**NEXT INNOVATION**

**SOCIAL MEDIA WEB APPLICATION FOR COMPANY X**

Date: October 19, 2014

Mr. Client Representative

Name of Client’s Company

Client Address: Philippines

Dear Mr. Client Representative,

At NEXT INNOVATION, we combine technical excellence and clear communication to create the best client-oriented software. As every client is unique and has its own specific needs, we strive to deliver a personal, innovative and affordable project proposal. We then execute this proposal by precisely following time and budget constraints with outstanding results.

With over 5 years of operations in the industry, as well as a prestigious client list that includes XXXXXX, we believe that we are slowly but surely outperforming our competitors in terms of service, customer satisfaction, and delivery of outstanding products that are both innovative and client-centered. Should you wish to contact our current and past clients for feedback of our company, kindly let us know and we will gladly refer you to them. We are proud to claim that we believe you will hear nothing but positive endorsement from them. Also, you can review our company and services at www.nextinnovation.jp to see our portfolio of previous work.

Furthermore, we pride ourselves on our after-sales customer-care. We will continue to provide staff-training on software use, as well as on-site and offsite support.

We would like to thank you in advance for taking time to read this proposal.

Sincerely,

NEXT INNOVATION REPRESENTATIVE

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**I. Project Overview**

The aim of this project is to create a Social Media web application for Company X. We understand that your idea is to create a social media system that is interest-based, as such NEXT INNOVATION will approach this project using design processes never seen before, as well as with functionality and operations that will amaze users from the very start.

The latest technology from Japan, both hardware and software, will be used to create this application. Our company will strictly follow the milestone schedule, and will be in constant communication with your company to assure you that we are going the direction you want us to go.

The payment scheme will be flexible, training of users will be rigorous, and there will be strong after-sales support.

Together, we aim to create a social media experience that will captivate users all over the world.

**II. Obstacles**

*Technical Obstacles*

* Issues in integration between different systems
  + However, the technology we posses will be able to mitigate any risks involving integration across different systems

*Industry and Market Risks*

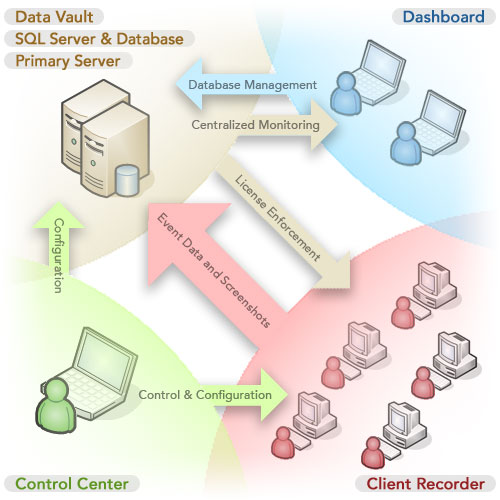
* Risk: technology could become outmoded during development or after launch
* A decrease in the userbase of a core part of the software
  + We have best practices to mitigate these problems, as ell as future-proofing systems and modular development

*Budgetary Risks*

* Missed deadlines or going over budget
  + Our company diligently follows the schedule of project milestones and reporting process to mitigate such risks

**III. System Architecture**

(Sample Diagram only)



**IV. Technology Requirements**

*Hardware*

The software will run on JAVA, which can be implemented in a virtual environment on all major operating systems (Windows, Mac, and Linux) on all modern hardware architectures (desktops, iPhones, and Android Smartphones).

|  |  |
| --- | --- |
| **Component** | **Minimum Requirement** |
| Processor | 64-bit, four-core, 2.5 GHz minimum per core (If your dataset size is significantly larger than the medium dataset, we recommend 8 cores.) |
| RAM | 32 GB |
| Hard Disk | 250 GB |

*Software*

Software will be coded in Java SE which is an open source and future-proof development language which runs in a virtual environment and so can be implemented easily across platforms including new hardware architectures.

|  |  |
| --- | --- |
| **Component** | **Minimum Requirement** |
| Operating System | Windows Server 2012, Standard Edition (64-bit) |
| Database Server (SQL Server) | SQL Server 2008 R2 with Service Pack 1 (SP1) (64-bit) |
| Project Web App requirements | Supported Web Browsers:  Apple Safari (latest released version)  Internet Explorer 11  Internet Explorer 10  Mozilla Firefox (latest version)  Google Chrome (Latest released version) |

**V. Milestones and Reporting**

Below are the stages of development, as well as a table for the milestones of the project.

*1 Analysis*

Our team will be gathering all necessary client data for the project. We will be having discussions with you regarding the software needs of your company, as well as giving you step by step methods on how our software will solve your problems. Meetings with managers, stake holders and users are held in order to determine the requirements like; Who is going to use the system? How will they use the system?  What data should be input into the system?  What data should be output by the system?

*2 Development*

This is the phase of software development. Our company will constantly be in contact with you regarding version updates.

*3 Testing*

In this stage, an investigation is conducted to provide stakeholders with information about the quality of the software product. We will be able to provide an objective, independent view of the software to allow the business to appreciate and understand the risks of software implementation. Test techniques include, but are not limited to, the process of executing a program or application with the intent of finding software bugs (errors or other defects).

*4 Deployment*

After successful testing, the product is delivered / deployed to the customer for their use.

*5 Training*

We will be conducting a rigid, hands-on training for all expected users of the software.

*6 Maintenance*

We will be in constant contact with your company for feedback and any concerns pertaining to the software. Any problems that may occur when using the software will be taken care of immediately.

