

Company	Shopmatic Pte Ltd
Digital Solution Name & Version Number¹	Shopmatic - Shopmatic Pro Concierge
Appointment Period	06 August 2020 to 05 August 2021
Extended Appointment Period²	06 August 2021 to 05 August 2022

wef 1 March 2021

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Subscription for 1 year Includes: - Website Builder with fully integrated - Payment Integration - Shipping Integration - Product Management - Store Management - Facebook Integration - Marketing Tools - Data Analytics - Checkout Experience - Shopmatic App, to support store operation: upload new products, check and fulfill sales orders etc		per annum	1.00		
2) Hardware Not Applicable					
3) Professional Services i) Project Consultation and Basic Set-up Session - Project Discussion & Requirement Scooping to determine SME's requirements for webstore build - Set up E-payment and Logistics Options - Enable Chats - Linking Social Media Platform - Set up custom domain - Includes a Personalised Handover training session ii) Content Creation - Professional Copywriting & Copyediting (5 Pages) - Basic Product Photography of 3 angles on white background (30 Products) iii) Webstore Building and Content Uploading - Upload content, design and build 5 Pages - Upload Product listing and photos for 30 Products using the product csv template iv) Google Analytics and Facebook Pixel setup v) Project Management		per manday	1.50		
		per package	1.00		
		per manday	3.00		
		per manday	1.00		
		per manday	1.00		
4) Training i) Personalised hands-on training session (approximately 2 hours) on using the platform with SME representative(s) upon handover of the complete webstore; to be held via video training or onsite		per session	1.00		

ii) Webstore Designing and Product Catalogue management Can be used as a refresher for current staff OR training for new staff.		per session	2.00		
5) Others i) Maintenance & Support - Personalised Outbound Phone Consulting Sessions: 4 x 30-min sessions per month; bookable and to be scheduled via seller dashboard (included in the 12-month subscription fee)		per year	1.00		
ii) Annual secured hosting by AWS (included in the 12-month subscription fee)		per year	1.00		
Total				\$ 3,000.00	\$ 2,250.00

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