# apptegy

# Powering Your School's Identity

Apptegy was founded to help schools build stronger relationships with their communities. We believe that by making it really simple for schools to engage with parents, students, faculty, and community members; schools will see more community interaction and student success.

In our mobile and increasingly connected world, schools have been stuck updating a myriad of different tools to make sure parents hear their messages. At Apptegy, we've developed a platform which allows you and your team to manage all of your communication channels from a single place. This means you'll share more stories with your community without creating more work for your staff.

We build beautiful mobile apps for Android and iPhone that focus on what really matters: *the user experience*. No pinching and zooming to read cafeteria menus or redirections to websites within the app. A user experience that delights parents and community members means they will continue to come to the app for meaningful information.

Get access to the most powerful communication tool on the education market: our Thrillshare publishing platform. With Thrillshare, you can share a message once and it will automatically update your website, iPhone app, Android App, Facebook, Twitter, as well as send text messages, voice calls, emails, and push notifications.

Mobile apps, websites, and a district's social media presence are only valuable if they are kept updated. Thrillshare makes it easy to assign roles and privileges to your team to update the information that they care most about. Coaches can update sports scores, teachers can share what is happening in class, and principals can post upcoming events.

By eliminating the technological barrier required to communicate, opportunities for content creation are shared with your whole team. With this level of customization and control, you can be confident about the message that is shared with your community.
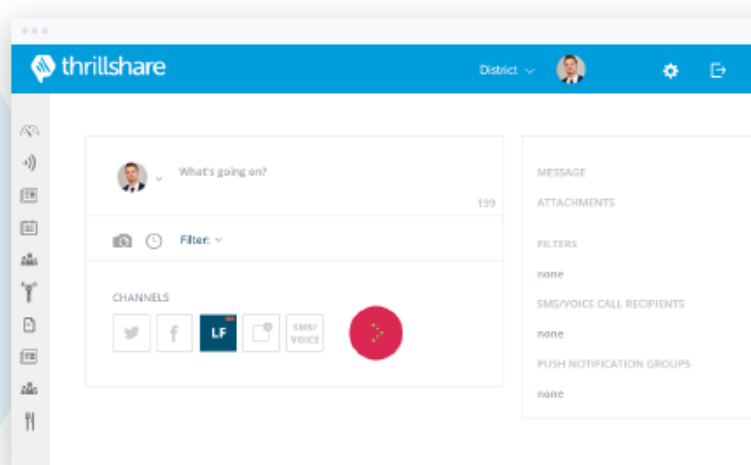
Become a storytelling superhero and see the power that comes from sharing the amazing things that are happening in your schools, one story at a time.
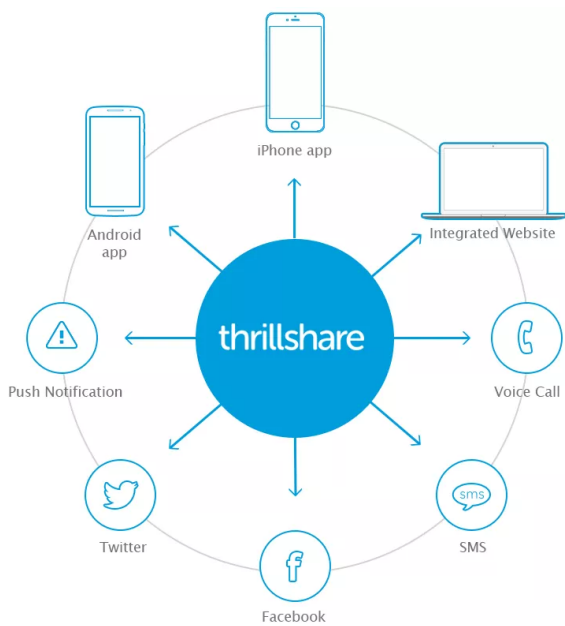
## thrillshare

**1** Enter your content into the Thrillshare platform

**2** Click submit!

That's it! Thrillshare will then distribute your content and images to your selected outlets in the format needed for that channel.

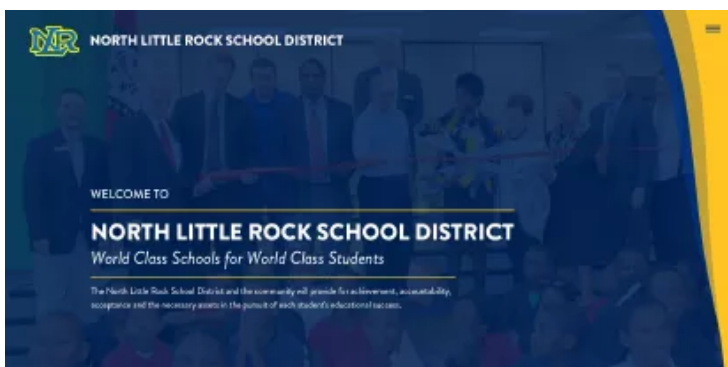**It doesn't get any easier than that.**

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## Alerts: text messages, voice calls & push notifications.

Imagine being able to send Push Notifications, Text Messages, and Voice Calls from the same system you use to update your website, mobile apps, and social media.

## Mobile apps

How many times a day do you check your phone versus your computer? Your audience is using mobile devices at twice the rate to connect with what they are about. A mobile app is **the best** way to connect with your school community.





