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COMBINE YOUR VISION AND IMAGINATION
WITH OUR EXPERIENCE AND TECHNOLOGY
TO TRANSFORM YOUR BUSINESS
INTO THE EVER-GROWING DIGITAL AGE.

PLUTO PROJECTS PROPOSAL
FROM KAWSAR HUSSAIN, CEO

NYLANDLORDS CLIENT PORTAL
TO: MIKE SOYFER AND DIMA NOZIK

THANK YOU FOR TRUSTING US

Please find enclosed our detailed web-application development proposal to build a client portal and marketplace system for your business' kind consideration.

At Pluto Projects, we are aware that creating client-oriented software takes a mixture of technical excellence and clear communication and our firm hires only the very best to ensure you receive both. We know that every client is unique, and we strive to deliver an individual, innovative and affordable proposal every time and to follow it through with an outstanding delivery which is both on time and within their budget.

We have years of development experience in this area and we have a multitude client database. Please let us know if you would like to get in touch with our existing clients from whom you will receive nothing but positive endorsements. You may also wish to review our website at www.plutoprojects.net to see our portfolio of previous work and learn more about our company and the great work that we do.

We also pride ourselves in our after-sales client-care including staff-training, technical support and ongoing maintenance.

We realize that you are very busy and wanted to thank you in advance for your time spent reviewing our proposal.

Highest Regards,

Founder & CEO
Pluto Projects LLC
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Dept. 5001
New York, NY 10014

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zar@plutoprojects.net

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1. About Us

Pluto Projects LLC is a creative & digital agency with years of experience, real-time technology, and a bundle of creative minds that can lead you to success. A perfect blend of technology, creative thinking and digital craftsmanship enable us to produce eye-catching designs, impactful digital strategies, pioneering online marketing solutions and high-quality websites and applications. We are dedicated to alleviating technical dilemmas and opening doors to creative thinking and enabling solutions by giving changemakers more time to focus on the issues that really matter.

1.1 Why Us?

At Pluto Projects LLC, you will get dazzling designs and flawless solutions to all your digital needs. Each of our bespoke service are tailored to individual requirements of users, meaning that you'll receive a solution that reflects your unique values and brand. Pluto Projects LLC combines strategic thinking and emerging technologies to provide innovative solutions that consistently break new ground. We deliver high-quality work through our focus on client communication, responsive user service, client education, seamless project management, product quality, and a fair approach to business.

1.2 Our Services



**Digital
Marketing**



**Web Design &
Development**



**Brand Identity &
Development**



**Social Media
Management**



**Web Hosting &
Security Services**

2. Our Process



1. Discovery

We work with clients to understand their business and we merge their initial concept with the strategies that our team at Pluto Projects brings together. We assess the possible challenges and identify the ways to overcome them.



2. Sign Off

We will deliver you the proposal so you can review what we are going to develop for you. We'll revise the proposal until you are satisfied. Once we are in agreement, we will deliver you the contract to sign and kick off the project officially.



3. Documentation

We establish what features go into the product and how they will work together. Here, we're drafting a skeletal framework for the app in the form of wireframes and documents.



4. UI/UX Design

When it comes to first impressions, it's all about design. We'll put our passion for good design to work and based on approved wireframes we'll design all screens, but will always share a few screens first to get your approval.



5. Development

The development process is broken down into sprints based on feature sets. Our agile-based development process will allow you to regularly review and assess what we are building. By accessing the developer link provided by us, you will be able to see updates to your project.



6. Testing & QA

Our Quality Assurance team will test the app after each development sprint and once all major functionality is implemented, we will prepare a Beta Build to go through a technical quality assurance as well as a customer success quality check.



7. Launch

After passing the Beta Build through a final round of QA and refinements, we'll have in our hands a Release Build. The website will need to be officially migrated to your domain for official launch!



8. Maintenance

We provide our clients with a 3 months bug fixing period, free of charge, and maintenance packages that cover everything from small updates to completely new versions of your application.

3. Project Overview

To create a customer portal where the clients' customers can register to create their login, and at first login, the customer will undergo through a Questionnaire Wizard for the business to learn everything about their customer, and all of that information would be saved under the clients' user account and data. The details of the questionnaire wizard collected during the project workshop and capability

The client portal will require a marketplace system for different services that the client will offer. Every user logged in will have access to the marketplace to create an inquiry, fill out an application form for the selected services; and collect payment for the selected services and automatically create a new inquiry within the inquiry management module.

