

<b>Company</b>	AII DEVELOP PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AII DEVELOP Digital Marketing Packages - Package 1 – SEM + SMA (3 months)
<b>Appointment Period</b>	19 January 2023 to 18 January 2024
<b>Extended Appointment Period<sup>2</sup></b>	19 January 2024 to 18 January 2025

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Search Engine Marketing (Google Search Ads) • Company Initial Audit • SWOT Analysis • Competitor Analysis • Current Keyword Ranking Assessment • Landing Page Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Needs Analysis: Campaign 2: Social Media Advertising (Facebook/Instagram) • Company Initial Audit • SWOT Analysis • Social Media Assessment • Competitor Analysis • Landing Page Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 1: Search Engine Marketing (Google Search Ads) • Identify Marketing Objectives and Goals • Keyword Research and Budget Bidding Strategy • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 2: Social Media Advertising (Facebook/Instagram) • Identify Marketing Objectives and Goals • Target Audience and Persona • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00

Digital Marketing Campaigns: Campaign 1: Search Engine Marketing (Google Search Ads) • 3 months SEM campaign • Google Ads Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns - Search Terms Analysis - Quality Score Optimizations - Bid Adjustments  KPI/ROAS: • KPI: 2% - 5% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)						
	\$ 750.00	Per Month	3.00	\$ 2,250.00	\$ 2,250.00	
Digital Marketing Campaigns: Campaign 2: Social Media Advertising (Facebook/Instagram) • 3 months SMA campaign • Channel: Facebook/Instagram • Ad Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns • A/B Testing • Creative Optimisation • Demographic Targeting Optimisation • Placement Optimization • Bid Adjustments  KPI/ROAS: • KPI: 1% - 3% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)	\$ 750.00	Per Month	3.00	\$ 2,250.00	\$ 2,250.00	
Digital Assets Creation: Campaign 1: Search Engine Marketing (Google Search Ads) - Responsive Search Ad Headline & Description	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00	
Digital Assets Creation: Campaign 2: Social Media Advertising (Facebook/Instagram) - 1 x Static Design - 1 x Animated Design *Up to 2 Rounds of Changes / Artwork	\$ 420.00	Per Month	3.00	\$ 1,260.00	\$ 1,260.00	
Review and recommendation: Campaign 1: Search Engine Marketing (Google Search Ads) • Post Campaign Meeting • Monthly Performance Report with recommendations	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00	
Review and recommendation: Campaign 2: Social Media Advertising (Facebook/Instagram) • Post Campaign Meeting • Monthly Performance Report with recommendations	\$ 0.00	Per Report	3.00	\$ 0.00	\$ 0.00	
4) Training						

Campaign 1: Search Engine Marketing (Google Search Ads) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
Campaign 2: Social Media Advertising (Facebook/Instagram) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
5) Others Not Applicable					
<b>Total</b>				<b>\$ 6,360.00</b>	<b>\$ 6,360.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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

<b>Company</b>	AI DEVELOP PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AI DEVELOP Digital Marketing Packages - Package 2 – SEO (6 months) + SEM (3 months)
<b>Appointment Period</b>	19 January 2023 to 18 January 2024
<b>Extended Appointment Period<sup>2</sup></b>	19 January 2024 to 18 January 2025

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Search Engine Optimisation (SEO) • Company Initial Audit • Competitor Analysis • Current Keyword Ranking Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Needs Analysis: Campaign 2: Search Engine Marketing (Google Search Ads) • Company Initial Audit • SWOT Analysis • Competitor Analysis • Current Keyword Ranking Assessment • Landing Page Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 1: Search Engine Optimisation (SEO) • Keyword Research & Analysis • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 2: Search Engine Marketing (Google Search Ads) • Identify Marketing Objectives and Goals • Keyword Research and Budget Bidding Strategy • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Campaigns Campaign 1: Search Engine Optimisation (SEO) • 6 months SEO campaign for 15 Keywords, up to 3 Services/Products/Themes (Google Singapore) • Keyword Mapping • Technical SEO Analysis, Audit & Recommendations • Website Content Enhancement • Website Structure Improvement • Internal Link Structuring & Optimization • Image & Hyperlink Optimization • Robots.txt and XML Sitemap Optimization • Integration of Google Tracking & Analytics Tools • Blogs Creation and Submission • Articles Creation and Submission • Bookmark and Search Engine Submission • Local Directory / Classifieds Submission • Infographics Creation and Submission	\$ 400.00	Per Month	6.00	\$ 2,400.00	\$ 2,000.00
KPI/ROAS: • 10% of Keywords to rank on Page 1 of Google Singapore					