## Websites

Websites have changed very little since their inception and it is time for a change.
Our interactive websites provide a much better user experience for your audience.

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| SCOPE OF PROJECT | TIME ESTIMATES |
|---|---|
| **Consultation & Planning**<br>On the consultation call, you will first choose a website design. We will then discuss app design and Thrillshare. We will outline resources and develop a timeline for the entire project. | 1 WEEKS |
| **Apple Developer Call**<br>During the Apple Developer process, you will create an Apple Developer account and provide us with your EIN | 1-2 WEEKS |
| **Design and Revision**<br>We provide designs based on our consultation call and resources received from you. Once initial designs are completed, we begin the revision process. We cannot move to the next step until Final Design is approved by the client | 1-2 WEEKS |
| **Development**<br>Three development projects occur simultaneously: Website, iOS app & Android app. | 2 WEEKS |
| **App Store Review**<br>We submit apps to iTunes Connect and Google Play for approval on your behalf.<br><br>This timeframe is usually 7-20 days, but is largely determined by the app store approval process. | 1-2 WEEKS |
| **Testing & QA (Quality Assurance)**<br>Before we hand the keys over to you, we take the apps and website for a test drive to make sure everything is running smoothly. | 1 WEEK |
| **Training**<br>Training is scheduled once your apps have undergone QA | TBD |

By initialing this document, I agree to the projected timeline and understand that this may vary according to how responsive we are to the onboarding team's requests.

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## PRICING

| Name | Price | QTY | Subtotal |
|---|---|---|---|
| **Mobile App Development (one-time)**<br>One-time app development for iOS and Android apps<br><br>*Discounted from $9,000 for a 5-year agreement | $6,300.00 | 1 | $6,300.00 |
| **Thrillshare (annual)**<br>Thrillshare Publishing Platform (desktop and mobile) based on ~1,400 students<br><br>*Billed annually | $7,750.00 | 5 | $38,750.00 |
| **Website design and hosting**<br>Up to 1 re-design/year included | $0.00 | 1 | $0.00 |
| **Alerts**<br>Unlimited text, voice, and email alerts included | $0.00 | 1 | $0.00 |
| **Support, service, and training**<br>Included | $0.00 | 1 | $0.00 |
| **Static content migration**<br>Included | $0.00 | 1 | $0.00 |

**Total    $45,050.00**

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## PAYMENT SCHEDULE

| Bill Date | Amount |
| --- | --- |
| 60 days from signature | $6,300 app development + $7,750 |
| 1 year from first bill date | $7,750 |
| 2 years from first bill date | $7,750 |
| 3 years from first bill date | $7,750 |
| 4 years from first bill date | $7,750 |

Software and Service Agreement:

This Software & General Service Agreement, effective {today's date} is between Apptegy ("COMPANY"), a Delaware Corporation having its principal offices at 425 W. Capital Suite 800 Little Rock, AR 72201 and ("CLIENT")

### 1. Scope of Agreement
This General Service Agreement is subject to the terms and conditions set forth in this document. COMPANY agrees to provide any applicable Services at the prices and for the term set forth in this agreement.  CLIENT agrees to abide by the terms and conditions for this agreement and to pay COMPANY the complete price for the Services

### 2. Restrictions and Responsibilities
CLIENT General will not, directly or indirectly: reverse engineer, decompile, disassemble or otherwise attempt to discover the source code, object code or underlying structure, ideas, know-how or algorithms relevant to the Services or any software, documentation or data related to the Software

### 3. Warranties & Disclaimers
COMPANY shall use reasonable efforts consistent with prevailing industry standards to maintain the services in a manner which minimizes errors and interruptions in the services.  Services may temporarily be unavailable for scheduled maintenance or for unscheduled emergency maintenance, either by COMPANY or third-party providers, or because of other causes beyond COMPANY'S reasonable control. However, company does not warrant that the services will be error-free or uninterrupted.

### 4. Confidentiality; Proprietary Rights
Each party (the "Receiving Party") understands that the other party (the "Disclosing Party") has disclosed or may disclose business, technical or financial information relating to the Disclosing Party's business (hereinafter referred to as "Proprietary Information" of the Disclosing Party). Proprietary information of Company includes non-public information regarding features, functionality and performance of the Service.  Proprietary Information of Customer includes non-public data provided by Customer to Company to enable the provision of the Services ("Customer Data").  The Receiving Party agrees to take reasonable precautions to protect such Proprietary Information.

### 5. Term & Termination
This agreement shall continue in full force and effect based on the term agreed upon in the pricing table and shall be automatically renewed for additional periods of the same duration as the Initial

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Service Term, unless either party requests termination at least thirty (30) days prior to the end of the current term. All term-related discounts given in the pricing table will be paid to COMPANY if Initial Service term in not completed.

Term begins 60 days after contract execution. Renewal month will be January 2024

## 6. Payment of Fees
Customer will pay Company all applicable fees described in the pricing table for software & services.

## 7. Severability
If any of the provisions of this agreement shall be invalid or unenforceable, such invalidity or unenforceability shall not invalidate or render the entire agreement unenforceable, but rather the entire Agreement shall be construed as if not containing that particular invalid or unenforceable provision or provisions, and the rights and obligations of the parties shall be construed and enforced accordingly.