



###### Design, Build & Scale

|  |
| --- |
| **Client Info:** |
| **Name: <<Client Name>>** |
| **Email: <<Client Email>>** |
| **Phone: <<Client Number>>** |
| **Country: <<Country>>** |

**Date: <<Date>>**





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## COMPANY OVERVIEW



Why Us?

   

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **100+** | **50+** | **50+** | **100+** | **50+** | **10+** |
| **Projects** | **Apps** | **Websites** | **Happy** | **Technical** | **Years** |
| **Completed** | **Developed** | **Developed** | **Clients** | **Team** | **Experience** |

About Us

Driving Growth Through Technology and Marketing. We help businesses thrive in the digital landscape. From crafting innovative AI-driven apps and websites to executing high-impact SEO, ASO, SMM, content, and email marketing strategies, we deliver measurable results that matter.

We are a fast-growing business with a very talented and rapidly expanding team. We specialize in Design, Development, Testing, Release & Project Management of AI driven apps & websites. We also specialize in Digital Marketing Services like SEO, ASO, SMM, Content & Email Marketing.

Mission

To be a part of people's daily lives by helping them build lasting relationships in an environment of trust & respect.

Vision

To be one of the leading technology & marketing companies in the world, admired for its innovative products & services thereby contributing to a better & sustainable world.



## OUR SERVICES

App Design & Development

At AppSynergies, we build well-designed and optimized custom mobile applications with a delightful UX for both iOS and Android.

 iOS Android

Flutter



 React JS

 Firebase

AI Automations

At AppSynergies, we help you to transform your business with AI & drive growth. Automate repetitive tasks, boost productivity, and make smarter decisions with our powerful AI solutions!



AI Calling Chatbots

Make Automations

GHL

Automations

 ManyChat Automations



Website Design & Development

At AppSynergies, we offer a complete range of website services that build up business value, from the initial idea and formulation of product strategy, through building a prototype and testing it with users, right to the creation of the product itself.



Digital Marketing



Custom Website Design

E-Commerce Development

Responsive Web Design

Content Management System (CMS)

Web Maintenance & Support

We are an AI driven digital marketing agency empowering your business to innovate, optimize & grow in your market using AI-fueled marketing strategies. Our team of experts has over 5 years of experience in the digital marketing industry.

SEO

Social Media Marketing

Content Marketing



 PPC Advertising  Email Marketing Influencer

Marketing

Manual & AI Sales Service





## OUR APPROACH

##### Technical Services

* We begin by researching your industry and audience to create a tailored strategy.
* Our creative team crafts visually stunning and user-friendly apps and websites.
* We offer a complete range of technical services that build up business value.





## TEAM EXPERTISE



Our team comprises of experts in various technical & marketing fields with approximately 5 - 10 years of experience & knowledge in delivering complex projects.

You will have the below list of experienced professionals working on your project:

* Project Manager: <<P1>>
* Business Analyst: <<B1>>
* UI/UX Members: <<U1>>
* Backend Developers: <<BD1>>
* Frontend Developers: <<F1>>
* AI/ML Developers: <<A1>>
* System Architect: <<S1>>
* AWS Developer: <<AD1>>



Business Requirement & Project Overview



**User Registration and Verification:**

1. Separate Login Portals: Two distinct login options – one for candidates and another for companies (recruiters).
2. Secure Registration: Candidates and companies sign up using email, phone number, or social media authentication.
3. Email & Phone Verification: OTP-based verification to ensure authenticity of user accounts.
4. Company Verification: Recruiters must submit company details and necessary documents for admin approval.
5. Profile Completion: Candidates enter personal details, skills, and career preferences, while companies provide business information and job posting capabilities.
6. Password Security: Users set a strong password with an option for two-factor authentication (2FA).
7. Admin Approval Process: Company registrations undergo manual verification before job postings can be created.
8. Forgot Password & Account Recovery: Secure process to reset passwords via email or OTP verification.
9. Terms & Conditions Agreement: Users must accept platform policies before completing registration.
10. Login Access & Dashboard: Upon successful verification, candidates and recruiters gain access to personalized dashboards.