Digital Marketing Campaigns: Campaign 2: Search Engine Marketing (Google Search Ads) • 3 months SEM campaign • Google Ads Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns - Search Terms Analysis - Quality Score Optimizations - Bid Adjustments	\$ 750.00	Per Month	3.00	\$ 2,250.00	\$ 2,000.00
KPI/ROAS: • KPI: 2% - 5% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)					
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 4 Articles/blogs per month (\$200/article) * Up to 2 Rounds of Changes	\$ 800.00	Per Month	6.00	\$ 4,800.00	\$ 4,800.00
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 1 Infographic Every Two Months (\$200/infographic) * Up to 2 Rounds of Changes / Artwork	\$ 200.00	Per Month	3.00	\$ 600.00	\$ 600.00
Digital Assets Creation: Campaign 2: Search Engine Marketing (Google Search Ads) • Responsive Search Ad Headline & Description	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00
Review and recommendation: Campaign 1: Search Engine Optimisation (SEO) • Keyword Ranking Report + Live Tracking (3rd Party Tool) • Google Search Console Report • Google Analytics Report	\$ 0.00	Per Month	6.00	\$ 0.00	\$ 0.00
Review and recommendation: Campaign 2: Search Engine Marketing (Google Search Ads) • Post Campaign Meeting • Monthly Performance Report with recommendations	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00
4) Training Campaign 1: Search Engine Optimisation (SEO) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
Campaign 2: Search Engine Marketing (Google Search Ads) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
5) Others Not Applicable					
Total				\$ 10,650.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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

<b>Company</b>	AII DEVELOP PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AII DEVELOP Digital Marketing Packages - Package 3 – SMA (3 months) + Social Media Content Marketing (6 months)
<b>Appointment Period</b>	19 January 2023 to 18 January 2024
<b>Extended Appointment Period<sup>2</sup></b>	19 January 2024 to 18 January 2025

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis: Campaign 1: Social Media Advertising (Facebook/Instagram) • Company Initial Audit • SWOT Analysis • Social Media Assessment • Competitor Analysis • Landing Page Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Needs Analysis: Campaign 2: Social Media Content Marketing • Social Media Profile and Content Audit • Competitor Analysis	\$ 50.00	Per Report	1.00	\$ 50.00	\$ 50.00
Digital Marketing Strategy Development: Campaign 1: Social Media Advertising (Facebook/Instagram) • Identify Marketing Objectives and Goals • Target Audience and Persona • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 2: Social Media Content Marketing • Identify Marketing Objectives and Goals • Identify Followers' Profiles	\$ 50.00	Per Report	1.00	\$ 50.00	\$ 50.00
Digital Marketing Campaigns: Campaign 1: Social Media Advertising (Facebook/Instagram) • 3 months SMA campaign • Channel: Facebook/Instagram • Ad Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns - A/B Testing - Creative Optimisation - Demographic Targeting Optimisation - Placement Optimization - Bid Adjustments	\$ 750.00	Per Month	3.00	\$ 2,250.00	\$ 1,750.00
KPI/ROAS: • KPI: 1% - 3% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)					

Digital Marketing Campaigns: Campaign 2: Social Media Content Marketing • 6 months of Social Media Content Creation • Up to 8 Postings per month • Post Scheduling across all social media platforms	\$ 0.00	Per Month	6.00	\$ 0.00	\$ 0.00
KPI/ROAS: • 20% Growth Rate on Facebook & Instagram Organic Page Reach • Leads: 10% increase in 6 months					
Digital Assets Creation: Campaign 1: Social Media Advertising (Facebook/Instagram) • 1 x Static Design *Up to 2 Rounds of Changes / Artwork	\$ 120.00	Per Month	3.00	\$ 360.00	\$ 360.00
Digital Assets Creation: Campaign 1: Social Media Advertising (Facebook/Instagram) • 1 x Animated Design *Up to 2 Rounds of Changes / Artwork	\$ 300.00	Per Month	3.00	\$ 900.00	\$ 900.00
Digital Assets Creation: Campaign 2: Social Media Content Marketing • 7 x Static Design + Caption (\$120/static design) *Up to 2 Rounds of Changes / Artwork	\$ 840.00	Per Month	6.00	\$ 5,040.00	\$ 4,790.00
Digital Assets Creation: Campaign 2: Social Media Content Marketing • 1 x Animated Design + Caption (\$300/animated post) *Up to 2 Rounds of Changes / Artwork	\$ 300.00	Per Month	6.00	\$ 1,800.00	\$ 1,800.00
Review and recommendation: Campaign 1: Social Media Advertising (Facebook/Instagram) • Post Campaign Meeting • Monthly Performance Report with recommendations	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00
Review and recommendation: Campaign 2: Social Media Content Marketing • Monthly Social Media Content Calendar	\$ 0.00	Per Month	6.00	\$ 0.00	\$ 0.00
4) Training Campaign 1: Social Media Advertising (Facebook/Instagram) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
Campaign 2: Social Media Content Marketing • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
5) Others Not Applicable					
<b>Total</b>				<b>\$ 10,750.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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

