Company	Advocado Pte Ltd
Digital Solution Name & Version Number[1]	Advocado Cloud Loyalty CRM Software - Basic Package
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period[2]	14 July 2023 to 13 July 2024

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year Features: - Loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting. - SMART & dynamic customer segmenting and profiling. - Comprehensive merchant backend app to access dashboards and reports. - Beautiful and intuitive consumer app. - Fully PDPA compliant. - Free upgrades & unlimited cloud storage.		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services Basic CRM onboarding for 1 outlet includes: - Setup of campaigns based on templates - Issue of logins for merchant management team - Onsite deployment		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				$ 2,350.00	$ 2,350.00

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999
[2] As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")
* Qualifying cost refers to the supportable cost to be co-funded under the grant

Company	Advocado Pte Ltd
Digital Solution Name & Version Number[1]	Advocado Cloud Loyalty CRM Software - Standard Package
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period[2]	14 July 2023 to 13 July 2024

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year Features: - Loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting. - SMART & dynamic customer segmenting and profiling. - Comprehensive merchant backend app to access dashboards and reports. - Beautiful and intuitive consumer app. - Fully PDPA compliant. - Free upgrades & unlimited cloud storage.		Per Outlet	1.00		
Additional features: - Standard B.I. reporting. - Consumer engagement marketing automation including scheduled broadcasts, recovery, campaign alerts.		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding for 1 outlet includes: - Kickstart consultation which includes project requirement scoping - Confirmation and finalisation of requirements - Setup of campaigns, customisation of campaigns based on workflow - Issue of logins for merchant management team - Onsite deployment		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				$ 5,500.00	$ 5,500.00

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999
[2] As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration
  for an additional one-year ("Extended Appointment Period")
* Qualifying cost refers to the supportable cost to be co-funded under the grant

Company	Advocado Pte Ltd
Digital Solution Name & Version Number[1]	Advocado Cloud Loyalty CRM Software - Professional Package
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period[2]	14 July 2023 to 13 July 2024

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year Features: - Loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting. - SMART & dynamic customer segmenting and profiling. - Comprehensive merchant backend app to access dashboards and reports. - Beautiful and intuitive consumer app. - Fully PDPA compliant. - Free upgrades & unlimited cloud storage.		Per Outlet	1.00		
Additional features: - Professional B.I. reporting (via modern B.I. in the cloud with on-demand ad-hoc analysis). - Consumer engagement marketing automation including scheduled broadcasts, recovery, campaign alerts.		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding for 1 outlet includes: - Kickstart consultation which includes project requirement scoping - Confirmation and finalisation of requirements - Setup of campaigns, customisation of campaigns based on workflow - Issue of logins for merchant management team - Onsite deployment		Per Outlet	1.00		
Professional B.I. Onboarding for 1 outlet includes: - Standard data visualisation and dashboards. - Deployment of standard reports on the cloud and providing strategic insights.		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
			Total	$ 8,500.00	$ 8,500.00

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999
[2] As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration
   for an additional one-year ("Extended Appointment Period")
* Qualifying cost refers to the supportable cost to be co-funded under the grant

Company	Advocado Pte Ltd
Digital Solution Name & Version Number[1]	Advocado Cloud Loyalty CRM Software - Enterprise Package
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period[2]	14 July 2023 to 13 July 2024

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year Features: - Loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting. - SMART & dynamic customer segmenting and profiling. - Comprehensive merchant backend app to access dashboards and reports. - Beautiful and intuitive consumer app. - Fully PDPA compliant. - Free upgrades & unlimited cloud storage.		Per Outlet	1.00		
Additional features: - Enterprise B.I. reporting (via modern B.I. in the cloud powered by data warehouse with enterprise data visualisation). - Consumer engagement marketing automation including scheduled broadcasts, recovery, campaign alerts.		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding for 1 outlet includes: - Kickstart consultation which includes project requirement scoping - Confirmation and finalisation of requirements - Setup of campaigns, customisation of campaigns based on workflow - Issue of logins for merchant management team - Onsite deployment		Per Outlet	1.00		
Enterprise B.I. Onboarding for 1 outlet includes: - Custom data visualisation and dashboards. - Deployment of standard reports on the cloud and providing strategic insights		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
			Total	$ 10,400.00	$ 9,400.00

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

[2] As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant