

Company	QuickDesk Pte. Ltd.
Digital Solution Name & Version Number¹	QuickDesk Marketing - Plus Basic
Appointment Period	09 March 2023 to 08 March 2024
Extended Appointment Period²	09 March 2024 to 08 March 2025

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Annual Subscription of QuickDesk Marketing (ActiveCampaign Plus) for 2,500 contacts - Cloud-based - Available on Mobile and Web - Contacts Management with Leads Scoring - Leads and Opportunity Management - Sales Pipeline Management - Sales Automation - Email Integration - Marketing Campaigns Management - Marketing Automation - Landing Pages - Email Marketing - Dashboard and Reports - Appointment Scheduling - Social Media Campaign Module - Events to Sales Module - Up to 3 users		per License	1.00		
2) Hardware Not Applicable					
3) Professional Services Database Management Structure and Database Migration - Creation of Database Management structure with clear tagging, lists creation and custom fields creation for Audience Segmentation (4hr) - Migrating Data from Existing System (current data storage) (3hr) Creation of one Automation from the list (7hr) 1. Automation from Inbound Leads 2. Automation for leads nurturing 3. Automation for marketing campaign 4. Automation to set more appointments Set up of QuickDesk Marketing accounts (1hr) Onboarding of the team to their accounts (1hr)		manhours	7.00		
		manhours	7.00		
		manhours	1.00		
		manhours	1.00		
4) Training Zoom / Face-to-face Product training for the team (4hr) - How to use Marketing Campaign Platform - How to build marketing automation - How to build pipeline - How to review the performance dashboard		manhours	4.00		
5) Others Not Applicable					
Total				\$ 4,649.30	\$ 4,249.30

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year (“Extended Appointment Period”)

* Qualifying cost refers to the supportable cost to be co-funded under the grant