

Company	Corsiva Lab Pte. Ltd.
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Package 1 - SEO (10 Keywords) + SMA [3 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period²	08 February 2025 to 07 February 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis					
Search Engine Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis					
AND					
Social Media Advertising - Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget - Analysing Client's Current Social Media Presence (Facebook & Instagram) Presence - Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development					
Search Engine Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)					
AND					
Social Media Advertising - Digital Marketing Objectives - Target Audience & Persona - Creative Inspirations - Tone of Voice for Captions - Objectives & Campaign Plan for Social Media Advertising - Work Process Plan (Engagement Plan)		Per Report	1.00		

Review and Recommendations					
Search Engine Optimisation Monthly Campaign Report:					
- SEO Monthly Growth Report for 10 Keywords					
- Website Data Analytics Report					
- Recommendations Report		Per Report	3.00		
AND					
Social Media Advertising Monthly Campaign Report:					
- SMA Monthly Paid Campaign Conversion Report					
- Recommendations Report					
Final Project Report		Per Report	1.00		
4) Training					
Handover Checklist Documentation		Per Report	1.00		
5) Others					
Not Applicable					
Total				\$ 7,800.00	\$ 7,800.00

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