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| [argoid logo] |  |

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| --- | --- | --- |
| **Proposal For:** | | |
|  |  |  |
|  | [Kaiser Permanente logo] |  |
| Optimizing Consumer Engagement  for  Kaiser Permanente | | |
|  |  |  |

#### Respectfully submitted [insert date]

(Revision 1)

by

Randy Friedman

1. **Proposal Executive Summary**

Kaiser Permanente is a mobile app which engages mothers and families to support a healthy full-term pregnancy with images, vital data and comprehensive guides through all stages of pregnancy. Used by many millions of registered consumers, Kaiser Permanente’s goal is optimizing engagement in general, and product upsell opportunities specifically, to best monetize app usage.

Argoid Analytics has demonstrated in several meetings and presentations that efficacy of its Autonomous Consumer Engagement platform is very well suited to achieve Kaiser Permanente’s goals. This proposal will meet all of Kaiser Permanente’s current needs and provide a foundation to extend the use of real-time AI-enabled predictive microservices services to greatly improve Kaiser Permanente’s overall agility and responsiveness to changing business conditions over time.

We propose a three-month proof-of-concept (POC) deployment of the Argoid Autonomous Consumer Insight (ACI) platform. The most important business objective is to enable Kaiser Permanente to present the best product offers to users of the app based on their actual usage behavior and profile. The most important technical objective is to pipeline those data sets into the Argoid platform to enable the widest possible array of consumer engagement optimization opportunities. The Argoid ACI Platform hyper-personalizing consumer engagement in real-time at petabyte scale.

In a larger scope, Argoid gives Kaiser Permanente a simple method to deploy AI across their enterprise in order to drive process improvement that require exceptionally accurate predictive analytics

We see these 4 steps needed to achieve these priority objectives.

* **Phase 1** – Find.
* **Phase 2** – Formulate.
* **Phase 3** – Fix.
* **Phase 4** – Fuel.

1. **Premier Customer Program**

The Argoid Premier Customer Program provides early access to Argoid’s proprietary AI technology to just three Design Partners. Argoid will work very closely with each Design Partners to define use cases, enhance the architecture and build out a robust “whole product”. In exchange, Design Partners can make use of the Argoid ACI platform at a very deeply discounted prices for the first 24 months.

1. **Enabling Hyper-Personalization at Kaiser Permanente**

Argoid Analytics is developing its Autonomous Consumer Insights predicting consumer behavior for optimizing and personalizing customer engagement to maximize customer loyalty and lifetime value (LTV). The proposed statement of work (SOW) of each deployment phase of the ACI Platform for Kaiser Permanente is described in detail below:

**Phase 1: List Objective of Phase 1**

Define in detail what is being accomplished in Phase 1

List Success Metrics for Phase 1

List Client Requirements for Phase 1

List Deliverables

Define Time Frame

**Phase 2: List Objective of Phase 2**

Define in detail what is being accomplished in Phase 2

List Success Metrics for Phase 2

List Client Requirements for Phase 2

List Deliverables

Define Time Frame

**Phase 3: List Objective of Phase 3**

Define in detail what is being accomplished in Phase 3

List Success Metrics for Phase 3

List Client Requirements for Phase 3

List Deliverables

Define Time Frame

**Phase 4: List Objective of Phase 4**

Define in detail what is being accomplished in Phase 4

List Success Metrics for Phase 4

List Client Requirements for Phase 4

List Deliverables

Define Time Frame

1. **Required Investment**

This scope of work is expected to last 25 weeks as displayed in the GANTT chart below. The milestones for payment are listed here:

|  |  |  |
| --- | --- | --- |
| Payment 1 | Completion of Phase 1 | $ 20,000 |
| Payment 2 | Initiation of Phase 2 | $ 30,000 |
| Payment 3 | Completion of Phase 3 | $70,000 |
| Payment 4 | Monthly in Phase 4 | $20,000 |

The GANTT Chart below assumes a deployment start date of November 3, 2019 with a

3 week sprint project cycle. This requires an all-hands on-site project meeting the week of November 5, 2019.

[Insert Gaant]

1. **Important Assumptions**

Kaiser Permanente will perform all the tasks associated all the needed domain expertise, the scoping of data requirements, mapping of data fields, marshalling internal Kaiser Permanente’s resources and provide access to Kaiser Permanente’s computing infrastructure and services needed to allow our team to execute the tasks in the statement of work.

Project Assumptions: Kaiser Permanente will:

1. Thrive
2. Thrive 2
3. Thrive 3
4. Thrive 4

Technical Assumptions:

1. List 1
2. List 2
3. List 3
4. **The Solution Team**

Client Manager – Betty Jo Fields

Project Manager – Sam Jones

Technology Manager – Kayla White

1. **Corporate Values**

The Argoid Analytic’s team enthusiastically adheres to the fundamental goals, which embody the values that guide us. These goals are:

* Bring current expertise, competence, reliable knowledge and integrity to all our client relationships;
* Protect the confidentiality of clients, holding all information concerning each as privileged;
* Add value to each client project, keeping to budget and schedule;
* Establish close working relationships with clients, and be accessible;
* Promote public confidence in professional service generally, and specifically in our trustworthiness to perform such activities;
* Enjoy the challenges of our profession and the people we work with to address them.

1. **Other Terms and Conditions**

* Unpaid invoices are subject to a two percent per month interest charge.
* Service will be suspended to clients with invoices more than 15 days outstanding.
* Cancellation: Kaiser Permanente is obligated to the full amount even in the event the assignment is cancelled during the period.
* Additional services may be requested during the course of the work. If this work falls outside the scope of work, it will be proposed separately.
* Direct Expenses - Expenses shall be pre-approved by Kaiser Permanente and billed as directly accrued, with no mark-ups. We expect this may include such costs as travel, hotel, meals, mileage, based on client needs.

1. **Agreement**

To accept this proposal, please complete and return this form to:

**Randy Friedman**

**Argoid Analytics**

**Randy.Friedman@argoid.com**

1. **Authorization**

I hereby authorize Argoid Analytic’s to proceed with work outlined in this proposal dated [date] and agree to payment terms and conditions outlined there.

Company: Kaiser Permanente.

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

P.O. Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**In Summary**

We look forward to working on this exciting program and in developing a strong, mutually beneficial relationship between our organizations. Please feel free to call us about it once you have had a chance to review it. We are happy to set some time to discuss our proposal and answer your questions in more detail as well. For questions please contact: Randy Friedman, randy.friedman@Argoid.com, or +1.510.551.4050