



October 19, 2011

To: Mr Matt Connelly

Dear Mr.Connelly;

Brewsoft (Phils) Corporation is pleased to submit to you our cost estimate for the development, deployment, and support of **Moobley**.

- Moobley is a Mall system that allows users to locate shops, boutiques, restaurants, businesses, services, and facilities, in a mall or other public places such as commercial building lobbies and airports.
- Top Deals – Scheduled hourly deals by Mall
- Promo on Demand – Tenant uploaded promos
- It integrates a smart couponing engine that profiles the user and shows advertisements and information that may be interesting to the user. (Advanced Feature)
- Moobley can be deployed in Smart Phones.

Features:

1. Location Based Coupon

- I. Every hour the server pushes new coupon
- II. Internet based so stores do not need additional hardware such as Bluetooth or SMS gateway
- III. Not a proximity service allowing tenants at the farthest corner of the mall send coupon to ALL mall goers
- IV. Get coupons only in the Mall you are in or Malls you want to receive notifications
- V. Uses latest notification service therefore will interrupt users
- VI. Linked to social net such as Facebook and Twitter

2. Smart Coupon

- I. Aside from the Hourly Coupon managed by the mall, tenants may also send their time limited coupon
- II. Coupons are saved into Other Deals page
- III. Tenant real time response to competition and situation

3. Social Net

- I. Use social networking sites to promote stores and Mall
- II. Moobley Mobile Social Net integration – Twitter and Facebook
- III. Find friends in the Mall – When enabled, your FB friends can find you in the mall

4. Loyalty/Rewards System

- I. With shopper rewards system, customer can manage and attract more shoppers to return to the mall for shopping. The shopper will be rewarded with loyalty points from their purchase. These points can be used to redeem gifts or convert into cash.
- II. With Moobley mobile you do not need a Loyalty card. Simply give your username or phone number and points will be added to your account

Brewsoft Philippines Corporation

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Project Timeline

Based on our current understanding of your requirements, the overall timeframe of the project, from requirements gathering to full-launch, will be eight (8) months. Key activities and corresponding timing within the project are as follows:

Design and approval	1-Nov	1-Dec
Coding/Development of Web Component	2-Dec	15-Mar
Coding/Development of Moobley Mobile Clients (parallel development with web component)	16-Mar	30-Jun
iOs		
Android		
Windows Desktop		
Systems and User Acceptance Test	1-June	29-July
Deployment and support	1-July	30-sept

Assumptions:

- Our estimates do not include the cost of any software licenses, if client should opt for non-free/proprietary software or operating system required for Brewsoft to complete this work. It is assumed that client will provide software licenses required for this development.
- Our estimates do not include effort to perform any integration of third party systems and other subsystem with any other application or subsystem not specified in the original specification.
- All work will be at Brewsoft's Philippine Office. All implementation and unit test work will be performed at Brewsoft's office. Our estimate does not include travels should the client require.

Resources:

- One (1) Project Manager that manages Daily, weekly, and monthly schedules and deliverables throughout the development cycle
- Four (4) Senior Developers/Analysts

Investment Summary:

Overall Breakdown of investment is as follows:

Development Cost

Eur 91,500.00*

1 Project Manager, 4 Senior Developers

* Inclusive of value added and other government tax

Payment schedule for Project Development shall be: 40% upon signing of contract, 20% on first milestone (Jan 3, 2012), 20% on beginning of UAT (June 1, 2012), and 20% after roll-out of the application (July 1, 2012).

The Brewsoft team will be available to answer any queries or concerns you may have. For any questions, you may contact:

Steve Torrefranca (+63 928 631 3320/ steve@brewsoftcorp.com)

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Upon acceptance, it is deemed that the client has agreed to proceed with the project based on all the terms and conditions as stipulated above and in the attached materials. Please signify your approval by providing your name and affixing your signature below.

The proposal is valid for a period of **30 days** beginning **Oct 19, 2011** and will be deemed accepted upon receipt of an original signed copy. If this proposal correctly states our agreement, please sign one of the originally sign pages below and return one of the duplicate originals to us at your earliest convenience. If you require any other documents to expedite your decision please do not hesitate to contact the project manager/liaison.

In witness thereof, the parties hereto have caused their duly authorized representatives to enter into these agreements effective as of the date set forth above.

Sincerely,



Jonathan O. Tan .
Solutions Architect
Brewsoft (Phils) Corporation

Approved by:

Mr. Connelly

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