**Modular Architecture**

1. User Authentication Module: Secure login and registration for both candidates and recruiters with OTP/email verification and two-factor authentication (2FA).
2. Profile Management Module: Separate dashboards for candidates and companies; candidates can showcase skills and career preferences, while recruiters manage company profiles and job postings.
3. Job Matching & Recommendation Engine: AI-powered algorithm to suggest relevant job openings to candidates based on profile data and preferences.
4. Interview Scheduling Module: Integration with calendar tools to allow seamless interview scheduling between candidates and recruiters.
5. Pre-Screening & Assessment Module: Auto-generated interview questions based on job requirements for initial candidate evaluation.
6. Job Posting & Management Module: Recruiters can create, edit, and manage job listings, including setting deadlines and job descriptions.
7. Search & Filter System: Advanced filtering options for job seekers to refine search by location, salary range, experience level, and industry.
8. Resume Upload & Parsing Module: Automated resume parsing to extract key details and auto-fill candidate profiles for quick onboarding.
9. Notification & Alerts System: Real-time updates via email and WhatsApp for job postings, application status, and interview schedules.
10. Tagging System: Special profile tags for HR professionals who are actively hiring and employees who are "Open to Work" for increased visibility.
11. Admin Dashboard & Analytics: Centralized panel for administrators to manage users, job listings, monitor site activity, and generate reports.
12. Support & Help Center: Dedicated support system with FAQs, contact forms, and live chat assistance for user queries.

**Website Features**

1. Homepage & Quick Access: Overview of platform features for job seekers and recruiters with job/candidate search and CTA buttons for Login/Register.
2. User Authentication & Login: Separate logins for Candidates and Recruiters with secure authentication via email, OTP, or social media.
3. Candidate Dashboard & Job Matching: Profile management, AI-driven job recommendations, resume parsing, application tracking, and “Open to Work” tag for visibility.
4. Recruiter Dashboard & Job Management: Company profile handling, job posting/editing, AI-driven candidate suggestions, interview scheduling, and “Hiring” tag.
5. Advanced Job Search & Matching Algorithm: AI-powered job matching with search filters for location, salary, job type, and experience level.
6. Interview Scheduling & Assessment Module: Automated interview scheduling with calendar sync and pre-defined questions for candidate screening.
7. Notifications, Alerts & Communication: Real-time email/WhatsApp alerts for job updates, applications, interviews, and recruiter messages.
8. Feedback & Rating System: Candidates rate interviews, while employers provide post-interview feedback for process improvement.
9. Admin Panel & Analytics Dashboard: Centralized admin control for user management, recruiter insights, application rates, and hiring trends.
10. Social Media & External Integration: Job postings can be shared on LinkedIn, Twitter, and Facebook to enhance reach.
11. Support & Help Center: Dedicated user assistance with FAQs, contact forms, and live chat for quick issue resolution.

**Admin Panel**

1. Admin Login & Role-Based Access: Secure multi-factor authentication with role- based access control for Super Admins, HR Managers, and Moderators.
2. User & Profile Management: Approve, suspend, or delete candidate and recruiter

accounts while verifying “Open to Work” and “Hiring” tags.

1. Job Posting & Profile Oversight: Moderate job postings, track performance, and verify candidate and company profiles for authenticity.
2. AI Job Matching & Interview Management: Optimize AI-driven job recommendations and oversee interview scheduling with automated reminders.

1. Analytics & Reporting Dashboard: Generate insights on job applications, interview success rates, and hiring trends for strategic improvements.
2. Notifications & Communication: Configure and send automated job updates, approvals, reminders, and platform announcements via email/WhatsApp.
3. Resume & Document Verification: Review and validate uploaded resumes while ensuring company document authentication and compliance.
4. Feedback & Rating System: Monitor candidate interview feedback, resolve disputes, and address reported concerns.
5. Security & Compliance Management: Enforce GDPR policies, protect data integrity, and track unauthorized system activities.
6. Support & Help Center: Manage user queries, support tickets, and live chat assistance for seamless issue resolution.

**Candidate Dashboard**

1. Top Navigation: The dashboard includes easy access to key sections—Company, Jobs, and Review—for quick navigation and updates.
2. Self-Introduction Video Assessment: Candidates must complete a self- introduction video, where AI generates personalized questions based on the candidate's CV and job expertise.
3. AI-Generated Assessment Results: The AI generates a pie chart showing the percentage breakdown of the candidate's performance in the video assessment, helping them understand strengths and areas of improvement.
4. Interest Tracker: Candidates can view how many recruiters have shown interest in their profile, with options to track applied and shortlisted companies.
5. Job and Application Tracking: The dashboard allows candidates to easily track job applications, view interview schedules, and monitor their job search progress with real-time updates.

**Recruiter Dashboard**

1. Top Navigation: The dashboard provides quick access to key sections—Job Postings, Candidates, Analytics, and Settings—for streamlined management of recruitment activities.
2. Job Posting & Management: Recruiters can easily post, edit, and manage job listings, track applications, and set deadlines with a few clicks.
3. AI-Driven Candidate Recommendations: The dashboard suggests top candidates based on job requirements and candidate profiles, optimizing the hiring process.
4. Applicant Tracking & Shortlisting: Recruiters can track applications, mark candidates as shortlisted, and view detailed profiles, including assessments and CVs, all in one place.
5. Hiring Insights & Analytics: The dashboard provides real-time insights into application rates, candidate engagement, and hiring trends, enabling data-driven decisions.

