

Company	BENCHMARKING PTE. LTD.
Digital Solution Name & Version Number¹	AI Insights Pro - PACKAGE 1 Market Research and Video Content Creation Comprehensive Solution
Appointment Period	13 March 2025 to 12 March 2026
Extended Appointment Period²	13 March 2026 to 12 March 2027

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software AI Insights Pro Software: 12-month access for real-time data analysis, customer enrichment, segmentation, and data visualization to drive strategic decisions. Social Media Integration: Seamless TikTok and Instagram integration for comprehensive analytics. Personalized Content Creation: Tools for video content creation, market research, and performance tracking, ensuring: Consistent brand voice across platforms. Accurate customer personas for targeted marketing. In-depth audience research on demographics and behaviors. Market Analysis: Client demographics and behavior insights. Competitor strategies evaluation. Trend identification and audience engagement studies. Content Capabilities: Develop video marketing strategies, generate videos, and track client performance. Usage Caps: 200 analysis reports/month. 150 videos/month.		Per Year	1.00		
2) Hardware Not Applicable					
3) Professional Services Account Setup: Assistance with initial setup and configuration of the software to align with business needs. Continuous customer support for software customize usage and fine tune. (1 year)		man-days	5.00		
4) Training Comprehensive training sessions to ensure team can effectively utilize all features of the software.		man-days	5.00		
5) Others Not Applicable					
Total				\$ 17,000.00	\$ 14,000.00

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