PROPOSAL: Proposal For LMS and Wordpress Application

PROPOSED TO: Impact Academy

COMPANY REPRESENTATIVE/S: Tahmina Khatoon
SUBMISSION DATE: 23-10-2023
VALID TILL: 23-11-2023

Table of Contents

1.   About Brain Station 23 Ltd.

Brain Station 23 is a team of talented developers. We pride on being one of the top IT giants in the industry. By implementing the latest and the most innovative technologies we work on challenging projects to offer comprehensive solutions meeting every last need of our clients.

We combine the finest technical craftsmanship with elegant and functional design to ship innovative digital experiences. We have a track record of building successful web and mobile applications for our clients. From 2006 the company started providing services in the local market alongside the offshore clients.

Empowered with 600+ professionals, Brain Station 23 carries a strong pull of globally recognized professionals certified by Microsoft, Oracle, PMP and other (AWS, CCNA, ZEND, etc.) large tech giants and software platform embodies. The result is a hub of enthusiastic individuals who encourage each other with continued excellency. Our talents include certified personnel like Microsoft MVP, CodeProject MVP, MCP, MCTS, CEH, CHFI and so on.

1.1.   Industries we worked with

Our experienced team of skilled engineers & developers have served clients in different industries including -

Banking & Finance, Software Companies, Real Estate, Retail, Telecom, Pharma, Education, Healthcare, Furniture & Non-Profit

1.2.   Awards & Recognitions

BASIS National ICT Award 2017, 2018, 2019,2020.
BASIS National ICT Award 2018 (Won in 3 category-Fintech, Real-estate, Transportation)
The Daily Star ICT Award, Winner of 2017 best ICT solution provider on International Market Focus
Best Outsourcing Organization 2013, 2014 & 2015 by BASIS
HSBC Exporter of the Year 2013
Code Warrior Challenge 2014