**Table of Milestones**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Milestone** | **Tasks** | **Reporting** | **Hrs** | **Date** |
| 1.1 | Analysis and design stage, gather data and create system mockup | None | 20 | 20/1/15 |
| 1.2 | Architecture design | None | 4 | 1/2/15 |
| 1.3 | Design work plan (distribution of tasks to development teams) | Client meeting to review work plan | 10 | 7/2/15 |
| 2.1 | Create database | None | 5 | 14/2/15 |
| 2.2 | Import existing client data | None | 5 | 21/2/15 |
| 2.3 | Clean data | None | 5 | 28/2/15 |
| 2.4 | Create Graphical User Interface | Client Meeting to review Interface | 30 | 1/4/15 |
| 2.5 | Integration with Oracle | None | 10 | 7/4/15 |
| 2.6 | Integration with PaperlessOffice.net | None | 10 | 14/4/15 |
| 2.7 | Integration with smartphone network | Email report | 10 | 21/4/15 |
| 2.8 | Port to iPhone environment | None | 20 | 28/4/15 |
| 3.1 | Alpha testing desktop application | Email Report | 25 | 7/5/15 |
| 3.2 | Alpha testing smartphone application | None | 25 | 14/5/15 |
| 3.3 | Open Beta testing | Client Meeting | 22 | 21/5/15 |
| 3.4 | Finalize documentation | None | 20 | 28/5/15 |
| 4.1 | Deployment to desktops | None | 5 | 1/6/15 |
| 4.2 | Deployment to smartphones | None | 10 | 7/6/15 |
| 5.1 | In-house training | Client Meeting | 16 | 14/6/15 |
| 5.2 | AdHoc Training | None | 4 | 20/6/15 |

**VI. Deployment and Testing**

*Deployment*

Below is a table indicating the deployment stages, tasks, and people involved.

|  |  |
| --- | --- |
| **Major Task** | **People Involved** |
| **Completing deployment preparations**  The team updates the deployment plan installs, configures, and tests hardware and software components. | Development Team,  Release Management Team |
| **Creating operations procedures**   The team creates and documents procedures and defines checkpoints to help the operations team monitor and maintain the solution. | Development Team,  Release Management Team |
| **Deploying the solution**   The team deploys the core technology and completes site deployments. | Development Team,  Release Management Team |
| **Stabilizing the deployment**   Project team and operations work toward a predefined state of completion for the solution. | Development Team |
| **Transferring ownership to operations**   The team formally hands over responsibility for the solution to the operations team. | Release Management Team |
| **Closing the Deploying Phase**   The team meets the Deployment Complete Milestone requirements and later completes post-project reviews with the customer and project team. | Project Team |

*Testing*

Aside from the alpha testing scenarios that will be done by the development team, we will be having multiple tests held with the stakeholders to review the following

|  |  |  |
| --- | --- | --- |
| Step | Description |  |
| 1 | The determination of the functionality that the intended application is meant to perform | |
| 2 | The creation of test data based on the specifications of the application. | |
| 3 | The output based on the test data and the specifications of the application. | |
| 4 | The writing of Test Scenarios and the execution of test cases. | |
| 5 | The comparison of actual and expected results based on the executed test cases. | |

**VII. Documentation, Warranty, Support, Training**

*Documentation*

The documents provided will be as follows:

* User Documentation
  + Functional Description of System
  + System Installation Document
  + Introductory Manual
  + System Reference manual
  + System Administrator’s Guide
* System Documentation
  + Requirements document
  + System Architecture
  + Program Source Code Listings
  + Validation Documents

*Warranty*

WARRANTY PERIOD

The Contractor shall in accordance with acceptable computing practice to make good with all possible speed at its own expense any defect in any portion of the Project which may be identified on the Acceptance Certificate or develops and is notified to the Contractor during a period of twelve calendar months after the Acceptance Date and which results in a failure of the Software to fulfil the functions or meet the level of performance detailed in the Contract.

The provisions of this Clause shall not apply to any defects which arise or develop as a result of alterations made to the Software by the Customer.

*Support*

MAINTENANCE

If required by the Customer before the end of the Warranty Period the Contractor shall enter into a separate contract for maintenance of the Software on terms and conditions to be agreed.

If the maintenance contract commences on the Acceptance Date the maintenance charges during the Warranty Period shall reflect the Contractor's obligations under Clause 24.

*Training*

A total of 20 hours of training will be provided for your company to become familiar with the use of the software. This will be free of charge.

For further training in excess of the 20 allotted hours, a fee of P1000.00 will be charged for every hour of training. Training will be conducted remotely using a screen sharing software. For onsite training, the actual costs of traveling to the client’s location, including but not limited to transportation, lodging, and food expenses, shall be shouldered by the client.

**VIII. Pricing and Payment Terms**

Below are the payment terms we propose for the project:

|  |  |  |
| --- | --- | --- |
| Percentage of Payment | Amount | Schedule of Payment |
| 50 %(50%) | P500,000.00 | Paid on acceptance of this proposal and signing of our software development agreement |
| 15% (65%) | P150,000.00 | Paid at completion of Milestone 1 |
| 15% (80%) | P150,000.00 | Paid at completion of Milestone 2 |
| 10% (90%) | P100,000.00 | Paid at completion of Milestone 3 |
| 10% (100%) | P100,000.00 | Paid at completion of Milestone 4 |

**IX. Contact Us**

You can get in touch with us in any of the following ways:

[Mobile Number]:

xxxxxxxxxx

[Office Number] (Main Reception):

xxxxxxxxxxx

[Fax Number]:

xxxxxxxxxxxx

[email]:

NEXTINNOVATION@gmail.com

[Website]:

www.nextinnovation.jp

[By mail]:

xxxx Minato-Ku, Tokyo Japan

Should you wish to proceed with our proposal, kindly sign the first page then return a copy to us by email, fax, or mail.

Please feel free to contact us for further discussion, inquiry, and other concerns.

Thank you and looking forward to hearing from you soon.