



Request for Proposal

Deixa Mobile Application Alpha Delivery

NOVEMBER 2, 2022

ISSUED BY

DEIXA TECHNOLOGY

REPRESENTATIVE

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Introduction & Background

DEIXA is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified source to provide Flutter Application development for the DEIXA Mobile App. Our goal with the DEIXA Mobile App is to ensure:

1. App Functions smooth and provide a great user experience with our Reward Tokens, Media, and Social components
2. App is Secure and does not expose User Wallets, Keys, etc
3. App applies principles of decentralization in terms of encrypted responses, encrypted messages, and decentralised storage solutions.
4. App is sticky from a UI / UX Perspective

The objective of this Request for Proposal is to locate a source that will provide the best overall value to DEIXA. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.



Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for

Proposal.

2. Bidders intent on submitting a proposal should notify the representative identified on the cover page no later than Friday Nov 4th.
3. A technical proposal must be provided. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.
4. A price proposal must be provided. This price proposal should indicate the overall fixed price for the project.
5. Proposals must be signed by a representative that is authorized to commit the bidder's company.
6. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
7. Proposals must be received prior to Monday November 7th to be considered.
8. Proposals must remain valid for a period of 14 days.
9. DEIXA anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firms.



Project Scope

The scope of the project entails DEIXA Mobile App Alpha Delivery.

The successful bidder will be responsible for integrating, testing, QA, SUPPORT DOCUMENTATION, and Demo work.

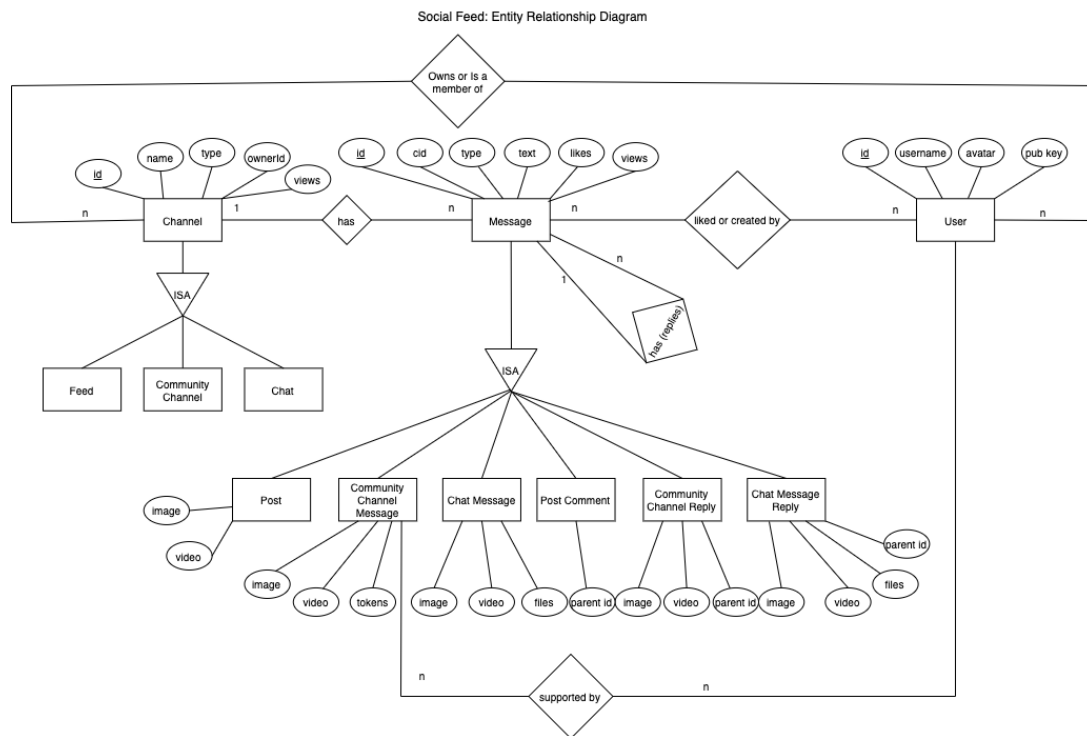
The criteria set forth below should be met to achieve successful completion of the project:

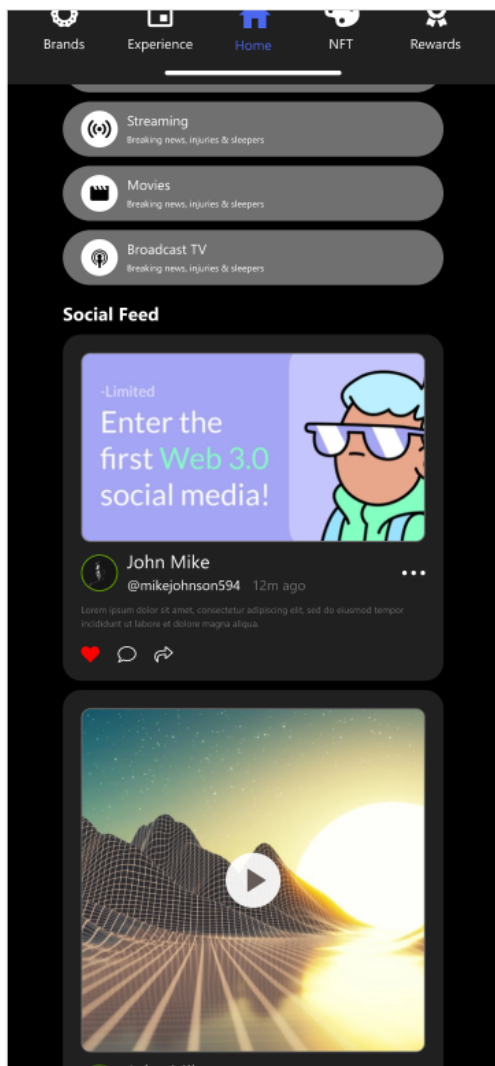
1. Architect / Solution Approval
2. Delivery Estimates with Milestones & Dates
3. Support Documentation
4. Code Review for Final Delivery Onboarding DEIXA Support Team
5. Support for features 30 Days Post Delivery for any bugs directly related to work
6. Reporting capabilities to identify the performance of the app used for improvements

The scope of the project will be based on 3 Phases:

1. Social Feeds Page
 - a. Posts via a Twitter Like Concept as demonstrated [HERE](#)
 - i. Comments
 - ii. Likes
 - iii. Shares -Can share content such as Images, Videos (URL) or Audio to other 3rd party platforms
 - b. AI Moderation for
 - i. Profanity filters
 - ii. Spam Detection
 - iii. Block user
 - iv. Report user
 - v. Report post
 - c. Additional Features
 - i. Friend Management - Adding Friend or Following, Removing
 - ii. Get Notifications of New Messages
 - iii. Presence Management - Making yourself Invisible, Online, Busy, etc
 - iv. Tip System - being able to give someone a tip someone (with eth or rewards) for content they post (as a way to earn money and we can get influencers to sign up)

- v. Refresh Strategy - to rotate posts upon refresh to simulate new content and rank based on engagement
2. External Audit of App
3. Provide Trending Solution customizable by a User Activity, Location, Engagement
 - a. Popular / most viewed and trending items
 - i. Channels
 - ii. Media
 - iii. News
 - iv. Podcasts
4. Automated Pipeline for App Publishing in TestFlight / IOs & Google Play
5. Test and Validate all Admin CMS Features - Send Notifications, etc
6. 2FA Authentication
7. Setup Reporting Mechanism to assess performance of the app
8. Infrastructure estimate AWS Load Costs for 50K, 100K, 200K, 500K, Users





RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	11/04/2022
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Selection of Top Bidders / Notification to Unsuccessful Bidders	11/07/2022
Start of Negotiation	11/08/2022
Contract Award / Notification to Unsuccessful Bidders	11/11/2022

The need-date for project completion is 12/05/2022 . Bidders may propose a date earlier or later, and will be evaluated accordingly.



Evaluation Factors

DEIXA will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Cost, including an assessment of total cost of ownership.
5. Technical expertise/experience of bidder and bidder's staff

DEIXA reserves the right to award to the bidder that presents the best value to DEIXA as determined solely by DEIXA in its absolute discretion.