Inside the inquiry management module will contain numerous users and their respective inquiries easily searchable by typing their inquiry name / customer name. Per inquiry, it will begin with details of the customers' specific needs and their application form they filled out; followed by details of the purchase (cost / balance / paid) and then a discussion module with capabilities of uploading Microsoft Word, Excel, and PowerPoint files along with an html editor to type out anything they need for their inquiry. This will enable easy communication back and forth between NYLandlords and any of their partners and their customers. Multiple members will be able to leave a comment on the discussion module per inquiry.

There will be another module for client settings and details containing all of the client's customers' data, including their email and admin password reset capabilities. A similar module for Admin management as well. Admin users are manually created and are given customizable permission roles to ensure customer privacy. Client will be able to enable sub-admins to access only specific type of inquiries that the client customers opt-into. With these options, it is important to maintain support services with an Admin support module directly to the Client company only. The portal will enable direct company to client communication only; excluding any partners that have sub-admin roles on the client portal software.

Lastly a dashboard with graphs and statistics for all of your data altogether.

[IMPORTANT NOTES]

SCOPE OF WORK

The following pages are the result of research and planning a strategy to create a viable business model for NYLandlords, an association of property owners. This serves as a system to organize your clients and create a system for them to find exclusive access to different benefits that NYLandlords can provide its patrons, like access to professional services to help their property management business.



4. Business Portal - Web Application

4.1 ASSET QUALIFICATION TEST / PROPERTY INFORMATION AND DETAILS



- Collect customer name, number, email, different property addresses, and more. Collect customer property management business income, expenses, property details like size in sqft or number of units, tenant details, eviction cases, current business challenges, legal situations / representation details, and more. All asset information will be saved under client details / settings.
- Collect Property income, tax, expenses, and insurance details, including purchase price and investments made into repair and/or renovation, and liquidity details.
- Admin Portal / Interface
- Customer Portal / Interface

4.2 USER SIGN UP / PORTAL



- Signup / registration page.
- Registration requirement based on membership fee of \$_____ per month.
- After purchase, give access to User portal / interface.

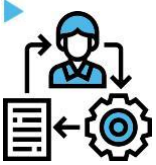
4.3 ADMIN PORTAL



- ▶ Admin login page with its own separate dashboard. All features client side but with settings to modify and change as you please.

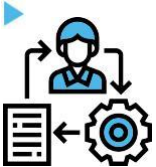
5. Customer Interface

5.1 CUSTOMER INQUIRY MANAGEMENT



- List of all inquiries created by the customer with specific inquiry details page.
- Inquiry details page shows the customers' costs, balance, total payment, the application filled out after inquiry purchase, and the inquiry discussion.
- Each inquiry discussion will have multi-file upload capabilities.
- View order system to track any and all inquiries, details, orders and invoices.

5.2 MARKETPLACE / INQUIRY ORDER SYSTEM



- Marketplace page with different services for landlords. When customer clicks on a service they select, it will direct them to the pricing breakdown page.
- Customers will be able to purchase the service and fill out an application form to submit their paid inquiry that prints an automatic invoice.
- The inquiry will then be assigned to the necessary people involved including any partners; and an email alert will be sent.
- User will be able to purchase and view all past orders, inquiries, and invoices.

5.3 USER PAYMENTS AND INVOICES



- ▶ Customers will always be able to purchase in the marketplace, with automated invoices and view all their past orders, inquiries, and invoices to view, print, and download.

6. Administrator Interface

6.1 ADMIN INQUIRY MANAGEMENT



- Payment reminder button that will send customer an email to pay their invoice.
- Order management system to modify inquiry cost, balance, total paid.
- Access inquiry details, discussion, and admin controls to make any change.
- Multi-Admin support in inquiry discussions to collaborate with the customer.

6.2 SUB ADMIN SETTINGS



- Sub Admins can be added with customizable permissions/roles for partners and associates using also the customer management / client portal system.
- Master Admin, in this case, the client, will have master control to modify anything.

