

<b>Company</b>	QuickDesk Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	QuickDesk Marketing - Plus Premium
<b>Appointment Period</b>	09 March 2023 to 08 March 2024
<b>Extended Appointment Period<sup>2</sup></b>	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 25,000 contacts  - Cloud-based - Available on Mobile and Web - Contacts Management with Leads Scoring - Leads and Opportunity Management - Sales Pipeline Management - Sales Automation - Email Integration - Marketing Campaigns Management - Marketing Automation - Landing Pages - Email Marketing - Dashboard and Reports - Appointment Scheduling - Social Media Campaign Module - Events to Sales Module - Up to 10 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 three Automations from the list (20hr) 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	20.00		
		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  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	4.00		
		manhours	7.00		
5) Others Not Applicable					

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<b>Total</b>	<b>\$ 14,374.74</b>	<b>\$ 9,000.00</b>
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<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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