Company	Next Level SG Pte Ltd
Digital Solution Name & Version Number[1]	Accelerated Digital Marketing For SMEs - Accelerated Digital Marketing For SMEs - Live Streaming
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period[2]	28 October 2022 to 27 October 2023

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Not applicable		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Client Discovery And Current State Analysis Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development: Developing A Product or Service Offer According To Buyer Psychology Selecting A Campaign Objective Audience Targeting Campaign Placement Methodology and Selection Optimisation Metrics Campaign Concept Brainstorming		Per Report	1.00		
Digital Marketing Campaigns: 2 Livestream Campaigns (On Facebook or Shopee live) - Livestream Strategy Session (Product, Offer, Hook) - Selection of Schedule, Streaming Platform & Order Mechanics - Selection and Engagement of Hosts - Livestream Conceptualization - Program Flow Preparation and Revision - Backend Integration for Checkout Process - Briefing Session with Hosts - Livestream Comments Preparation - Pre-Livestream Rehearsal with Hosts - Pre-Livestream Art Direction - Pre-Livestream Equipment and Stream Set Up - Livestream Comments Management - Livestream Inbox Management - User Generated Content (UGC) Curation - Live Stream Execution		Month	3.00		
Digital Assets Creation: Live Stream Video Recording Download		Per Unit	2.00		
Digital Assets Creation: Pre Live Social Post Image		Per Unit	2.00		
Review and recommendation: Post Campaign Meeting Post Campaign Report with Recommendations		Per Report	2.00		
Final Report		Per Report	1.00		
Target Increase In Brand Awareness (Impressions): 200%-700%					
Target Return On Ad Spend (ROAS): 100% - 200% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)		NA	1.00		
4) Training Handover		Per Setup	1.00		
5) Others Not Applicable					
			Total	$ 9,900.00	$ 9,900.00

[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