

<b>Company</b>	LiteBrew Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM LiteBrew TikTok and B2B Sales Outreach - AI Outbound - LinkedIn + Email - 4 months
<b>Appointment Start Date</b>	28 August 2025

**Standard Packaged Solution (ie. Minimum items to be purchased)**

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable to Digital Marketing Packages		NA	1.00		
3) Professional Services Email Outreach Needs Analysis & Strategy Development - Kick-off session and brief alignment - Identification of digital gaps and competitive audit - Target audience profiling and content direction planning - Email outreach brand positioning, objectives, and strategic proposal		Per Report	1.00		
Camapign 1: AI-Powered Email Outreach Includes shared access to up to 2,000 enriched contacts Deliverables: - Setup of 5-step outreach sequence - AI-persona based pitch customization - Variations in email messaging for A/B testing - Dashboard setup to monitor open rates, CTR, and replies - All responses managed directly by the client - Shared contact pool: Access to a total of up to 2,000 AI-mined leads (shared across both Email and LinkedIn campaigns) - Contacts enriched with: name, email, phone, LinkedIn - Company data includes: industry, employee size, revenue - Deduplicated and validated, delivered once in CSV or CRM format		Per Campaign	1.00		
KPIs - Open Rate 3-5% of emails opened - Lead increase by 10% (based on replies received) Leads to be defined as prospects engaging in meaningful conversation.					

<p>Campaign 2: AI-Powered LinkedIn Outreach Includes shared access to up to 2,000 enriched contacts</p> <p>Deliverables:</p> <ul style="list-style-type: none"> <li>- Setup of 5-step sequence</li> <li>- Persona-based pitch customization tailored to LinkedIn context</li> <li>- Message variation across connection request and follow-ups</li> <li>- No lead qualification mechanism</li> <li>- Dashboard setup to track connection acceptance, message replies, and engagement</li> <li>- Shared contact pool: Access to a total of up to 2,000 AI-mined leads (shared across both Email and LinkedIn campaigns)</li> <li>- Contacts enriched with: name, email, phone, LinkedIn</li> <li>- Company data includes: industry, employee size, revenue</li> <li>- Deduplicated and validated, delivered once in CSV or CRM format</li> </ul> <p>KPIs</p> <ul style="list-style-type: none"> <li>- Connection Acceptance Rate – 5%-10% of connection requests accepted</li> <li>- Reply Rate 3 - 5% of successful connections that replied</li> </ul> <p>Review and Recommendation</p> <ul style="list-style-type: none"> <li>- Post-campaign review meetings with client</li> <li>- Report on KPIs such as views, engagement, CTR, ROAS</li> <li>- Strategic improvement recommendations for future campaigns</li> <li>- Final performance summary and content effectiveness analysis</li> </ul> <p>Digital Assets Creation (Outbound)</p> <ul style="list-style-type: none"> <li>- 5 sets of email and LinkedIn copies</li> <li>- Optimised for click-throughs, usable in outbound campaign tools</li> </ul> <p>4) Training</p> <p>Training and Handover</p> <ul style="list-style-type: none"> <li>- Final team debrief session</li> <li>- Transfer of all campaign assets and documentation</li> <li>- Completion of handover checklist with client</li> <li>- Archival and backup of TikTok content deliverables</li> </ul> <p>5) Others</p> <p>Not Applicable</p>					
		Per Campaign	1.00		
		Per Report	1.00		
		Per Creative	5.00		
		Per Session	1.00		
<b>Total</b>				<b>\$ 8,000.00</b>	<b>\$ 8,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

\* Qualifying cost refers to the supportable cost to be co-funded under the grant