**Sandlot Software**

Statement of Work (SOW)

TechColumbus Innovation Awards – 2012

**Prepared For:**

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**August 29, 2012**

Table of Contents

Executive Summary 3

The Solution 3

Pricing 4

Assumptions 4

Terms & Conditions 5

Invoicing 5

Commencement 5

Expenses 5

Billing/Payment 5

Company Overview 5

The Team 6

Mark Harris (www.linkedin.com/in/markhar) – Founder, CEO, and CTO. 6

David Harris – Founder, CMO, and Chief Designer. 6

Prior Work 6

Sandlot – http://www.itunes.com/apps/sandlot 6

CornerKick – http://www.itunes.com/apps/cornerkick 6

Pelotonia – http://www.itunes.com/apps/pelotonia 6

# Executive Summary

To showcase the innovative talent in Central Ohio, TechColumbus would like a mobile application designed specifically for the Innovation Awards, which connects attendees more strongly to the event and engages them in the award process.

# The Solution

Sandlot Software’s development and design team will produce a native mobile application for both iPhone and Android devices with an engaging look and feel, and functionality for:

* Semi-finalists showcase
  + Allow social sharing of positive comments of semi-finalists
* Sponsors, with links to web sites
* Map, Venue, and Registration Information
* Social features for posting and interacting on Twitter and Facebook
  + Prior to, during, and after the event.
* Download from the AppStore and Google Play
* Facebook video contest voting

Implemented in an agile approach with 2-week sprints, Sandlot Software will focus on delivering incremental functionality with each interim release. Working in concert with TechColumbus, we will identify user stories for the application and user stories in prioritized order. A subset of user stories will be selected to be implemented during the sprint.

User stories represent meaningful uses of the system, from the point of view of the user of the application. They are written in a specific format that identifies the user, their desire, and the value of the functionality. The format is:

As a <user>,

I want/need to <do something>,

so that <some value>.

This format makes the user’s intention, the specified user, and the value of the user story obvious to all participants.

The first sprint, Milestone 0, is a special sprint to identify TechColumbus’ needs for a mobile application more deeply, work out handoffs and communication paths, and to identify the value proposition for the application. At the end of the first sprint, all participants should have a good idea of the expectations of all team members.

The acceptance criteria for Milestone 0 include

* acceptance of a working prototype of the applications
* agreement upon a prioritized backlog of user stories, within PivotalTracker
* identification and mitigation of any potential technical or business roadblocks
* an agreed-upon list of specific mobile devices to target
* signed-off acceptance criteria for the milestone

The following sprints will consist of a planning day on the first day to identify and size any user stories, followed by development and testing, and ending with a user demonstration on the 10th business day of the sprint. All sprints will continue in this manner until the backlog is finished and the application is fully delivered.

At the end of each sprint, a user-demonstration will be delivered to TechColumbus. If the features are acceptable and meet the agreed-upon acceptance criteria, work will continue on unfinished functionality. If not, fixes will be made until the functionality is acceptable.

At all times, the software delivered at the end of a sprint will be working software. All delivered stories will be completely implemented and usable by end-users. At the end of any sprint, if TechColumbus believes that enough value has been reached, work will stop and the final invoice issued. Delivering value in these increments enables Sandlot Software to deliver the most business value in the shortest amount of time.

# Pricing

Sandlot Software works in fixed-bid contracts only. Each sprint is priced according to the value delivered.

* Milestone 0 will be invoiced at $500, for design and planning effort involved in getting started.
* Sprints 1-N will be invoiced at $1000 each, to cover development work for both the iPhone and Android devices. This includes a surcharge for development of the Android application. Development on multiple devices, particularly Android, is prone to greater risk due to the proliferation of device form factors in the Android ecosystem.
* TechColumbus has the responsibility to halt development when an acceptable level of value has been reached. Upon final delivery, applications will be published to their respective stores.
* After publishing to their respective Application Stores, maintenance of the applications (bug fixing) will be under warranty until 3 weeks prior to the event (January 24th). In the 3 weeks prior to the event, we will freeze development of the application, to ensure availability by Feb 7th.

# Assumptions

Sandlot Software assumes the following conditions:

* TechColumbus will ensure timely access to appropriate stakeholders to make final decisions regarding look & feel and user-story priority.
* The design assets for TechColumbusInnovationAwards.com will be made available to the Sandlot Software design team.
* Access to tools such as PivotalTracker and TestFlight is granted to TechColumbus representatives working with the development team.
* Final content (including but not limited to semi-finalist photos, branding, messaging, and videos) for the application will be available no later than January 1st, 2013.
* The submissions to the respective application stores will be approved prior to the event.
* TechColumbus will participate in user reviews and beta tests throughout the process.
* TechColumbus will make available prior versions of the Innovation Awards application for comparisons and derivative design.
* TechColumbus will own marketing and promotion of these applications, with limited assistance from Sandlot Software.

# Terms & Conditions

## Invoicing

Invoices will be issued to TechColumbus at the completion of each sprint, for the amount of the sprint as identified above. Payment is expected within 7 days of each invoice.

## Commencement

Sandlot Software is prepared to commence Milestone 0 one week after both TechColumbus and Sandlot Software have signed this document.

## Expenses

Reimbursement for expenses will be approved in advance of being incurred. Expenses are limited to and limited by TechColumbus’ internal guidelines and procedures. No expenses are anticipated for this engagement.

# Billing/Payment

Sandlot Software will invoice TechColumbus at the end of the first sprint, and at the end of each sprint to follow, according to the schedule below. Payment terms are net-30. The number of sprints required will be identified following Milestone 0, but will not exceed 9 sprints, including Milestone 0, to ensure availability by February 7th.

|  |  |
| --- | --- |
| **Sprint** | **Cost** |
| Milestone 0 | $500 |
| Sprint 1 | $1000 |
| Sprint 2 | $1000 |
| … |  |
| Sprint N | $1000 |

# Company Overview

Sandlot Software LLC., [www.isandlot.com](http://www.isandlot.com), makes an array of web and mobile applications in Central Ohio. With 3 applications on the Apple AppStore and more to come, the team is dedicated to the idea that mobile technology is enabling engaging scenarios for families, companies, and individuals.

## The Team

### Mark Harris ([www.linkedin.com/in/markhar](http://www.linkedin.com/in/markhar)) – Founder, CEO, and CTO.

Originated the vision for Sandlot Software. With a background in operating systems design and development grown over 12 years on the Microsoft Windows engineering team, Mark has a keen eye for consumer software and the engineering skills and discipline to deliver.

### David Harris – Founder, CMO, and Chief Designer.

David’s background in web design with his company, Alpha Dog, Inc., ([www.alphadoginc.com](http://www.alphadoginc.com)) and his artistic skills put him in a unique position to create a truly compelling, unique experience in the mobile space.

## Prior Work

### Sandlot – <http://www.itunes.com/apps/sandlot>

Designed for the casual baseball fan, Sandlot allows parents and other friends & family to share special game moments as they happen, while preserving the memory for the future.

### CornerKick – <http://www.itunes.com/apps/cornerkick>

For soccer parents, CornerKick allows friends and family to share those special youth soccer moments as they happen, while preserving memories for the future.

### Pelotonia – <http://www.itunes.com/apps/pelotonia>

If you’re raising funds for Pelotonia, now you can accept pledges for your ride, virtual ride, or peloton with just a few clicks.