

STATEMENT OF WORK #1

This Statement of Work ("SOW") is created for [REDACTED] MEDIA ("CLIENT") and [REDACTED] NYC LLC ("COMPANY" or "UTILITY") and is deemed effective on ratification by authorized agents of both parties. This SOW is entered into pursuant to the terms of the Professional Services Agreement (PSA) between Company and Client dated April 9, 2019 ("Agreement"). The term of this SOW begins April 9, 2019.

Company and Client agree as follows:

1. PROJECT DESCRIPTION

COMPANY will provide digital product consulting, product user experience design, and mobile technology development to CLIENT in order to conceive, design and build out the MVP product suite.

2. PRIMARY SERVICES

The MVP work by Utility under this SOW will consist of these main areas of effort:

PHASE I - Design

- Product Strategy & Planning
- App sitemaps and user flows
- All App wireframes (UX)
- All App designs (UI)
- Prototype Design Demo (using Invision)
- Technical Architecture Plan (for Phase II execution)

PHASE II - Development

Backend Development

- Server setup and buildout
- API and Backend Engine development/integration
- Admin Portal buildout

Mobile App development

- Mobile App Interface Buildout
- API integration/functionality buildout for all features
- Third-party integrations
- Regression Testing
- Analytics setup