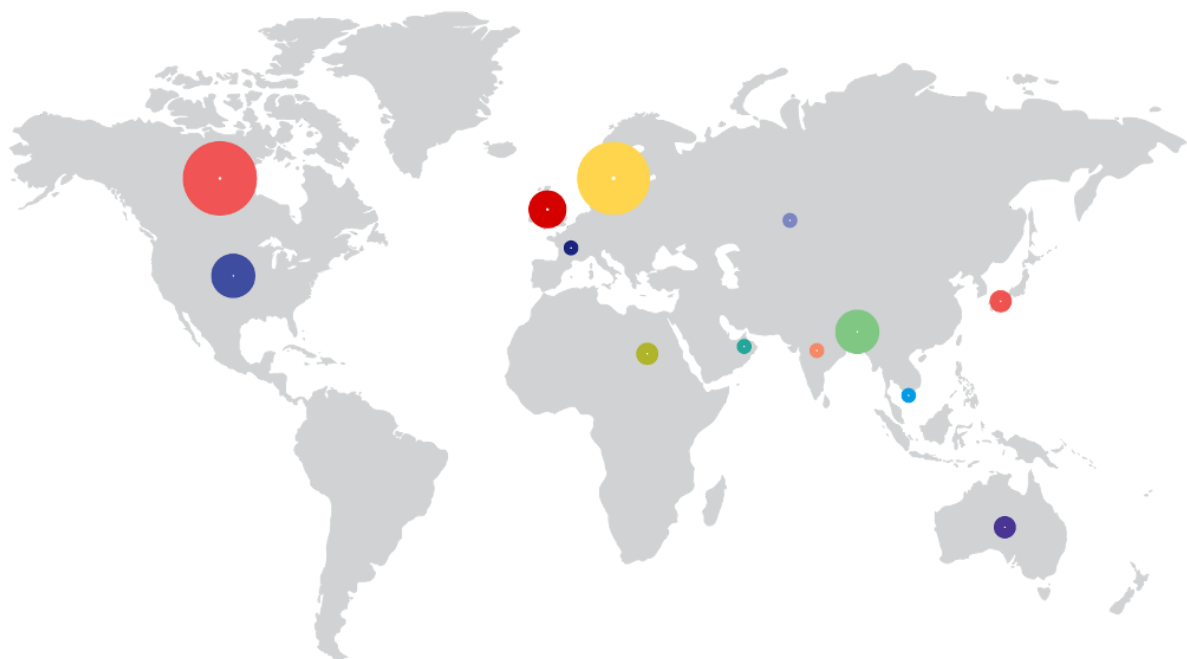## 1.3.   Business Information

Legal Name: Brain Station 23 Limited

Year of Establishment: 2006

Number of Full Time Employees: 700+

Location: Plot-2, Amtoli, Bir Uttam AK Khandakar Rd Mohakhali C.A, Dhaka-1212

1.4.   Geographical Reach & Market Presence

Netherlands, Germany, Norway, Denmark, Switzerland, Canada, UK, USA, Japan, Australia, Turkey, Middle East, India
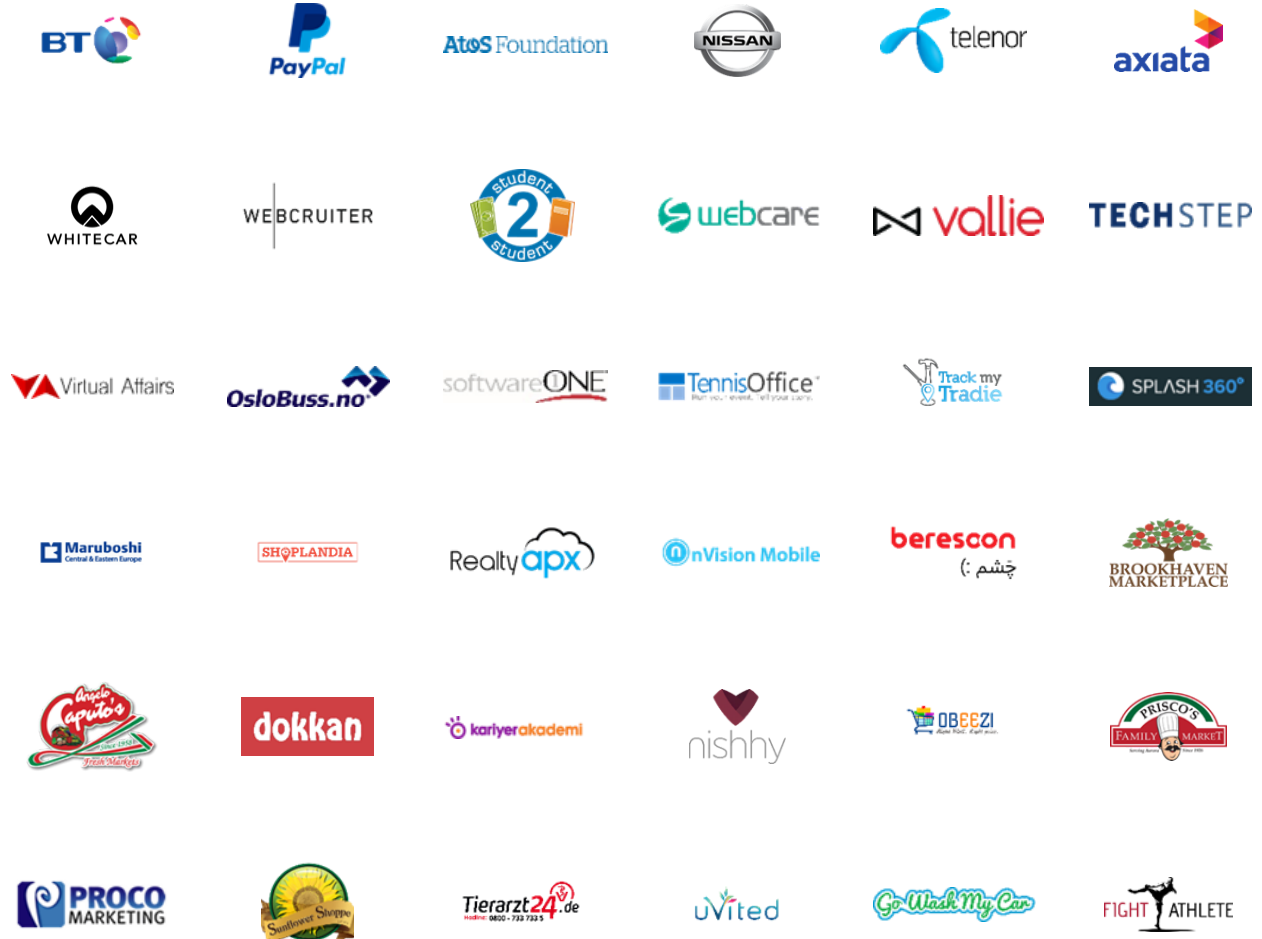
1.5. Key Clients

