

Company	QuickDesk Pte. Ltd.
Digital Solution Name & Version Number¹	QuickDesk Marketing - Plus Enterprise
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 10,000 contacts					
- Cloud-based					
- Available on Mobile and Web					
- Contacts Management with Leads Scoring					
- Leads and Opportunity Management					
- Sales Pipeline Management					
- Sales Automation					
- Email Integration		per License	1.00		
- Marketing Campaigns Management					
- Marketing Automation					
- Landing Pages					
- Email Marketing					
- Dashboard and Reports					
- Appointment Scheduling					
- Social Media Campaign Module					
- Events to Sales Module					
- Up to 8 users					
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)		manhours	7.00		
- 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		manhours	7.00		
3. Automation for marketing campaign					
4. Automation to set more appointments					
Set up of QuickDesk Marketing accounts (1hr)		manhours	1.00		
Onboarding of the team to their accounts (1hr)		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		manhours	4.00		
- How to build pipeline					
- How to review the performance dashboard					

Zoom / Face-to-Face Training for the team for how to do their own integration / automation - Mapping out the integrations and automations that they will need (2hr) - How to use integration platform to automate data between different applications / do your own marketing automation through your own platform (5hr)		manhours	7.00		
5) Others Not Applicable					
Total				\$ 9,395.19	\$ 7,700.00

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