*).

We will always aim on finding a fair and honest solution that is good for you and therefore good for us.



0. Retrospectives
We evaluate and iterate regularly.

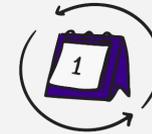


1. Call our project manager and we solve minor issues directly.

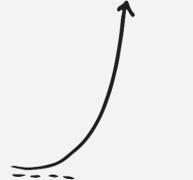


2. Your account manager will drop by in case you feel the issue seems more complex.

1 week to find a solution



3. Together we will work towards a solution we're both happy with (including a possible contract change).



4. Independent mediation

In case we can't find a mutual solution (which we can't really imagine) we will start mediation with an independent expert after 4 weeks.

Planning issues & delays

At Koos we are committed to our mutually agreed project planning, ensuring that we start and finished on the agreed dates. We expect that same level of commitment from our clients. Any delays or other project planning complications will be charged.

About this agreement

Getting to an agreement

1. By simply accepting our proposal including these terms and conditions.
2. Fill in the invoicing and contact details and get a signature of your company representative
3. Confirm by sending the signed document to your account manager at Koos BV.
4. Additional agreements next to these terms and conditions are leading. These are to be attached and accepted through the confirmation email.

Your Koos team

Next to the team from Koos BV - Amsterdam we could add team members from Koos Group.

How long will our relationship last?

We hope we'll work together happily ever after. And otherwise at least for the agreed period of the delivery of our services.

Which law applies?

We work under the Dutch law.



Start

We aim to offer you a **long term valuable partnership**

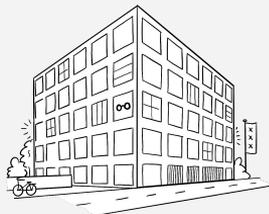


Koos Group
(Serial Game Changers)



Prefer to stop?

After periods of one year, the agreement can be terminated in writing with a notice period of two months.



Koos BV
Amsterdam



Koos Ltd
Lisboa



Koos Design GmbH
Berlin



Koos DTI AS
Oslo

Compensation

Our project investment calculations are based on hourly rates, and exclude possible additional costs.

We bill the following global rates (app. A)

- Consultancy hours per person per week
- Project management 10%

Additional costs *

Additional cost can cover things like hiring local researchers, using recruitment agencies, facilitating workshop locations, hosting surveys, cover travel expenses, etcetera.

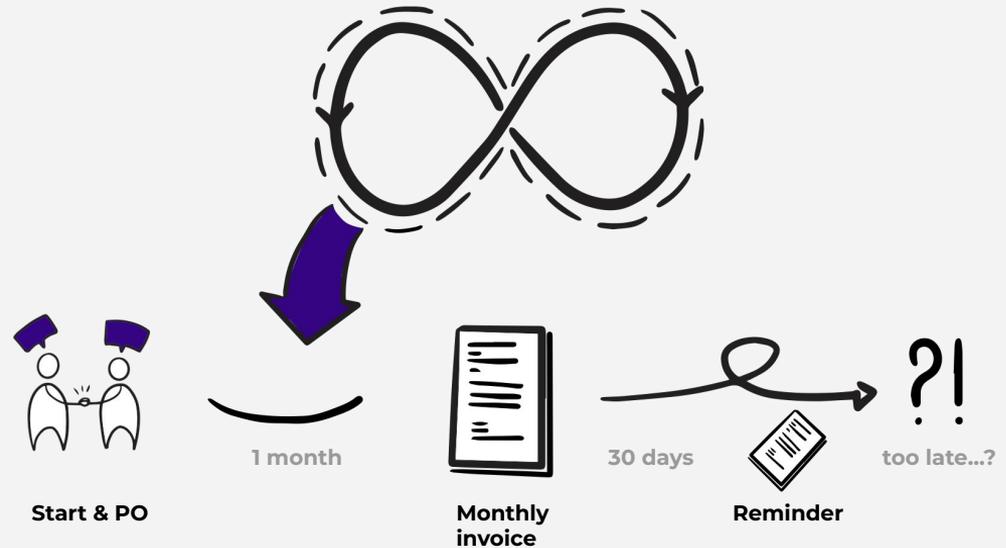
These costs will be billed after mutual agreement, with a 10% administration fee.

