

BUSINESS PROPOSAL

Poker Dream Ecosystem

Phase 1 Development Approach

"Your Poker Community"

EXECUTIVE SUMMARY

We are pleased to present this proposal for the development of the Poker Dream Community APP - a comprehensive app mobile platform designed to serve the global poker community.

The Ecosystem

| App | Tagline | Description |
|-----------------------|------------------------|--|
| Poker Dream Community | "Your Poker Community" | The centralized hub for poker news, events, and social interaction |

Development Approach

This proposal outlines a phase 1 development approach that prioritizes the Community platform first, followed by enhancements and cross-app integration, and finally the Bankroll tracking application.

PROJECT SCOPE

App 1: Poker Dream Community

"Your Poker Community" - The centralized hub for poker news, events, and social interaction

| Module | Features |
|-------------------|--|
| Home Feed | Aggregated news from poker sources, Video highlights carousel, Trending content, Command grid navigation |
| Events & Calendar | Tournament series listings (WSOP, WPT, EPT, etc.), Event calendar with filters, Real-time results tracking, Filter by status/location/date |
| Live Streams | YouTube/Twitch/Facebook stream aggregation, Live indicator badges, Upcoming streams schedule, Stream notifications |
| Social Feed | User posts with media (photos, videos), Likes/Comments/Shares, Stories feature, Follow system, Player profiles |
| Chat System | Public chat rooms by topic, Private group chats, Direct messages (DMs), Event-specific chat lounges |
| Leaderboard | Player rankings by Earnings/ROI/Cashes, Global and regional views, Timeframe filters (weekly, monthly, yearly) |
| Notifications | Push notifications, Event reminders, Follow updates, Breaking news alerts |
| Multi-Language | English and Chinese (Simplified & Traditional) localization, Language selection in settings |
| User System | Email & social login (Google, Apple, Facebook), Profile management, Premium subscription, Settings & preferences |

Sample Screens: [Screenshots to be added]

Admin Panel (Web Dashboard)

Comprehensive web-based administration panel for managing both applications

| Module | Features |
|-------------------------|--|
| User Management | View all users with search & filter, User details & activity history, Roles & permissions management, Account status (active/suspended/banned), Bulk actions |
| Content Management | News articles CRUD (Create, Read, Update, Delete), Events management, Featured content curation, Announcements & banners, Media library |
| Moderation Tools | Chat moderation queue, Report handling workflow, Content flagging system, User warnings & bans, Automated moderation rules |
| Analytics Dashboard | User metrics (DAU/MAU/retention), Engagement statistics, Revenue tracking, Feature usage analytics, Custom date ranges |
| Subscription Management | Premium user management, Subscription status tracking, Revenue reports, Renewal & cancellation management |
| System Settings | App configuration, Feature toggles (enable/disable features), Push notification settings, Maintenance mode, API management |

PHASE 1

Poker Dream Community MVP

Duration: 18 weeks

Objective: Launch the core community platform with essential features to attract and engage poker enthusiasts.

Timeline Breakdown

| Component | Duration | Description |
|-------------------------------|----------|--|
| Discovery & Design | 4 weeks | Requirements gathering, UI/UX design, wireframes, prototypes, technical architecture |
| Infrastructure & DevOps Setup | 2 weeks | Dev/Staging/Prod environments, CI/CD pipelines, Supabase setup, Firebase configuration |
| App Development | 8 weeks | Core community features implementation |
| R&D & Integration Testing | 1 week | Third-party integration testing (Supabase Realtime, Push, Social Login) |
| Admin Panel v1 | 2 weeks | User management, content CMS, basic moderation, analytics dashboard |
| QA & Launch | 1 week | Testing, bug fixes, App Store submission (iOS & Android) |

Deliverables - Poker Dream Community App

The following modules and features will be delivered:

| Module | Features Included |
|-------------------|--|
| Home Feed | Aggregated news from poker sources, Video highlights carousel, Trending content, Command grid navigation |
| Events & Calendar | Tournament series listings (WSOP, WPT, EPT, etc.), Event calendar with filters, Real-time results tracking, Filter by status/location/date |
| Live Streams | YouTube/Twitch/Facebook stream aggregation, Live indicator badges, Upcoming streams schedule, Stream notifications |
| Social Feed | User posts with media (photos, videos), Likes/Comments/Shares, Stories feature, Follow system, Player profiles |

| | |
|----------------|---|
| Chat System | Public chat rooms by topic, Private group chats, Direct messages (DMs), Event-specific chat lounges |
| Notifications | Push notifications, Event reminders, Follow updates, Breaking news alerts |
| Multi-Language | English and Chinese (Simplified & Traditional) localization, Language selection in settings |
| User System | Email & social login (Google, Apple, Facebook), Profile management, Settings & preferences |

