



###### 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. User Registration: Consumers, service providers, and product providers can easily register on the platform using an email, phone number, or social media accounts.
2. User Profile Creation: Users can set up profiles with personal details, service requirements, and location information.
3. Service Provider Registration: Service providers can create profiles showcasing their skills, services offered, and geographic coverage.
4. Product Provider Registration: Product providers can register by adding their product offerings and pricing details for service needs.
5. Location-Based Registration: Registration includes location data, ensuring consumers are matched with nearby service and product providers.
6. KYC Verification for Providers: Both service and product providers must submit KYC documents for identity verification before being approved.
7. Role-Based Access Control: Different roles (consumer, service provider, product provider) are assigned specific access rights within the platform.
8. Phone Number Verification: Users and providers must verify their phone numbers via OTP to ensure authenticity.
9. Email Verification: A confirmation email is sent to verify the provided email address during the registration process.
10. Two-Factor Authentication: An optional security feature allowing users to secure their accounts with two-factor authentication.
11. Profile Approval Process: Service and product provider profiles undergo an admin approval process after KYC verification.
12. Service Provider Background Check: For enhanced trust, background checks are conducted on service providers during the KYC process.
13. Admin Role in Registration: Admins can approve or reject service and product provider registrations based on submitted documentation.
14. User Consent Management: All users must consent to the platform’s terms

and conditions before completing the registration.

1. User Data Privacy: The platform ensures compliance with data protection

regulations to safeguard users’ personal information.

1. Notifications on Registration Status: Users and providers receive real-time notifications on the status of their registration and verification process.
2. Subscription Payment Integration: Service providers are required to pay for subscriptions to access leads once their registration is verified.
3. Profile Update Mechanism: Registered users can update their personal details, service offerings, and location information post-registration.
4. User Role Changes: Consumers can switch roles to become service or product providers after completing the registration and KYC processes.
5. Verification Reminders: Providers receive automated reminders to complete their KYC and verification steps if pending.

**Modular Architecture**

* 1. User Management Module: Handles user registrations, profiles, and KYC verification for both service and product providers.
  2. Service Posting Module: Allows consumers to post service requests for various categories like plumbing, electrical, etc.
  3. Provider Notification Module: Notifies service and product providers about relevant consumer requests based on location and service type.
  4. Product Provider Integration Module: Manages product provider listings, enabling them to offer materials for requested services.
  5. Discount Offers Module: Allows product providers to submit discount offers for materials required by consumers.
  6. Subscription Model Module: Manages subscription plans for service providers to access leads and inquiries for a fee.
  7. Lead Management Module: Uses a credit/coin system to manage and respond to incoming service requests efficiently.
  8. Rating and Review Module: Collects ratings and reviews from consumers for service providers, promoting transparency.
  9. AI Recommendation Engine: Suggests service providers to consumers based on preferences and past interactions.
  10. AI Chatbot Support Module: Provides instant assistance to users with common queries through an integrated AI chatbot.
  11. Responsive Design Module: Ensures the platform is mobile-friendly and accessible across various devices.
  12. Admin Dashboard Module: Allows administrators to manage user registrations, KYC verifications, and platform analytics.
  13. Promotional Features Module: Enables service providers to create and manage promotional offers for attracting consumers.
  14. Multi-Category Support Module: Facilitates multiple service categories, supporting a diverse range of offerings.
  15. Scalability Module: Designed for future enhancements, ensuring the platform can grow and add new features as needed.

**Admin Panel**

1. Platform Monitoring: Admin can monitor overall platform performance and analytics.
2. Content Management: Admin manages content such as service categories, descriptions, and promotional banners.
3. Lead Management: Admin can oversee lead distribution and respond to escalated queries.
4. Payment and Billing Management: Admin handles payment processing, invoicing, and subscription billing.
5. Discount and Offer Management: Admin manages discounts and offers from product providers.
6. Notification Management: Admin configures notification settings for users, providers, and product suppliers.
7. Dispute Resolution: Admin resolves disputes between users and service providers, ensuring fair practices.
8. Analytics and Reporting: Admin generates reports on user activity, service provider performance, and financial transactions.
9. User and Provider Banning: Admin has the authority to suspend or ban users and providers who violate platform policies.
10. Security Management: Admin ensures platform security through regular audits, data encryption, and compliance with regulations

**User Management**

* 1. User Registration Management: Admin can manage and approve new user registrations.
  2. User Profiles: Admin has the ability to view, edit, or delete user profiles.
  3. User Activity Monitoring: Tracks and monitors user activity for security and compliance purposes.
  4. User Verification: Ensures KYC and identity verification for user accounts.
  5. User Feedback: Admin can review and manage user feedback and complaints

**Service and Product Provider Management**

1. Service Provider Registration: Admin manages the onboarding process for service providers.
2. Product Provider Registration: Admin reviews and approves product provider applications.
3. KYC Verification: Admin verifies the KYC documents submitted by service and product providers.
4. Service Provider Rating: Admin has access to ratings and reviews for service providers.
5. Subscription Management: Admin monitors and manages subscription plans for service providers.

