Company	LiteBrew Pte. Ltd.
Digital Solution Name & Version Number[1]	DM LiteBrew TikTok and B2B Sales Outreach - AI Outbound - LinkedIn + Email - 3 months
Appointment Start Date	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		
Campaign 1: AI-Powered Email Outreach + Follow-up Includes shared access to up to 2,000 enriched contacts Deliverables: - Multi-step email outreach campaign over 4 months - Auto follow-ups and smart sequencing - Personalized email messaging based on prospect persona and company profile - Full reply handling and lead qualification managed by our team - Performance tracking segmented by audience and campaign stage - Shared contact pool: Access to up to 2,000 AI-sourced and enriched B2B leads (shared with LinkedIn outreach) - Includes name, email, phone, LinkedIn - Company details: industry, size, revenue - Deduped, validated, and delivered once via CSV or CRM 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.		Per Campaign	1.00		

Campaign 2: AI-Powered LinkedIn Outreach + Follow-up Includes shared access to up to 2,000 enriched contacts Deliverables: - Multi-step LinkedIn outreach campaign over 4 months - Auto profile visits, connection invites, and reply sequences - Customized messaging based on persona and platform behavior - Full reply handling and lead qualification managed by our team - Performance analysis across audience segments and LinkedIn touchpoints - Shared contact pool: Access to up to 2,000 AI-sourced and enriched B2B leads (shared with Email outreach) - Includes name, email, phone, LinkedIn - Company details: industry, size, revenue - Deduped, validated, and delivered once via CSV or CRM KPIs - Connection Acceptance Rate – 5%-10% of connection requests accepted - Reply Rate 3 - 5% of successful connections that replied	Per Campaign	1.00	
Review and Recommendation - Post-campaign review meetings with client - Report on KPIs such as views, engagement, CTR, ROAS - Strategic improvement recommendations for future campaigns - Final performance summary and content effectiveness analysis	Per Report	1.00	
Digital Assets Creation (Outbound) - 5 sets of email and LinkedIn copies - Optimised for click-throughs, usable in outbound campaign tools	Per Creative	5.00	
4) Training Training and Handover - Final team debrief session - Transfer of all campaign assets and documentation - Completion of handover checklist with client	Per Session	1.00	
5) Others Not Applicable			
	Total	$ 11,000.00	$ 10,000.00

[1] 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