



This Letter of Understanding is entered into as of the Signing Date between the STUDENT(S) and the COMPANY for the purpose to describe the student project.

WHEREAS the STUDENT(S), enrolled at Conestoga College Institute of Technology and Advanced Learning (herein “Conestoga”), has (have) been asked to develop, design, and/or produce a prototype product or process for the COMPANY in the pursuit of either his/her/their academic requirements within a final year, capstone, or class project, or other project outside of academic pursuits (herein referred to as “PROJECT”);

AND WHEREAS the COMPANY has agreed to accept the quality and quantity of the STUDENT’s work in the pursuit of his/her/their academic requirement as presented in the final deliverable for the PROJECT and to accept the full responsibility and full risk of implementing the final deliverable into the COMPANY, the parties agree upon the following scope and schedule.

PROJECT DEFINITION	
Title	<i>Comprehensive Market Research and Strategy Enhancement for</i>
Description (< 300 words)	Scope and description of the project. The project involves primary market research through surveys and interactive chat sessions to gather valuable insights on customer preferences in the used car market. The data collected will inform strategic upgrades to the platform, ensuring it aligns with user expectations, and will contribute to the development of effective digital marketing strategies.
Short Description for Conestoga Website (< 150 words)	This short description is for public release. This project focuses on conducting primary market research to refine and enhance the strategy for a tech-driven used car platform. The aim is to better understand customer needs, preferences, and concerns to optimize product offerings and marketing strategies.
Deliverables	Deliverables can be listed in point form. Digital marketing strategy, including content themes, channels, and influencer collaborations. Revised product strategy incorporating technological trends identified in the research. Estimated implementation plan for suggested upgrades.
Start Date	
End Date	
Estimated amount of work (in hours)	
Budget Proposal	List of key items (<i>number of students, materials, software licenses, number of trips to/from company, Student Awards, etc.</i>)
Intellectual Property	As per NDA agreement (or write new items here)
Company In-Kind Contribution	

Having read and understood this Agreement, the STUDENT(S) and the COMPANY accept the above terms and conditions as of the Signed Date.

Student 1	COMPANY
SIGNATURE: <u>Nithin Thomas Ninan</u>	SIGNATURE: _____
SIGNING DATE: <u>26-01-2024</u>	SIGNING DATE: _____
NAME (PRINTED): _____	NAME (PRINTED): _____
EMAIL: _____	TITLE: _____ <i>I have authority to bind the COMPANY.</i>
Student 2	NAME OF COMPANY: _____
SIGNATURE: <u>George Eldo</u>	ADDRESS: _____
SIGNING DATE: <u>26-01-2024</u>	TEL: _____
NAME (PRINTED): _____	FAX: _____
EMAIL: _____	EMAIL: _____
Student 3	
SIGNATURE: <u>Ashmi Alfred</u>	
SIGNING DATE: <u>26-01-2024</u>	
NAME (PRINTED): _____	
EMAIL: _____	
Student 4	Witness
SIGNATURE: _____	SIGNATURE: _____
SIGNING DATE: _____	SIGNING DATE: _____
NAME (PRINTED): _____	NAME (PRINTED): _____
EMAIL: _____	

This template-document has been developed by Conestoga's Applied Research and Innovation office for the use in Research Projects. Conestoga is not a party to this Agreement.