Deliverables - Admin Panel v1

| Module | Features Included |
|---------------------|---|
| User Management | View all users with search & filter, User details & activity history, Account status management |
| Content Management | News articles CRUD, Events management, Featured content curation, Announcements |
| Moderation Tools | Chat moderation queue, Report handling, Content flagging system, User warnings & bans |
| Analytics Dashboard | User metrics (DAU/MAU), Engagement statistics, Basic reporting |

Additional Deliverables

| Deliverable | Description |
|-------------------------|---|
| Design System | Figma files, component library, brand guidelines |
| Technical Documentation | Architecture docs, API documentation, deployment guides |
| DevOps Infrastructure | CI/CD pipelines, Dev/Staging/Prod environments, automated deployments |
| App Store Listings | Published on Apple App Store and Google Play Store |

CAPACITY FIT

Your expected scale:

| Metric | Your Estimate |
|-----------------|------------------------------|
| Admin Users | ~5 staff using the dashboard |
| Content Updates | Every 1.5-2 months |
| App Installs | ~30,000 users |

This plan comfortably supports your scale, with headroom for busier periods (e.g., major events). We'll set up the cloud accounts in your name and show your team how to control usage and scale smoothly as you grow.

INVESTMENT SUMMARY

Total Project Investment

| Phase | Duration | Investment |
|------------------------|----------|------------|
| Phase 1: Community MVP | 18 weeks | RM 409,050 |

Cost Breakdown by Category

| Category | Phase 1 |
|---------------------------|------------|
| Discovery & Design | RM 48,600 |
| DevOps & Infrastructure | RM 32,400 |
| App Development | RM 251,100 |
| R&D & Integration Testing | RM 6,075 |
| Admin Panel | RM 40,500 |
| QA & Launch | RM 6,075 |
| Project Management | RM 6,075 |
| Total | RM 409,050 |

Payment Schedule

| Milestone | Percentage | Amount |
|------------------------------|------------|------------|
| Contract Signing | 50% | RM 200,000 |
| Upon Deliver Social Function | 15% | RM 60,000 |
| Upon Deliver Chat Function | 15% | RM 60,000 |
| Phase 3 Completion | 20% | RM 80,000 |
| TOTAL | 100% | RM 400,000 |

POST-LAUNCH SUPPORT PACKAGES

After each phase launch, we offer ongoing support packages to ensure your applications remain stable, secure, and up-to-date:

| Package | Package | Monthly Investment | Includes |
|----------|------------|--------------------|--|
| Option A | Essential | RM 11,000/month | Bug fixes, security patches, minor updates, 8 hours support |
| Option B | Growth | RM 20,000/month | Essential + feature enhancements, performance optimization, 20 hours support |
| Option C | Enterprise | RM 35,000/month | Growth + dedicated developer, priority support, 40 hours support, SLA |

Option A: Care Standard (Business Hours)

Monthly Fee: RM 11,000/month

Designed for: Regular operations with planned announcements and fewer live events.

Coverage: Mon-Fri, 9am-9pm (MYT); emergency P1 hotline after hours.

What's Included:

- Coverage & Response - SLA Response Times:
- Critical/P1 (24/7 hotline): within 2 hours
- High/P2 (business hours): within 4 hours
- Medium/P3: within 2 business days
- Low/P4: within 5 business days
- Event Support
- Event standby support: 1 event day/month (8h, remote)
- Extra days available on request
- Fair-use: Additional event-day coverage: RM 2,800 per day (8h)
- Proactive Care
- Monitoring during business hours
- Monthly security & reliability upkeep
- Monthly health summary
- Improvements
- Minor improvements: up to 4 hours/month (small tweaks)

Option B: Care+ 24/7 Managed Operations

Monthly Fee: RM 20,000/month

Designed for: Always-on expectations, immediate responses, and frequent marquee events.

