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
Competition Results	User tournament history via API integration, Personal performance tracking (buy-ins, cashes, ROI), Tournament finish positions & prize money, Historical results archive, Statistics dashboard per user
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: 20 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	9 weeks	Core community features implementation including Competition Results module
R&D & Integration Testing	1.5 weeks	Third-party integration testing (Supabase Realtime, Push, Social Login, Competition Results API)
Admin Panel v1	2 weeks	User management, content CMS, basic moderation, analytics dashboard
QA & Launch	1.5 weeks	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
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Notifications	Push notifications, Event reminders, Follow updates, Breaking news alerts
Multi-Language	English and Chinese (Simplified & Traditional) localization, Language selection in settings
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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	20 weeks	RM 443,450

Cost Breakdown by Category

Category	Phase 1
Discovery & Design	RM 48,600
DevOps & Infrastructure	RM 32,400
App Development	RM 282,500
R&D & Integration Testing	RM 9,075
Admin Panel	RM 40,500
QA & Launch	RM 9,075
Project Management	RM 6,075
Total	RM 443,450

Payment Schedule

Milestone	Percentage	Amount
Contract Signing	50%	RM 221,725
Upon Deliver Social Function	15%	RM 66,518
Upon Deliver Chat Function	15%	RM 66,518
Phase 1 Completion	20%	RM 88,689
TOTAL	100%	RM 443,450

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.

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