

PATTERN BATTLES

PRODUCTION & MARKETING PLAN

# Table of Contents

Table of Contents 2

StoreFact Customer Tracking Application 3

Project Overview 3

Production Plan 3

Store Layout Import 3

Import Store Information 3

Contingency Development 3

Monetization & Forecasting 4

Build a Platform (user and data management) 4

Marketing Budget 4

Automated Observations 4

# StoreFact Customer Tracking Application

## Project Overview

Funcom Games Canada is excited to create a real-time, data tracking and reporting

## Production Plan

The client application will allow for the display of a store map with the applicable global actions. It uses real data however; the core development does not provide the onsite tools for importing store creation data or running reports.

### Store Layout Import

Importing a PDF (or other determined file) as a store layout from which the store information is generated.

### Import Store Information

* Store
* Departments
* Selections
* Products groups
* Product types

## Contingency Development

Development is focused on debugging, revising and polishing the system from client and quality assurance feedback to ensure final product is polished and completely functional.

Development Duration: **1 Months @ 1 Team Members**

Full Development Cost @ $12,500 MMR: $12,500 CAD  
Reduced Development Cost @ $10,000 MMR: **$10,000 CAD**

Development Duration: **3 Months @ 3 Team Members**

Full Development Cost @ $12,500 MMR: $106,875 CADReduced Development Cost @ $10,000 MMR: **$85,500 CAD**

## Monetization & Forecasting

The development of the backend will support the client application. Users will be able to login to the system and retrieve their assigned project (Store). The collected information will now be stored in the database, sent from an observer user session.

### Build a Platform (user and data management)

The platform (backend) will manage User Login, Projects (individual stores) and storing their relevant data.

Development Duration: **3 Months @ 1 Team Members**

Full Development Cost @ $12,500 MMR: $37,500 CAD  
Reduced Development Cost @ $10,000 MMR: **$30,000 CAD**

## Marketing Budget

Provide reporting and data visualizations from the collected session.

### Automated Observations

A number of the observations are gathered automatically by the interaction of the user with the tablet. Observations to include:

* Time starts automatically when crossing assign line for entering.
* Time in store stops by touching “END OBSERVATION”
  + - Time in store as total.
    - Time in different departments.
    - Time in specific assigned time zone.
    - Time of each action.
    - Calculated time before first action, second action ………
    - Calculated time between different actions.
    - Calculated speed in different levels.
    - Time on the move vs. time standing still.

Development Duration: **3 Months @ 1.85 Team Members**

Full Development Cost @ $12,500 MMR: $69,365 CAD  
Reduced Development Cost @ $10,000 MMR: **$55,500 CAD**

The standard Man Month Rate (MMR) for development has been reduced by 20% because the project is intended to have ongoing development. The quantity of resources has also been reduced in order to bring the overall project to a more consistent burn. If the desire is to accelerate the development duration of milestones, we can apply additional resources and deliver sooner at little to no extra cost where applicable.

Should you have any questions or concerns regarding this quote please do not hesitate to contact Matthew Zoern anytime at +1-514 898- 9341. Any changes to approved design and/or structure have the potential to exceed time allotted in this quote. If change requests are requested and exceed the amount of hours previously allocated, you will be notified prior to work proceeding and this quote will be amended.

Upon signing of this quote the team will begin on March 1st, 2014.

If additional resources are requested, they can be leveraged at a Man-Month Rate (MMR) of $10,000 CAD. Up to seven (7) days could be required as notice for additional resource onboarding.

Please make all cheques payable to **Funcom** **Games Canada.** A 3% interest charge will be automatically applied for all non-payments exceeding 30 days from the date of the respective invoice.

Regards,

Matthew Zoern date: \_\_\_\_\_/\_\_\_\_\_ /\_\_\_\_\_

CEO, BZR Empire Inc.