We keep the option to index our fees on a yearly basis

We want to offer you the best talent and we will index our salaries to keep them (happy).

* We don't like smallprint

Length of our project



PO numbers

No one likes them. But we really need one to send invoices. If you arrange one before the actual start of the project, we'll take you out for a cocktail / mocktail :)



Our payment terms

We think it is fair if you arrange payment within 30 days. You make us happy if you pay directly.

What to do when you miss your payment?

Pay quickly, order a nice lunch for our team and send us a selfie-video of you doing 5 burpees.

How our IP empowers you

Although our pricing model is based on hourly rates, we offer a lot of hidden value through our Intellectual Property.

Since 2009, we are building expertise and knowledge. IP that is helping us to compare, cross-link, correlate and advance all steps and decisions we take during the projects. Helping us to create even more impact today, for you.

Owning and rebuilding our IP allows us to create a better world by design even faster.

That is why us owning our IP is important for the both of us.



Proven design methodologies

Whether we are talking research techniques, AI by design, data driven design or brainstorming methods, we tried and tested them all. Our internal database is ready for you to pick the best options for your specific context.



Research library

We've researched lots of different markets and build many needs and tension models, helping us to better describing the complex decision making processes for consumers in your market.



Effective UX Design libraries

Constructed for previous projects that now form the basis to quickly build yours - with the learnings and without the kinks of our first versions.

**Some examples
of our IP helping
you get results
faster ...**



Masterclass masters

We have trained >3500 people in Europe and Asia during 2-day masterclasses, learning and iterating literally every time - resulting in an optimized learning experience, branching out in 28 different deepdive topics.



Industry knowledge

Our previous work and experience in many different industries helps us to kick-start and infuse your projects with tons of cross-industry pollination.

IP & confidentiality

How do we deal with confidentiality?

We will treat the information that you provide to us before, during or after our collaboration confidentially, if it has been designated as confidential or if we know or should know that the information is intended to be confidential. We also expect this confidentiality from you.

How long does our confidentiality last?