<b>Company</b>	AII DEVELOP PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AII DEVELOP Digital Marketing Packages - Package 4 – SEO (6 months) + Social Media Content Marketing (3 months)
<b>Appointment Period</b>	19 January 2023 to 18 January 2024
<b>Extended Appointment Period<sup>2</sup></b>	19 January 2024 to 18 January 2025

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis: Campaign 1: Search Engine Optimisation (SEO) • Company Initial Audit • Competitor Analysis • Current Keyword Ranking Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Needs Analysis: Campaign 2: Social Media Content Marketing • Social Media Profile and Content Audit • Competitor Analysis	\$ 50.00	Per Report	1.00	\$ 50.00	\$ 50.00
Digital Marketing Strategy Development: Campaign 1: Search Engine Optimisation (SEO) • Keyword Research & Analysis • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 2: Social Media Content Marketing • Identify Marketing Objectives and Goals • Identify Followers' Profiles	\$ 50.00	Per Report	1.00	\$ 50.00	\$ 50.00
Digital Marketing Campaigns: Campaign 1: Search Engine Optimisation (SEO) • 6 months SEO campaign for 15 Keywords, up to 3 Services/Products/Themes (Google Singapore) • Keyword Mapping • Technical SEO Analysis, Audit & Recommendations • Website Content Enhancement • Website Structure Improvement • Internal Link Structuring & Optimization • Image & Hyperlink Optimization • Robots.txt and XML Sitemap Optimisation • Integration of Google Tracking & Analytics Tools • Blogs Creation and Submission • Articles Creation and Submission • Bookmark and Search Engine Submission • Local Directory / Classifieds Submission • Infographics Creation and Submission	\$ 400.00	Per Month	6.00	\$ 2,400.00	\$ 1,400.00
KPI/ROAS: • 10% of Keywords to Rank on Page 1 of Google Singapore					



Digital Marketing Campaigns: Campaign 2: Social Media Content Marketing • 3 months of Social Media Content Creation • Up to 8 Postings per month • Post Scheduling across all social media platforms	\$ 0.00	Per Month	3.00	\$ 0.00	\$ -
KPI/ROAS: • 10% Growth Rate on Facebook & Instagram Organic Page Reach • Leads: 10% increase in 3 months					
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 4 Articles/blogs per month (\$200/article) * Up to 2 Rounds of Changes	\$ 800.00	Per Month	6.00	\$ 4,800.00	\$ 4,180.00
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 1 Infographic Every Two Months (\$200/infographic) * Up to 2 Rounds of Changes / Artwork	\$ 200.00	Per Month	3.00	\$ 600.00	\$ 600.00
Digital Assets Creation: Campaign 2: Social Media Content Marketing • 7 x Static Design + Caption (\$120/static design) * Up to 2 Rounds of Changes / Artwork	\$ 840.00	Per Month	3.00	\$ 2,520.00	\$ 2,520.00
Digital Assets Creation: Campaign 2: Social Media Content Marketing • 1 x Animated Design + Caption (\$300/animated post) * Up to 2 Rounds of Changes / Artwork	\$ 300.00	Per Month	3.00	\$ 900.00	\$ 900.00
Review and recommendation: Campaign 1: Search Engine Optimisation (SEO) • Keyword Ranking Report + Live Tracking (3rd Party Tool) • Google Search Console Report • Google Analytics Report	\$ 0.00	Per Month	6.00	\$ 0.00	\$ 0.00
Review and recommendation: Campaign 2: Social Media Content Marketing • Monthly Social Media Content Calendar	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00
4) Training Campaign 1: Search Engine Optimisation (SEO) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
Campaign 2: Social Media Content Marketing • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
5) Others Not Applicable					
<b>Total</b>				<b>\$ 11,620.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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

<b>Company</b>	All DEVELOP PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM All DEVELOP Digital Marketing Packages - Package 5 – SEO (6 months) + SMA (3 months)
<b>Appointment Period</b>	19 January 2023 to 18 January 2024
<b>Extended Appointment Period<sup>2</sup></b>	19 January 2024 to 18 January 2025

