



17 Aug 2022

Requirement of Out-of-home (OOH) solution: TakaKamao is a concern of CureTech Technology Limited (curetechbd.com). We are a marketplace to connect between OOH ad buyers and ad sellers. Each party automatically selects the other party depending on the best price and benefit and execute. Each party can monitor the execution and analytics, bill and get paid.

Requirement 01: Users will register and access our service via website and phone app

Requirement 02: Users will bid, select best competitive offer and execute OOH advertising via app, invoice, billing.

Requirement 03: System will store all OOH assets, buyers, sellers and transactions.

Requirement 04: Users will monitor performance including impressions or Daily Effective Circulation in real time - specially estimate exposure given the real time local population and traffic (vehicular and on foot). The preferred solution will not use surveillance cameras or proprietary hardware but use data feed or API for a reputed Geo/Map data provider. The solution will work for any location globally including Bangladesh.

Requirement 05: System will locate OOH asset specially moving OOH asset in real time via a GPS UI without using any proprietary tracker hardware. Mobile phone may be used as a tracker.

Requirement 06: Solution will be modular so that we may enable/implement any module. Solution will have the option of SAAS or rental or subscription option so that we may avoid high upfront cost.

Critical Requirement: Requirement 04 is the critical requirement. We may produce in-house solutions for all other requirements but will require Requirement 04.

Communication: Please discuss with us any query or question for further clarification. Please respond via email as we are limited in international calling.

Quotation: Please quote in USD - pricing, any set up fee, monthly/yearly fee, support fee and any T&C.

Authorized by:

Jalal Mirza
Chief Executive Officer