6.3 DEPARTMENT SETTINGS



- Admin will be able to add / remove services that customers can inquire about.
- Customize the different forms specific to the type of inquiry / department.
- Assign departments / specific types of inquiries to an admin to get notifications.

6.4 CLIENT SETTINGS & SUPPORT



- Add new customers, register users manually, reset user/admin password, and view all your customer data, address and business details all in one place.
- View customer last login, inquiry amount summaries, and payment summaries.
- Access help-ticket system for direct communication with different customers outside of the paid inquiry management system to exclude partners in support.

7. NYLandlords Marketplace

7.1 MARKETPLACE VISUAL DESIGN



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EVICTON SPECIALIST**

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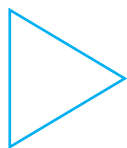
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PROTECTION PROGRAM**

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7.2 SERVICE INQUIRY / PAYMENT PAGE (PER INQUIRY)



CLICK TO PLAY VIDEO

SERVICE TITLE

Here lies your specific service inquiry description to provide some context to the services provided and summarizes the video. The video should explain the process the customer will be taken through.

- ❖ FEATURE 1
- ❖ FEATURE 2
- ❖ FEATURE 3
- ❖ FEATURES ALL PRICE PLANS HAVE.

\$99

SERVICE TITLE

- ❖ FEATURE 1
- ❖ FEATURE 2
- ❖ FEATURE 3
- ❖ FEATURES

\$99

SERVICE TITLE

- ❖ FEATURE 1
- ❖ FEATURE 2
- ❖ FEATURE 3
- ❖ FEATURES

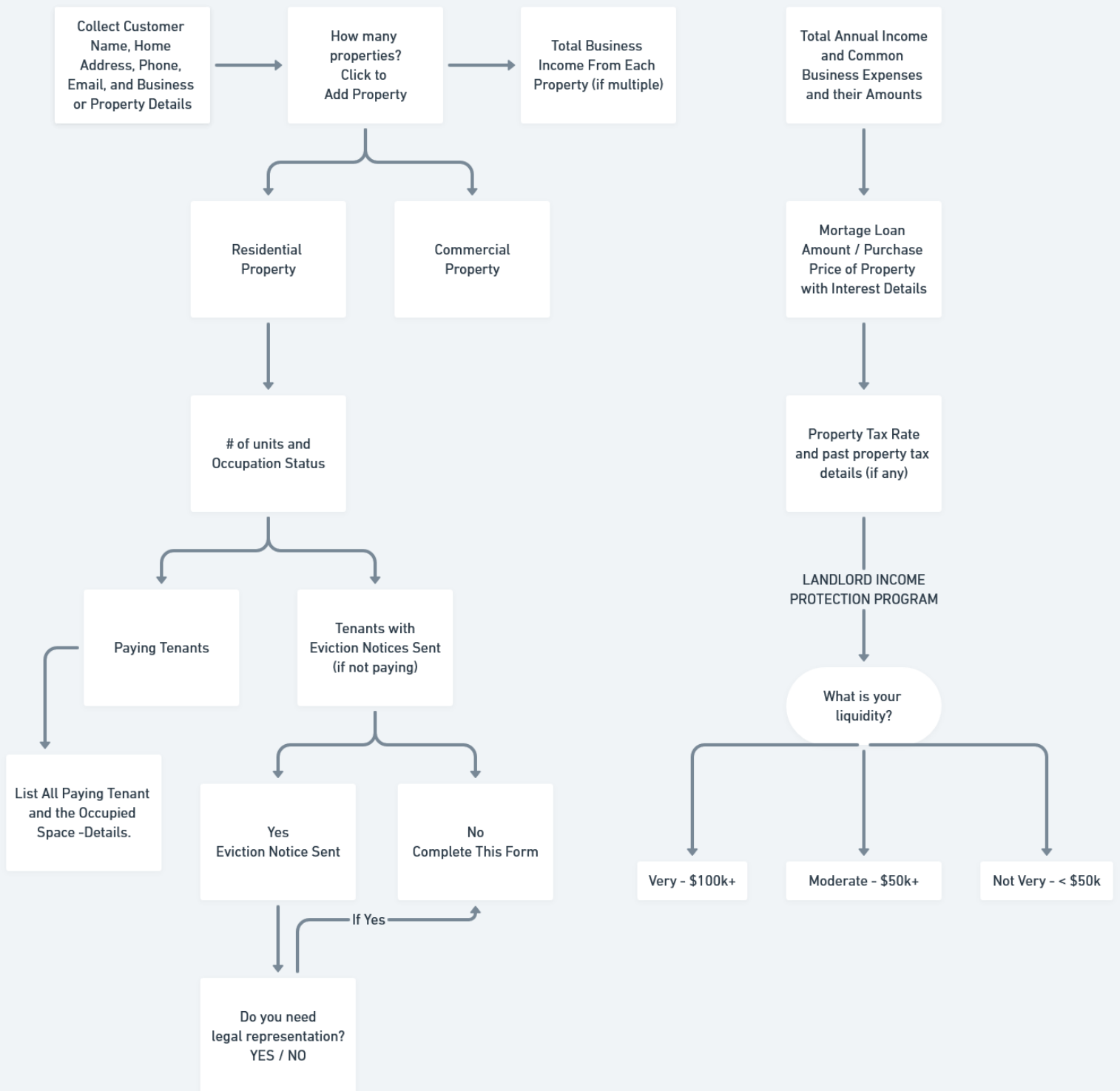
\$99

SERVICE TITLE

- ❖ FEATURE 1
- ❖ FEATURE 2
- ❖ FEATURE 3
- ❖ FEATURES

8. Inquiry Wizard

After customer submits their registration and paid their enrollment subscription, the customer will be guided through a customer questionnaire to help enable NYLandlords learn about their customers, their properties, their business, their challenges, and more to determine how to best serve them and their needs. The following diagram shows the flowchart of the wizard questions and what steps would follow after a certain step, and/or information needed to be filled out at certain/specific steps.



9. Time and Cost Estimates

MODULES	TIME ESTIMATES
Documentation & Research	Completed.
Wireframes & workflow	5 Days
Design & Brand Strategy	2 Days
Prototype	3 Days
Development	5 Days
Alpha Build	5 Days
Beta Build	5 Days
Testing & QA	5 Days
Total	30 Days – Total Time

PAYMENT SCHEDULE	
Project Kick Off	\$ 3,000
Project Timeline	30 Days