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Search Engine Optimisation (SEO) • Company Initial Audit • Competitor Analysis • Current Keyword Ranking Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Needs Analysis: Campaign 2: Social Media Advertising (Facebook/Instagram) • Company Initial Audit • SWOT Analysis • Social Media Assessment • Competitor Analysis • Landing Page Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 1: Search Engine Optimisation (SEO) • Keyword Research & Analysis • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 2: Social Media Advertising (Facebook/Instagram) • Identify Marketing Objectives and Goals • Target Audience and Persona • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Campaigns: Campaign 1: Search Engine Optimisation (SEO) • 6 months SEO campaign for 15 Keywords, up to 3 Services/Products/Themes (Google Singapore) • Keyword Mapping • Technical SEO Analysis, Audit & Recommendations • Website Content Enhancement • Website Structure Improvement • Internal Link Structuring & Optimization • Image & Hyperlink Optimization • Robots.txt and XML Sitemap Optimisation • Integration of Google Tracking & Analytics Tools • Blogs Creation and Submission • Articles Creation and Submission • Bookmark and Search Engine Submission • Local Directory / Classifieds Submission • Infographics Creation and Submission	\$ 400.00	Per Month	6.00	\$ 2,400.00	\$ 1,400.00
KPI/ROAS: • 10% of Keywords to Rank on Page 1 of Google Singapore					

Digital Marketing Campaigns: Campaign 2: Social Media Advertising (Facebook/Instagram)						
	<ul style="list-style-type: none"> <li>• 3 months SMA campaign</li> <li>• Channel: Facebook/Instagram</li> <li>• Ad Account Set Up</li> <li>• Integration of Google Tracking &amp; Analytics Tools</li> <li>• Conversion Tracking Integration</li> <li>• Campaign Structuring Proposal</li> <li>• Recommendation on Landing Page Optimization</li> <li>• Ad Copywriting Proposal</li> <li>• Campaign Budget Allocation</li> <li>• Regular Optimization of Ad Campaigns</li> <li>- A/B Testing</li> <li>- Creative Optimisation</li> <li>- Demographic Targeting Optimisation</li> <li>- Placement Optimization</li> <li>- Bid Adjustments</li> </ul>					
	\$ 750.00	Per Month	3.00	\$ 2,250.00	\$ 1,340.00	
KPI/ROAS:						
<ul style="list-style-type: none"> <li>• KPI: 1% - 3% Click-through-rate</li> <li>• ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)</li> </ul>						
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO)						
	<ul style="list-style-type: none"> <li>• 4 Articles/blogs per month (\$200/article)</li> <li>* Up to 2 Rounds of Changes</li> </ul>					
	\$ 800.00	Per Month	6.00	\$ 4,800.00	\$ 4,800.00	
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO)						
	<ul style="list-style-type: none"> <li>• 1 Infographic Every Two Months (\$200/infographic)</li> <li>* Up to 2 Rounds of Changes / Artwork</li> </ul>					
	\$ 200.00	Per Month	3.00	\$ 600.00	\$ 600.00	
Digital Assets Creation: Campaign 2: Social Media Advertising (Facebook/Instagram)						
	<ul style="list-style-type: none"> <li>• 1 x Static Design</li> <li>* Up to 2 Rounds of Changes / Artwork</li> </ul>					
	\$ 120.00	Per Month	3.00	\$ 360.00	\$ 360.00	
Digital Assets Creation: Campaign 2: Social Media Advertising (Facebook/Instagram)						
	<ul style="list-style-type: none"> <li>• 1 x Animated Design</li> <li>* Up to 2 Rounds of Changes per Artwork</li> </ul>					
	\$ 300.00	Per Month	3.00	\$ 900.00	\$ 900.00	
Review & Recommendation: Campaign 1: Search Engine Optimisation (SEO)						
	<ul style="list-style-type: none"> <li>• Keyword Ranking Report + Live Tracking (3rd Party Tool)</li> <li>• Google Search Console Report</li> <li>• Google Analytics Report</li> </ul>					
	\$ 0.00	Per Month	6.00	\$ 0.00	\$ 0.00	
Review & Recommendation: Campaign 2: Social Media Advertising (Facebook/Instagram)						
	<ul style="list-style-type: none"> <li>• Post Campaign Meeting</li> <li>• Monthly Performance Report with recommendations</li> </ul>					
	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00	
4) Training						
Campaign 1: Search Engine Optimisation (SEO)						
	<ul style="list-style-type: none"> <li>• Handover Checklist Documentation</li> </ul>					
	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00	
Campaign 2: Social Media Advertising (Facebook/Instagram)						
	<ul style="list-style-type: none"> <li>• Handover Checklist Documentation</li> </ul>					
	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00	

5) Others					
Not Applicable					
<b>Total</b>				<b>\$ 11,910.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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