**Integrations**

1. Calendar & Scheduling Integration: Seamless sync with Google Calendar and Outlook for automated interview scheduling and reminders.
2. Social Media Integration: Direct sharing of job postings and candidate profiles on LinkedIn, Twitter, and Facebook for wider reach.
3. Communication & Messaging APIs: Email and WhatsApp API integration for real- time alerts, interview invites, and recruiter-candidate messaging.
4. Resume Parsing & AI Tools: Integration with AI-powered resume parsing tools for automatic data extraction and profile enrichment.
5. Payment Gateway (For Premium Features): Secure payment integration for premium job listings, featured candidate profiles, and recruitment services.

**Comprehensive Management and Support System for the Platform**

1. User Authentication & Role-Based Access Control: Secure logins for candidates, recruiters, and admins with role-based permissions to control access and ensure security.
2. Profile Verification & Management: Automated and manual verification processes for candidate and recruiter profiles to ensure accuracy and authenticity.
3. Job Posting Moderation: Admins moderate job listings by approving, editing, or removing posts based on platform policies, ensuring that only valid opportunities are displayed.
4. AI Job Matching & Candidate Recommendations: AI-driven algorithms that match candidates with job listings based on skills, experience, and preferences, improving hiring efficiency.
5. Resume Parsing & Profile Autofill: Candidates’ resumes are parsed to

automatically fill profile sections, saving time and reducing data entry errors.

1. Automated Interview Scheduling & Management: Integration with calendar tools for seamless interview scheduling, with automated reminders sent to both candidates and recruiters.
2. Notifications & Alerts System: Real-time email and WhatsApp notifications for job updates, interview reminders, application statuses, and more.
3. Feedback & Rating System: A system for candidates and recruiters to rate their experience, improving the overall recruitment process and helping in identifying key performance areas.
4. Comprehensive Analytics Dashboard: Admin and recruiter insights into user activity, job applications, interview success rates, and hiring trends, allowing for data-driven decisions.
5. Job Application Tracking: Track the status of applications for both candidates and recruiters, offering transparency in the hiring process.
6. Advanced Search & Filter Functionality: Candidates and recruiters can search and filter job listings and profiles based on various criteria like location, experience, and salary range.
7. Security & Compliance Management: Ensuring GDPR compliance, secure data storage, regular security audits, and tracking of unauthorized activities to maintain platform integrity.
8. Social Media Integration: Candidates and recruiters can easily share job posts on LinkedIn, Facebook, and Twitter, increasing visibility and engagement.
9. Support & Help Center: A dedicated support system with live chat, contact forms, and FAQs to provide assistance and resolve user issues promptly.
10. Admin and User Activity Monitoring: Track and manage all activities on the platform, including job postings, applications, interviews, and communications, ensuring smooth operations

Note:

In the initial phase we would be designing & prototyping the website/app/admin panel to show a demo of how it the flow will be and with the click of each button, what will be the situations that we would have to handle to ensure ease of use of the platform.

The points mentioned will be taken care of, feedback from the client will be our priority and depending of the feedback, situations & use cases, these features might be changed accordingly.



## PROJECT PRICING

|  |  |
| --- | --- |
| **Design** | **<<Design-Price>>** |
| **Development** | **<<Dev-Price>>** |
| **Automations** | **<<Automation-Price>>** |
| **Testing & Deployment** | **<<TD-Price>>** |
| **Annual Maintenance** | **<<AM-Price>>** |
| **Total Amount** | **<<T-Price>>** |

This annual maintenance fee covers the charges to make sure the platform is live and always running properly. If there are any live bugs or anything goes wrong with the platform then we will make sure it is fixed and deployed as soon as possible. We also regularly check & run tests on the platform to make sure everything is working fine.

|  |  |
| --- | --- |
| **Additional Features & Enhancements** | **<<AF-Price>>** |

We would be charging this amount for a team (1 BA/PM, 1 UX, 1 Dev, 1 QA) per week (5 days/40 hrs) on project work after the project completion for any ongoing enhancements, features that the client would want after release.



##### Payment Method

**AppSynergies Pvt Ltd accepts the following payment method:**

* Bank Transfer
* Credit Cards and Debit Cards
* Net Banking
* Gpay or Paytm

##### Payment Schedule

|  |  |
| --- | --- |
| **Sr No.** | **Schedule** |
| 1 | Before starting the project, the client needs to pay 30% of the total or the estimated amount. |
| 2 | On 50% project completion, the next 40% payment needs to be released. (After getting UI UX Design Approved) |
| 3 | Once the project gets completed the client needs to pay the rest 30% of the total amount before getting the handover. |

**Note:** We are happy to offer 10% discount if you can sing the contract & start the project withing 48 hours.

Next Steps:

Our proposal is valid for a week. To take advantage of this proposal and proceed with the project as outlined, the client next step must be to:

* Accept the proposal as-is
* Discuss desired changes with AppSynergies Pvt Ltd.
* Finalize and sign the contract
* Submit an initial payment as mentioned in the payment schedule section

Once completed, AppSynergies Pvt Ltd will connect you to schedule project launch meeting to make introductions and gather information before beginning the work.