Global

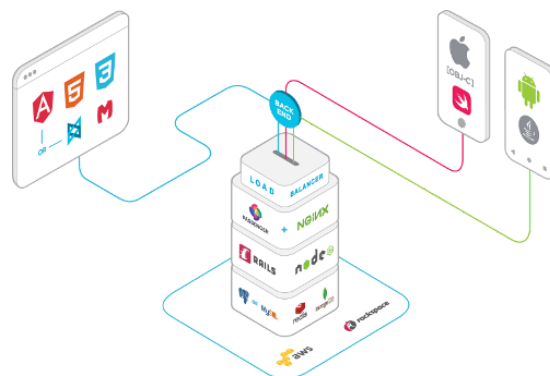## 1.6. Technical Expertise

"Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important."

- **PHP**

  Moodle
  Laravel
  Symfony
  Drupal
  WordPress
  CakePHP

- **Adobe**

  Adobe experience cloud
  Analytics
  Campaign

- **Mean Stack**

  Node.js
  Angular
  Express.js
  Jade
  React

- **Database**

  SQL Server
  PostgreSQL
  MongoDB
  MySQL
  PostgreSQL
  RavenDB
  Oracle

- **Server & Cloud**

  Weblogic
  Nginx
  Sun One
  AWS
  Azure
  Google

- **Microsoft**

  Microsoft ASP.net
  Web Form
  ASP.net
  Web API/MVC 4
  SharePoint 2013/2010
  SignalR
  C#

- **BI, ML, AI**

  Microsoft Power BI
  SSIS (Data Warehouse)
  Hadoop
  Oracle BI
  Azure ML Studio
  Python pandas & scikit

- **Python**

  Django
  Flask
  Fast API
  Odoo

- **Mobile Platform**

  iOS – iPhone/iPad
  (Native)
  Android (Native)
  React Native
  Ionic
  Flutter
  Xamarin
  Unity 3D

- **Java**

  Spring.io
  Spring Batch
  Hibernate
  Jasper Report
  Maven
  Axis 2
  JSTL

- **JavaScript**

  MVC/MVVM
  Framework
  React
  Angular.js
  Node.js
  Express.js
  Jade
  Vue.js

- **AR/VR**

  Unity 3D
  Vuforia
  Unreal Engine
  AR core
  AR kit
  Open VR
  Maxst
  DeepAI

- **Testing Automation**

  Selenium
  Cypress
  Appium
  Cucumber
  Katalon Studio
  Apache Jmeter
  Postman

- **Sales force**

  SFMC
  Veeva CRM
  Veeva Vault
  IQVia Data Connector

- **Sitecore**

  Sitecore EXM
  Analytics
  Marketing Automation

2. Scope of Work

2.1 Time Estimation

The assumption from our understanding of the requirement is below:

