Company	Advocado Pte Ltd
Digital Solution Name & Version Number[1]	Advocado Cloud Loyalty CRM Software - Standard
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period[2]	14 July 2023 to 13 July 2024

wef. 24 August 2023

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Advocado Cloud software subscription for 1 year - Standard Features:☐ - Unlimited customers & up to 5 users - Choose up to 3: Loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting☐ - Comprehensive merchant backend app to access dashboards and reports - Beautiful and intuitive consumer app☐ - Fully compliant to PDPA☐ - Free upgrades & unlimited cloud storage (suitable for SMEs starting out with their first location)		Per Year	1.00		
Additional features for 1 year - Standard - Robust real time B.I reporting - Automated customer engagement marketing including scheduled broadcasts, recovery, campaign alerts - Dynamic customer segmentation: Identify your most important and valuable customers automatically		Per Year	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding - Standard includes: - Kickstart consultation which includes project requirement scoping - Confirmation and finalisation of requirements - Setup of campaigns, customisation of campaigns based on workflow - Issue of logins for merchant management - Onsite deployment (for a single location only)		Per Man Day	5.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				$ 6,000.00	$ 6,000.00

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999
[2] As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration
  for an additional one-year ("Extended Appointment Period")
* Qualifying cost refers to the supportable cost to be co-funded under the grant