

Digital Assets Creation					
- 1-2 Dedicated Landing Page Setup					
- 1-2 Landing Page Copywriting					
- 1-2 Landing Page Lead Capture Form					
- 4-10 Image Banners					
- 2-6 SEM Ad Copywriting					
Review and recommendation					
- Monthly Campaign Reports					
- Final Project Report					
4) Training					
- Digital Assets Handover					
- Training Guide					
5) Others					
Not Applicable					
Total				\$	10,000.00
				\$	10,000.00

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