Statement of Work (SOW)

learntoaction – Enterprise Edition

Engagement Type: Enterprise SaaS Build
Commercial Model: Phase-wise Fixed Cost + Optional Retainer
Estimated Budget: ₹12,00,000 – ₹18,00,000 INR
Delivery Timeline: 20–24 weeks
Delivery Model: Solo Lead + Scalable Architecture (future team-ready)

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1. Executive Summary

This Statement of Work defines the scope for building **learntoaction – Enterprise Edition**, a **production-grade, multi-tenant SaaS platform** designed for coaches, educators, institutions, and enterprises focused on **applied learning and measurable outcomes**.

The system will be: - Secure - Scalable - White-labeled - Analytics-driven - Enterprise-ready

This is **not an MVP**, but a **commercial SaaS foundation** suitable for long-term growth.

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2. Objectives

- Build a multi-tenant learning-by-doing SaaS platform
- Enable educators to create dynamic worksheets & workbooks
- Capture deep learner progress and engagement data
- Support white-label branding and custom domains
- Provide enterprise-grade analytics and controls

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3. In-Scope Features

3.1 User Roles & Access Control

- SaaS Owner (Super Admin)
- Teacher / Coach workspace owners
- Students (authenticated & anonymous)
- Role-based permissions
- Workspace isolation

3.2 Workspace & Branding

- Workspace creation & management
- Brand settings:
- Brand name
- Business name
- Logo
- Colors
- Fonts
- Default subdomain
- Custom domain support:
- DNS instructions
- Verification
- SSL auto-provisioning

3.3 Worksheet Builder (Advanced)

- Drag-and-drop block editor
- Multi-column layout system
- Supported blocks:
- Rich text (full formatting engine)
- Inputs (single, multi-line, checkbox, radio, dropdown)
- Media (video, image)
- Progress bar
- Finish button
- Divider
- Dynamic custom field
- Dynamic custom value
- Draft / publish / autosave

3.4 Workbooks (Multi-page Learning Flows)

- Unlimited pages per workbook
- Page navigation & progress tracking
- Page reorder, rename, delete
- Worksheet import (copy-based)
- Workbook-level analytics

3.5 Field & Data System

- Auto-generated unique field keys
- Global custom fields manager
- Custom values manager
- URL parameter injection

• Cross-worksheet data binding
• Dynamic text rendering

3.6 Student Experience

• Public & restricted access
• Login-based progress saving
• Resume across devices
• Privacy controls (share / private)
• Completion indicators

3.7 Analytics & Reporting (Enterprise)

• Overview dashboard
• Student analytics
• Worksheet analytics
• Workbook funnels
• Field-level analytics
• Progress & engagement metrics
• Device & traffic analytics
• Business insights dashboard

3.8 Administration & Compliance

• Activity logs
• Soft deletes
• GDPR-ready data handling
• Audit visibility
• Feature flags (basic)

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4. Technical Scope

Architecture

• Multi-tenant SaaS architecture
• Modular monolith (service-ready)
• REST + internal service layers
• Event-based tracking for analytics

Suggested Stack

• Frontend: Next.js (React)
• Backend: Node.js (NestJS)

• Database: PostgreSQL
• Cache: Redis
• Storage: S3-compatible
• Auth: Email + token-based auth
• Infra: AWS (EC2 / RDS / S3 / CloudFront)

5. Deliverables

• Fully deployed enterprise SaaS platform
• Production & staging environments
• Admin documentation
• Deployment guide
• Initial monitoring setup

6. Timeline & Milestones

Phase	Duration	Key Deliverables
Phase 1	4 weeks	Architecture, auth, workspace system
Phase 2	6 weeks	Worksheet builder + field system
Phase 3	5 weeks	Workbooks + student flows
Phase 4	5 weeks	Analytics + domains + hardening
Phase 5	2–4 weeks	QA, optimization, launch

7. Commercial Terms

Estimated Cost: ₹12,00,000 – ₹18,00,000 INR

Payment Milestones: - 20% – Project kickoff - 20% – Phase 1 completion - 25% – Phase 2 completion - 20% – Phase 3 completion - 15% – Final delivery

Optional post-launch retainer available.

8. Change Management

• Scope limited to features listed in Section 3
• Additional requirements treated as change requests
• Re-estimation and approval required

9. Ownership & IP

• Client owns full source code upon final payment
• Developer may reuse non-proprietary components
• No resale or redistribution without client consent

10. Assumptions & Dependencies

• Client provides timely feedback
• Content creation is client responsibility
• Third-party service costs billed separately

11. Acceptance Criteria

Project is accepted when: - Platform supports multiple workspaces - Teachers can create & publish workbooks - Students can complete and resume - Analytics dashboards are functional - System is stable under expected load

12. Validity

This SOW is valid for **30 days** from issue date.

Project: learntoaction – Enterprise Edition
Prepared for: Enterprise Client