WBS ID	Module/Feature	Requirement	Comments	Platform	Man days	Milestone
A 1.0	Site Customization	Theme Install & Customization Change Color and Font based on Brand Guideline 1 Course Setup with certificate		Moodle	2	1
A 1.1	Site Deployement	Production Based on selected Architecture Integrate related notifications Email Setup Integration Testing Load Testing		Moodle	2	2
A 1.2	Authentication	Generic Authentication for Students, Teacher	Collect profile picture, birth date, gender, phone number, email, professional information, etc	Moodle	1	1
A 1.3	Landing Page	The following Sections will be included in the Landing Page 1. Offered Courses Highlight 2. About Us 3. Contact Us		Wordpress	2	1
A 1.4	LMS Dashboard	On the Dashboard following Courses/Bootcamps will be listed 1. Content Creation Bootcamp 2. AI MasterClass Bootcamp 3. Digital Marketing Bootcamp 4. Cybersecurity Bootcamp	Each landing page should contain course offerings, video, course	Moodle	4	1

			details, instructor details, registration, and payment options (redirection to the payment page)			
A 1.5	Newsletter Section	A generic newsletter section to collect email addresses for marketing purposes		WordPress	1	1
A 1.6	Career Page	A generic Career page to showcase Job Opportunities and Provide Application	Job Posting and Application process will be handled by Wordpress Admin For Providing Application assuming a simple form submission with following fields: 1. Name 2. Email 3. Phone Number 4. CV/Resume & Cover Letter As Attachment	WordPress	2	1
A 1.7	Additional	Incorporate online pre-recorded	Not	Moodle	1	1

	Features	courses and documents (Image, PDF) similar to platforms like Udemy	considering DRM Protection			
A 1.8		Create Separate profile pages for students and instructors		Moodle	1	1
A 1.9		Create separate student and instructor dashboards for course management		Moodle	1	1
A 1.10		Develop customized templates for online class courses		Moodle	2	1
A 1.11		Integrate Zoom for live class sessions		Moodle	1	1
A 1.12		Implement a payment gateway for course purchases using SSLCommerz		Moodle	1	1
A 1.13		Provide a sales dashboard and order management functionality		Moodle	4	2
A 1.14		Certificate automation for every individual student profile on bootcamp completion (Name and course name must be automated)		Moodle	1	2
A 1.15		Support multiple languages (WPML translation)	Considering Static Strings translation	Moodle & WordPress	4	2
A 1.16		Language Switching Scope (English/Bangla)		Moodle & WordPress	4	2
A 1.17		Separate Notice board page (Which could be modified)	Considering Part of Landing Page	WordPress	1	2
A 1.18		Include a powerful admin panel for site customization		WordPress	0	2
Total					**35**	

2.2 Timeline

Milestone Name	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Milestone 1								
Milestone 2								
Deployment and Delivery								

3.   Pricing

3.1 Development Cost:

Items	Expense in BDT
Development Cost	৳ 7,00,000
VAT (5%)	৳ 35,000
Total Expense	**৳ 7,35,000**

Final price for development

৳ 7,35,000 BDT

Others:

Change Request	
(For out of scope / New features needed after the delivery)	**20,000 BDT Per Day**

4. Payment Terms

- The budget mentioned above is based on understanding the scope which can be changed according to scoping new features/re-scoping existing features.

- **Payment Method**
  - 50% advance will be paid on contract signing and the remaining 50% will be paid on Project Delivery. Invoice will be generated by Brain Station 23 and the payment must be made within 10 working days.

- **(VAT & TAX)**
  - VAT & TAX will be applicable as per Bangladesh Government Rules

5. Terms & Conditions

- Everything that has not been mentioned in this scope is out of scope for this project.

- Country-wise VAT and Tax will be applicable.

- **Non-Disclosure Understanding**
  - This proposal implies the non-disclosure understanding between both parties and restricts either party from disclosing any information to the third party of this proposal or any information, which is confidential to the other party.

- **Offer Validity**
  - Price & other conditions are valid up to 30 (Thirty) days from the date of issuance of this letter.

Thank You