

COST PROPOSAL

This summary shall present the total fixed price to perform all of the requirements of the RFP. The bidder must include details in the State's Cost Proposal supporting any and all costs.

The State reserves the right to review all aspects of cost for reasonableness and to request clarification of any proposal where the cost component shows significant and unsupported deviation from industry standards or in areas where detailed pricing is required.

Firm Name: mPluse Mobile, Inc.

Enter the applicable costs and descriptions in the white areas.

Startup and Monthly costs need to be all-inclusive for any potential contract costs. No additional charges will be accepted.

Description	Cost per Text	Evaluation Factor (Estimated text messages per year)	Initial Contract Award Year 1	Initial Contract Award Year 2	Initial Contract Award Year 3	Initial Contract Award Year 4
Cost per Text Message Year 1	5,000,000 Messages Included. <small>(overage >5m \$0.01)</small>	3,400,000	\$0.0000			
Cost per Text Message Year 2	5,000,000 Messages Included. <small>(overage >5m \$0.01)</small>	4,700,000		\$0.0000		
Cost per Text Message Year 3	5,000,000 Messages Included. <small>(overage >5m \$0.01)</small>	5,700,000			\$7,000.00	
Cost per Text Message Year 4	5,000,000 Messages Included. <small>(overage >5m \$0.01)</small>	6,700,000				\$17,000.00
Startup Cost: Please define below, add lines as needed.						
Includes solution setup and training/onboarding			\$150,000			
Monthly Cost: Please define below, add lines as needed.						
Annual License Fee			\$480,000	\$480,000	\$480,000	\$480,000

Total Cost			\$630,000	\$480,000	\$487,000	\$497,000
OPTIONAL COSTS						
Description	Initial Contract Period Year 1	Initial contract Period Year 2	Initial Contract Period Year 3	Initial Contract Period Year 4		
Additional Communicate Use Cases (Beyond 20 Included)	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case		
Additional Engage Use Cases (Beyond 10 Included)	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case		
Additional Engagement Console Licenses	\$100 per user per month: 21-50 \$75 per user per month: 51-100 \$50 per user per month: 100+	\$100 per user per month: 21-50 \$75 per user per month: 51-100 \$50 per user per month: 100+	\$100 per user per month: 21-50 \$75 per user per month: 51-100 \$50 per user per month: 100+	\$100 per user per month: 21-50 \$75 per user per month: 51-100 \$50 per user per month: 100+		
Client Training (on client site; per day, plus travel and expenses)	\$1,500/day plus travel and expenses					
Additional Short Code	\$5,000 setup and hosting plus \$750/month					
Additional Account Management Hours (beyond 20 hours included)	\$150/hour	\$150/hour	\$150/hour	\$150/hour		
SMS (Above 5,000,000 included)	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message		
Voice/IVR	\$0.08/minute	\$0.08/minute	\$0.08/minute	\$0.08/minute		
Email (Above 5,000,000 included)	\$0.0083 / message	\$0.0083 / message	\$0.0083 / message	\$0.0083 / message		
App Push (Above 5,000,000 included)	\$0.0083 / message	\$0.0083 / message	\$0.0083 / message	\$0.0083 / message		

Mobile Web - SMS with URL linked(Above 5,000,000 included)	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message
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*Please note any Tier pricing available.

RENEWAL OPTION YEARS						
	Optional Renewal One Year 5	Optional Renewal One Year 6	Optional Renewal Two Year 7	Optional Renewal Two Year 8	Optional Renewal Three Year 9	Optional Renewal Three Year 10
Cost per Text	\$	\$	\$	\$	\$	\$
Monthly Cost: Please define below, add lines as needed.						
Annual License Fee	\$504,000	\$504,000	\$530,000	\$530,000	\$550,000	\$550,000

OPTIONAL COSTS FOR RENEWAL YEARS						
	Optional Renewal One Year 5	Optional Renewal One Year 6	Optional Renewal Two Year 7	Optional Renewal Two Year 8	Optional Renewal Three Year 9	Optional Renewal Three Year 10
Description						
Cost per keyword (if any)						
Additional Communicate Use Cases (Beyond 20 Included)	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case	\$2,000 Setup + \$12,000 Fee per year per Use Case

Additional Engage Use Cases (Beyond 10 Included)	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case	\$2,000 Setup + \$24,000 Fee per year per Use Case
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Additional Short Code	\$5,000 setup and hosting plus \$750/month					
Additional Account Management Hours (beyond 20 hours included)	\$150/hour	\$150/hour	\$150/hour	\$150/hour	\$150/hour	\$150/hour
SMS (Above 5,000,000 included)	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message
Voice/IVR	\$0.08/minute	\$0.08/minute	\$0.08/minute	\$0.08/minute	\$0.08/minute	\$0.08/minute
Email (Above 5,000,000 included)	\$0.0083 / message					
App Push (Above 5,000,000 included)	\$0.0083 / message					
Mobile Web - SMS with URL linked(Above 5,000,000 included)	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message	\$0.01/message

*Please note any Tier pricing available.