Total	\$ 3,000

10. Acceptance of Proposal

This Service Agreement, effective as of December 1, 2020, is entered into and governed by the State of New York by and between **NYLandlords**. (the “**Client**”) and **Pluto Projects LLC** (the “**Company**”). This Service Agreement constitutes the complete agreement regarding services and deliverables provided under the scope of work attached in this proposal with this service agreement.

1. **Scope of Work.** The Company is to provide the Client with the following services:
 - Client Portal and marketplace system as outlined in the attached proposal.
2. **Compensation; Payment.** Client shall provide compensation to the Company at a rate of **\$3000 for the Services** rendered. Company shall provide the Client with a receipt upon completion of the Services and payments made. Payment for the Services is due upon project initiation.
3. **Term; Termination.** This Agreement shall commence **IMMEDIATELY** upon payment and remain in effect until the Services are completed by **30 DAYS** which includes the 30-day revisions/additions period following the payment for services rendered.
4. **Independent Contractor Status.** The Company is serving as an independent contractor in providing the Services. Under this Agreement, the Company is neither an employee nor a partner of the Client.
5. **Notice.** All notices required or permitted under this Agreement will be provided in writing and delivered to both parties.
6. **Governing Law.** The laws of the **State of New York** govern all matters arising out of or relating to this Agreement and the transactions it contemplates, including, without limitation, its interpretation, construction, validity, performance, and enforcement.
7. **Intellectual Property.** The Company irrevocably transfers and assigns to the Client exclusive ownership to the final deliverables of the services rendered under this agreement. To the extent that any of the Company’s pre-existing materials are incorporated in or combined with any deliverable, hereby grants the Client non-exclusive, royalty-free, irrevocable, perpetual, fully paid-up license to the aforementioned work-product materials.
8. **Entire Agreement.** This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement and supersedes all other agreements, whether written or oral, between the parties.

IN WITNESS WHEREOF, the Parties have executed this service agreement.

NYLANDLORDS.

PLUTO PROJECTS LLC

Name: Mike Soyfer

Name: Kawsar Hussain

Title: CO-FOUNDER

Title: CEO



PLUTOPROJECTS

