

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Search Engine Optimization (20 Keywords) & Social Media Advertising [6 Months Package]
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

wef 25 November 2021

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Search Engine Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis					
AND					
Social Media Advertising - Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget - Analysing Client's Current Social Media Presence (Facebook & Instagram) Presence - Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development					
Search Engine Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)					
AND					
Social Media Advertising - Digital Marketing Objectives - Target Audience & Persona - Creative Inspirations - Tone of Voice for Captions - Objectives & Campaign Plan for Social Media Advertising - Work Process Plan (Engagement Plan)		Per Report	1.00		

Final Project Report		Per Report	1.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
Total				\$	9,000.00
				\$	9,000.00

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