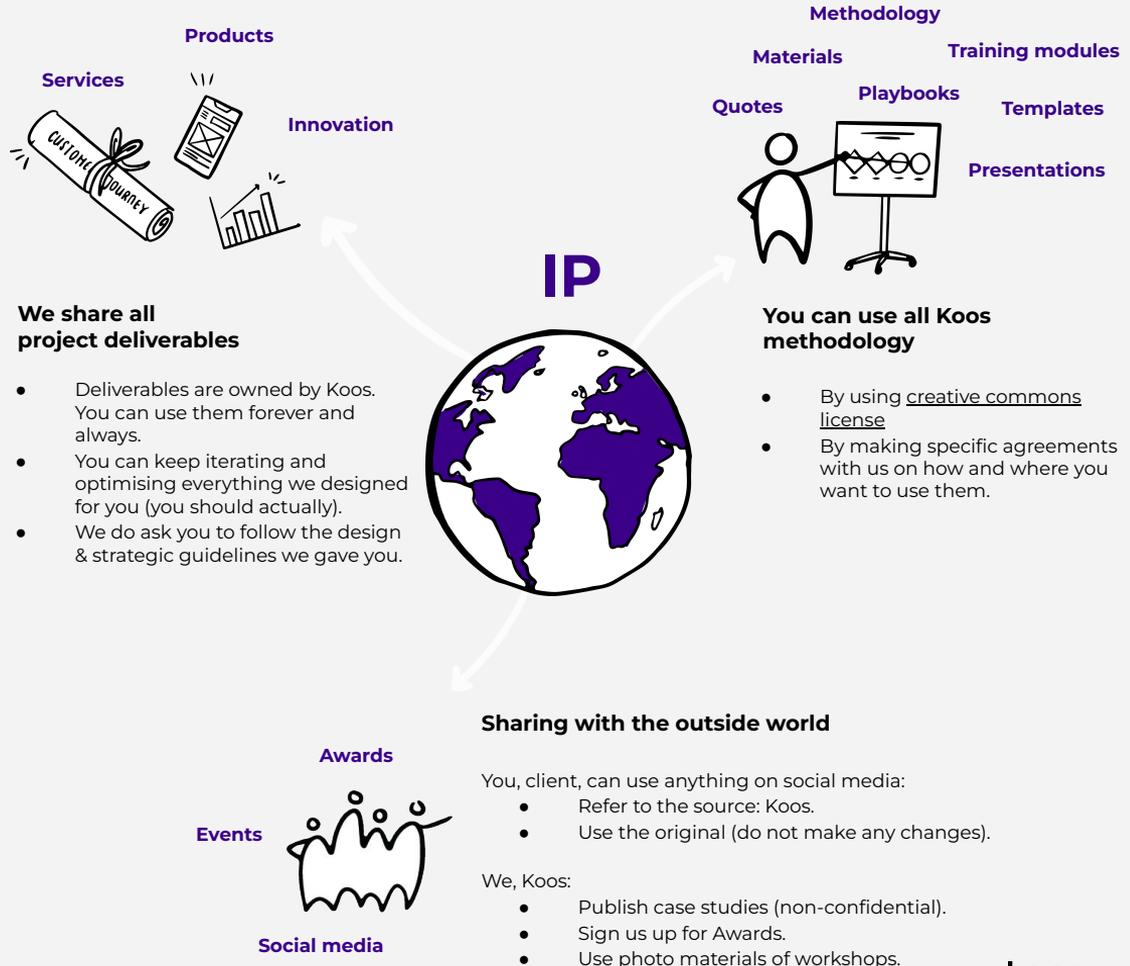
Confidentiality lasts until the end of our agreement. And it will last up to 2 years after finishing our relationship (for whatever reason).

Confidentiality violated?

Possible violation resulting into damage will be charged to the responsible party.

Creative commons license

Basically you can do anything with our materials and knowledge - we just ask you to mention us properly. [More info here.](#)



Liability

Parties are liable for;

- Shortcomings in execution of the agreement
- Negligence

Maximum liability

Damage is limited to a maximum of the amount covered by the professional liability and corporate liability insurance. If the insurance does not cover the damage, the damage is limited to a maximum of the value of the assignment to which the damage falls.

Koos Insurance	Per case max	Max per year
Professional liability	2,5 MLN EUR	2,5 MLN EUR
Corporate Liability	2,5 MLN EUR	5 MLN EUR

[Ask us about our separate liability coverage for USA/Canada.](#)

Strategic advice

We give strategic advice. We trust you to take the best course of action on implementing our recommendations.

Any damage occurred?



1. Sit together

We discuss together what happened precisely and who is responsible.



2. Any solution possible?

We'll look together into what extent the responsible party can offer a solution, before approaching the insurance company.



3. Request for compensation

Liability ends 12 months after termination project and 12 months after discovery of damage.

Transparency in data protection compliance

At Koos, we prioritize the protection of personal data and compliance with the General Data Protection Regulation (GDPR). To provide you with insight into our operations, we are sharing the tools and services we use for data processing. To comply, we have implemented the following measures:

Article 1 - Processing Objectives: We process personal data only for the specific purposes agreed upon with the client.

Article 3 - Provision of Data to Third Parties: We share personal data with third parties only under strict conditions, such as legal requirements or explicit consent from the data subject.

Article 6 - Security: We implement technical and organizational measures to ensure the security of personal data.

Article 10 - Data Subjects Requests: We have processes in place to handle requests from data subjects regarding their rights under the GDPR promptly and effectively.

Questions?

We invite you to contact us if you have any questions about our tools or our approach to data protection. Together, we ensure that your data is processed securely and in accordance with the highest standards. [Click here for our Privacy Policy and DPA.](#)



koos

Let's get in touch!

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