What's Included:

- Coverage & Response
- 24/7 on-call coverage (primary engineer + secondary escalation)
- SLA Response Times:
 - - Critical/P1: within 60 minutes
 - - High/P2: within 2 hours
 - - Medium/P3: next business day
 - - Low/P4: within 3 business days
- Event Support
- Event standby support: up to 4 event days/month, remote coverage (8h/day)
- Fair-use: Additional event-day coverage: RM 2,500 per day (8h)
- Proactive Care
- Proactive monitoring & alerts
- Monthly reliability and performance care
- Weekly health summary
- Monthly Ops & Engagement report
- Improvements
- Minor improvements: up to 10 hours/month (small UI/content/report tweaks)

Target Uptime: ≥ 99.5% monthly (excludes provider outages & planned maintenance)

Option C: Enterprise Premium Support

Monthly Fee: RM 35,000/month

Designed for: Mission-critical operations requiring dedicated resources, fastest response times, and comprehensive SLA guarantees.

What's Included:

- Coverage & Response
- Dedicated developer assigned to your project
- 24/7 priority on-call coverage with immediate escalation path
- SLA Response Times:
 - - Critical/P1: within 30 minutes
 - - High/P2: within 1 hour
 - - Medium/P3: within 4 hours

- - Low/P4: next business day
- Event Support
- Event standby support: up to 8 event days/month, remote coverage (8h/day)
- On-site support available upon request (additional cost - see below)
- Fair-use: Additional event-day coverage: RM 2,000 per day (8h)
- Proactive Care
- 24/7 proactive monitoring & instant alerts
- Weekly reliability and performance optimization
- Daily health dashboard access
- Weekly Ops & Engagement reports
- Quarterly business review meetings
- Improvements
- Feature development & improvements: up to 40 hours/month
- Priority feature requests and roadmap input
- Custom integrations and API enhancements
- Dedicated Resources
- Named dedicated developer familiar with your codebase
- Direct Slack/Teams channel with development team
- Monthly strategy calls with technical lead
- Priority bug fixes and hotfix deployments

Target Uptime: ≥ 99.9% monthly (excludes provider outages & planned maintenance)

SLA Guarantee: Service credits applied for any SLA breaches

**Recommended: Growth package for active feature development and optimization.*

ON-SITE TRAINING & SUPPORT

What's Included in Training:

- Hands-on training sessions with your team
- Q&A sessions and practical exercises
- Post-training support (1 week email support)
- Training recordings for future reference

Oversea On-Site Training/Support Services/Per Headcount

| Service | Rate | Notes |
|-----------------------|----------------------------|--|
| On-Site Event Support | RM 3,000 per day (8 hours) | Technical support during live events, real-time issue resolution |

Additional Costs:

- Travel expenses: Actual cost (flights, accommodation, transportation)
- Per diem: RM 300 per day for meals and incidentals
- International travel: Additional coordination fees may apply
- Weekend/holiday rates: 1.5x standard rates

Booking Terms:

- Standard on-site services require minimum 7 days advance booking
- Emergency support available with 24-48 hours notice (subject to availability)
- Training sessions should be scheduled at least 14 days in advance
- Cancellation within 48 hours of scheduled date incurs 50% fee
- 50% deposit required upon booking confirmation

TERMS & CONDITIONS

Payment Terms

Net 15 days from invoice date. Late payments may incur a 2% monthly interest charge.

Milestone Acceptance

5 business days review period for each milestone. Acceptance is implied if no feedback is received within the review period.

Change Requests

Any changes to the agreed scope will be handled via a formal change order process. Additional costs and timeline adjustments will be quoted separately.

Intellectual Property

Full IP ownership transfers to the client upon final payment. Source code, design files, and all assets become client property.

Confidentiality

A Non-Disclosure Agreement (NDA) is included with the contract. Both parties agree to keep project details confidential.

Warranty

90-day bug fix warranty post-launch for each phase. Covers defects in the delivered functionality as per agreed specifications.

Third-Party Services

Costs for third-party services (app store fees, cloud hosting, analytics tools) are not included and are the client's responsibility.

Project Cancellation

If the project is cancelled, payment is due for all completed work and work in progress up to the cancellation date.

Communication

Weekly progress updates via video call. Day-to-day communication via Slack or agreed platform.

Timeline

Timelines are estimates based on current scope. Delays caused by client feedback or scope changes may extend the timeline.

This proposal is confidential and intended solely for the named recipient.

Pricing is valid for 30 days from the proposal date.

Prepared with confidence. Ready to build the home for poker.