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| 5/23/2017 v.1.0 | PeopleVine  222 Merchandise Mart Plaza Suite 1212 Chicago, IL 60654 | Phone: (312) 957-7737  E-mail: info@peoplevine.com  www.peoplevine.com |

Statement of Work



COMPANY NAME

Statement of Work

This statement of work details the deliverables provided by PeopleVine as discussed:

* **Services**
  1. **Web Development**
     1. **Option 1:** Custom designed website, working direct with designer/developer
        1. You will work directly with a designer from our team to design the perfect website. We will provide you with 2 concepts and up to 2 revisions for the concept chosen.
        2. Prior to designing the website, we will go through a design brainstorming session to identify key inputs that will shape the site.
     2. **Option 2:** Template based website tailored to needs of your business
        1. Leveraging an already built site (any of our current clients) via our template source, we will identify 3 sites that we feel fit your brand design.
        2. From there our team will work with you to replace images, colors and fonts.
     3. In both options, we will assist with initial content loading and page layout setup for the following pages:
        1. Home page
        2. About/general info
        3. Services – with sub-pages for up to 5 services
        4. FAQ / Patient Information
        5. Gallery / Portfolio
           1. Ability to add 2 photos side by side for comparison
        6. Appointment booking (for consultation)
        7. Testimonials
        8. Contact Us
* **Setup and Configure PeopleVine Platform**
  1. Apply your branding and design in PeopleVine to leverage the available features.
  2. We will configure the platform for your specific uses:
     1. Setup recurring billing services
     2. Manage payments for transactions and monthly/quarterly subscriptions
     3. CRM for managing customers, targeted marketing, etc.
  3. Configure the following components in PeopleVine:
     1. **CRM** – ability to store data on each customer, employee and patron
     2. **Newsletters** – ability to communicate via email or sms
     3. **Social** – tools to post on and monitor Facebook (post only), Twitter and Instagram (monitor only)
     4. **Content Management** – ability to run your web site, landing pages and overall content in the platform.
     5. **Surveys/Forms** – leveraged in several aspects including feedback, attribute tagging, etc.
     6. **Events & Ticketing** – used for selling tickets to upcoming events and managing event calendar
     7. **Digital Offers** – send digital offers to your customers with full control on start, expiration dates, total redemptions, etc. All integrated with Apple Wallet and Android devices.
     8. **Scheduler** – The ability to schedule rooms and office hours.
     9. **Membership** – the tools and screens for members to sign up, pay billing and see invoices.
     10. **eCommerce** – the ability to sell products or services via your web site
     11. **Loyalty** – the ability to reward points for completing specific activities. Includes a My Account section to see the points you’ve earned, redeemed and other ways to earn points.
     12. **Events** – leveraged for workshops and hosted events
     13. **Subscriptions** – used for recurring billing of resources (e.g. office space, memberships, etc.)
     14. **Directory** – setup the directory of each member with profiles
     15. **Reviews** – ability to capture ratings and reviews on individuals, equipment and classes.
     16. **Applications** – setup of the application processes for startups and interns.
     17. **Campaigns** – enable drip campaigns for new leads, notifications for interaction and more.
  4. **You get access to all toolsets in PeopleVine for future usage.**
* **Services**
  1. **Custom Development**
     1. Build out the internal currency system leveraging the PeopleVine Loyalty platform. This includes:
        1. Leveraging a % of their monthly billing and initiation fees as points
        2. Configure to reward for activities such as membership scan, attend event, social #tag, etc.
        3. Points can be used in the eCommerce engine.
           1. Phase 1: points could only be used as a currency in the eCommerce, they could not be used to book rooms, etc.
     2. Integrations into the following platforms. We would work with your team and vendor to integrate:
        1. Keycard/door entry platform – ability to track usage and prevent/enable room access based on completion of activities
  2. **Configuration**
     1. We would assist in migrating over existing data and content.
     2. We would configure the PeopleVine platform with the following:
        1. Setup available rooms and resources to be scheduled
        2. Setup the membership levels and services for subscribing
        3. Setup the loyalty program and activities to earn points
        4. Setup the email triggers after each activity
        5. Setup the application form/surveys
  3. **Branding and Design**
     1. Logo Design – includes 2 concepts and 1 revision
     2. Branding and Style Guide – we will assist you with selecting the colors, font and general styles for your brand
  4. **Social Setup**
     1. We will design and setup banners and icons for Facebook, Twitter and LinkedIn. You can leverage these assets on other social networks too.
     2. If you have not already done so, we will setup your Facebook Page, Twitter handle, Instagram handle and LinkedIn landing page
  5. **Content**
     1. We will design and launch a landing page introducing your business
* **Data Migration**
  1. The PeopleVine team will assist with data migration for the following areas:
     1. Products in eCommerce catalog
     2. Up to 40 content pages related to the courses
     3. Up to 10 forms/surveys
     4. Existing customer list
* **PeopleVine License**
  1. The PeopleVine license provides you with full access to all components within PeopleVine to use to engage with your customers. We track usage of the platform via touchpoints.
  2. A TouchPoint is defined as any time a customer interacts with you or you interact with them directly (e.g. when they receive points or receive an e-mail)
  3. Learn more about touchpoints at <https://peoplevine.com/touchpoints>
* **Additional Services**
  1. We will provide 1 hour of training in a single session prior to go live.
* **Client Requirements**
  1. Client will provide all necessary content for the web site.
  2. Client will provide stock photos or existing photos to leverage for web site.
  3. When taking payments, you will need to setup a merchant provider. We work with Braintree Payments, Stripe, WePay or Authorize.net. [Learn more](https://peoplevine.zendesk.com/hc/en-us/articles/208999077)