**In-App Features**

1. Service Request Posting: Consumers can post service requests for various categories like plumbing, electrical work, etc.
2. Instant Provider Notifications: Service providers and product providers receive notifications based on service requests matching their expertise and location.
3. Dual Role Capability: Users can become both service providers and product providers, offering services and materials on the platform.
4. KYC Verification: Service providers must submit KYC details for verification before they can begin offering services on the platform.
5. Discount Offers: Product providers can offer discounts on materials required for service completion, benefiting both consumers and service providers.
6. Subscription Model for Providers: Service providers operate on a subscription basis to access inquiries and leads for a fee.
7. Lead Management System: Providers use a credit or coin-based system to manage and respond to leads efficiently.
8. Rating and Review System: Consumers can rate and review service providers based on their experiences, ensuring transparency.
9. AI Recommendation Engine: Suggests suitable service providers to consumers based on their preferences, location, and previous interactions.
10. AI Chatbot Support: Provides instant assistance and answers queries for users, service providers, and product providers directly within the app.

**Integrations**

1. Payment Gateway Integration: Supports secure transactions for subscription plans, service payments, and product purchases.
2. KYC Integration: Verifies the identity of service providers and product providers through a secure KYC process.
3. Location-Based Notification System: Notifies service and product providers of user requests based on proximity using location-based services.
4. AI-Powered Recommendation Engine: Integrates AI algorithms to suggest relevant service providers and products based on user preferences.
5. Chatbot Integration: Provides instant user support through an AI-powered chatbot for queries and assistance.

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

1. Service Posting: Consumers can easily post service requests across various categories like plumbing, electrical work, etc.
2. Provider Notifications: Service providers receive instant alerts for inquiries matching their services and location.
3. Product Provider Integration: Platform integrates product providers offering materials needed for services at competitive prices.
4. Discount Offers: Product providers can submit discounts on materials to attract consumers.
5. Subscription Model for Service Providers: Service providers pay a subscription fee to access leads and inquiries.
6. Lead Management System: Providers use a credit or coin system to respond to service inquiries.
7. User Interface: A consumer-friendly interface for posting requests and interacting with providers.
8. Service Provider Interface: A dedicated interface for service providers to manage leads, services, and payment details.
9. Product Provider Interface: A platform for product providers to list materials, manage offers, and track orders.
10. Admin Interface: Provides an admin dashboard to monitor registrations, transactions, and platform performance.
11. Rating and Review Mechanism: Consumers can rate and review service providers based on their experience.
12. AI Recommendation Engine: Recommends the best service providers based on consumer preferences and past interactions.
13. AI Chatbot Support: A chatbot provides instant help for user inquiries and service- related questions.
14. Responsive Design: The platform is designed to be mobile-friendly, accessible on smartphones, tablets, and desktops.
15. Admin Dashboard for Monitoring: Admins can view user and service provider registrations, lead statistics, and overall platform analytics.
16. Promotional Offers: Service providers can create special offers to attract customers, especially during off-peak times.
17. Multi-Category Support: Supports various service categories, such as plumbing, electrical work, carpentry, etc.
18. KYC Verification: Service and product providers must submit KYC documents to get verified before using the platform.
19. Community-Based System: Users can become both service and product providers,fostering a more dynamic marketplace.
20. Location-Based Service Matching: Consumers are matched with local providers for faster service delivery.
21. Mobile Notification System: Both service and product providers receive push notifications about new inquiries and offers.
22. Lead Expiry Notification: Providers receive notifications when leads are about to expire, encouraging timely responses.
23. Transaction Management: The platform includes tools for tracking payments, subscription fees, and service transactions.
24. Scalable Architecture: Designed to handle future feature enhancements, such as adding new service categories or expanding user base.
25. Security and Privacy: The platform ensures data security and privacy through encrypted communication and secure payment processing.

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>>** |
| **AI/ML & Development** | **<<AIML-Price>>** |
| **QA & Project Management** | **<<QA-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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