We are happy to make changes to the project scope on your request at any time but this may be subject to additional billing.



## PROJECT TIMELINE

* 0 Week  Designs
* 2-3 Weeks  AI/ML Automations
* 1-2 Weeks  Testing & Live
* Overall Project Completion 3-4 Months



## CLIENT ONBOARDING



* **Initial Consultation**: We schedule a meeting to discuss your goals, needs, and expectations.
* **Proposal Presentation**: We present our tailored proposal, including pricing and project details.
* **Project Kickoff**: Once you approve the proposal, we initiate the project, assigning a dedicated team.
* **Regular Updates**: We provide regular progress updates and milestones.
* **Project Completion**: Upon project completion, we conduct thorough testing and hand over all deliverables.
* **Ongoing Support**: We offer post-launch support and assistance as needed.



### Terms & Conditions

Once the project fee is paid in full to AppSynergies Pvt Ltd, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to the client for inclusion in the website are owned by the client. AppSynergies Pvt Ltd assumes the client has permission from the rightful owner to use any code, scripts, data, and reports provided by the client for inclusion in its materials, and will hold harmless, protect, and defend AppSynergies Pvt Ltd from any claim or suit arising from the use of such work.

AppSynergies Pvt Ltd retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects. This agreement becomes effective only when signed by the client and AppSynergies Pvt Ltd. Regardless of the place of signing of this agreement, the client agrees that for purposes of venue, this contract was entered into in Mumbai, India and any dispute will be litigated or arbitrated in Mumbai, India.

The agreement in this contract constitutes the sole agreement between the client and AppSynergies Pvt Ltd regarding all items included.

**This proposal shall be valid until <<VDate>>**

**Feel free to reach out to us at** [info@appsynergies.com](mailto:info@appsynergies.com) **or +12088421478 for any questions.**

**Signature Details**

|  |  |
| --- | --- |
| <<Client Name>> | Sneha Shukla |
| <<Date>> | <<Date>> |

We look forward doing business with you.

Thank You, Team AppSynergies



### Client Testimonials

**Eric**



Sustainability Ledger, CEO

“Very good team with great understanding of apps. They helped me build my idea of energy estimation and management for household. Their development skills are second to none.”

**Benny C**



UCALL, CEO

“Selecting this team proved invaluable. Their professionalism, creativity, and prompt delivery greatly influenced our projects success. We’re grateful for their outstanding dedication!”

**Wai Chan**

My Wallet, CEO

“AppSynergies resolved major issues with the first version of the product, leading to sustained growth for us. Their development skills are second to none!”

**Asim**

Property Dictionary, CEO

“Working with this team was easy and fun. They really know their stuff, and our project turned out way better than we hoped. Looking forward to more projects together!”

**Ankur**

Edlighten, CEO

“They helped us build a psychometric test platform & AI ML Models which helped us analyze the thinking skills of students.”

**Musa**

Hola Home, CEO

“They developed a property booking platform for us. Very fast setup, good team work and handover by their side.”



## CASE STUDIES



Deliverables

* **Technical Stack**
  + App: Flutter
  + Backend: Node JS,

Firebase

* + Admin Panel: Flutter
* Integrated AI for matchmaking, profile verification,

and event recommendations.

Worlds first all-in-one AI driven app for dating,

networking.





Deliverables

* **Technical Stack**
  + App: Flutter
  + Backend: Firebase
  + Admin Panel: Flutter

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analytics, carbon tracking,

Sustainability Ledger is an app that helps household

and small business track their resource usage.



Deliverables

* Technical Stack
  + App: Flutter
  + Backend: Firebase
  + Admin Panel: Flutter
* Developed a property search app with curated listings, advanced filters, virtual tours, direct inquiries, and real-time

notifications.

Property dictionary is your go-to property dictionary

app, offering a collection of listings with comprehensive details.



CASE STUDIES



**Revolutionizing homes and small businesses for a more Sustainable tomorrow.**

* Real Time Energy Usage Monitoring
* Carbon Footprint Calculator
* Personalized Efficiency Insights
* Financial Savings Projections

**Take Control of Your Finances with Our Money Tracking App!**

* Expense Tracking
* Budget Management
* Income Analysis
* Financial Report

**Top-notch Services to users and assist in identifying the most fitting job opportunities for you.**

* + Access to Basic Services
  + Roadside Assistance Anywhere
  + Emergency Services at Your Call
  + Book any Service & get rapid response





# Contact Us

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**Social Media**

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