# pricing

# LICENSE & SOLUTION COSTS

Below is a breakdown of the costs to develop and host the web site:

* **One Time Fees**
  + PeopleVine Configuration and Setup - $3,000
  + Web Development
    - Option 1: Custom Designed - $8,000
    - Option 2: Template based - $2,500
  + Custom Dev Work
    - Build out internal currency system (enhancements); points used to purchase from eCommerce - $1,500 (fee waived on $1,500/m+ plans)
    - Integrate with key card system - $1,500+ (depends on available API)
* **Recurring Licensing Fee**
  + Plans start at $250/month for 10,000 Touchpoints
    - $500/m for 25,000 Touchpoints
    - $1,500/m for 100,000 Touchpoints
    - $5,000/m for unlimited Touchpoints (you are responsible for actual email, sms and hosting costs)

Learn more about touchpoints at <https://peoplevine.com/touchpoints>.

# EXPENSES

Client shall reimburse PeopleVine and their employees for any expenses pre-approved in writing by Client that are related to (but not limited to) travel, lodging, meals, car rentals or mileage, and software licensing as it relates to the development, delivery and training of the product.

\*Pricing is valid for 60 days from the date on the proposal.

**Client PeopleVine**

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Its: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Its: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Signature

Email and/or postal address for notice: Email and/or postal address for notice:

PeopleVine  
 222 W Merchandise Mart Suite 1212  
 Chicago, IL 60654

[jordan@peoplevine.com](mailto:jordan@peoplevine.com)

To view and accept our licensing agreement,   
please visit <http://peoplevine.com/go> and enter contract #: ABC-030416

Down payment required to begin project. Balance and recurring billing due upon go live.

**SCHEDULE B – PROJECT COST**

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| --- | --- | --- |
| **Project Information** | | |
| **Client** | **Company Name** | |
| **Description** | **Statement of Work** | |
| **Available Start Date** | **9/1/2016** | |
| **Tentative Completion Date** | **10/1/2016** | |
| **Project Cost** | **See below** | |
| **Project Cost** | | |
| **PeopleVine Setup and Configuration** | | **$3,000** |
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|  | |  |
| **Total Project Cost** | | **$3,000 + $250/m** |
| **Schedule of Payments Policy** | | |
| **Down Payment** | | |
| Prior to rendering services, PeopleVine requires a security deposit equal to 50% of the ‘*Total* *Project Cost’* or the PeopleVine Setup and Configuration (whichever is greater). This deposit provides important capital that will be used throughout the project development and is non-negotiable. You can make a payment at https://peoplevine.com/charge/#### | | |
| **Final Payment** | | |
| Once the project is completed, which constitutes all design and development elements of the statement of work are completed, approved by the client, and is accessible via the Internet or other approved medium, a final payment for the remainder of the *‘Total Project Cost’* will be collected. Upon receiving the final payment, the client will be relinquished of any and all debts owed to PeopleVine for services performed. Final payment cannot be delayed by content entry or additional requests by client. | | |
| **Schedule of Payments** | | |
| **One Time Payment** | | |
| **Amount** | | **$3,000** |
| **Due Date** | | ***Prior to Starting Engagement*** |
| **Final Payment** | | |
| **Amount** | | **$250 for the first month** |
| **Due Date** | | ***Upon Project Completion*** |