DETAILS OF PRE-APPROVED DIGITAL SOLUTION

Company	Corsiva Lab Pte. Ltd.
Digital Solution Name & Version Number ¹	DM Corsiva Lab Digital Marketing Packages - Package 1 - SEO (10 Keywords) +
Digital Solution Name & Version Number	SMA [3 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period ²	08 February 2025 to 07 February 2026

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		NA	1.00		
3)	Professional Services Digital Marketing Needs Analysis					
	Search Engine Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis					
	AND		Per Report	1.00		
	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			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		Per Report	1.00		
	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)					

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	Review and Recommendations					
	Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report - Recommendations Report	Per Report	3.00			
	AND					
	Social Media Advertising Monthly Campaign Report: - SMA Monthly Paid Campaign Conversion Report - Recommendations Report					
	Final Project Report	Per Report	1.00			
4)	Training Handover Checklist Documentation	Per Report	1.00			
5)	Others Not Applicable					
			Total	\$ 7,80	0.00	\$ 7,800.00

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