

REAL RENOVATION APP™

DEAL MEMO: Real Renovation App™ Subscription partner

Date: 20 December 2017

Licensor: Naomi Findlay Pty Ltd

Licensor Contact: Naomi Findlay

REAL RENOVATION APP™ SUBSCRIPTION PARTNER DETAILS			
	Company Name		
	ABN		
	Company Address		
	Email		
	Telephone		
	Company website		
	Company contact contract matters		
	Company contact marketing matters		
	Company contact payment matters		
PROPERTY DETAILS			
	Description of the Property	Real Renovation App™	
	Copyright and Trademark Line	© RealRenovationApp2018	
PRODUCT DETAILS			
Item 1	Product	Real Renovation App™	
	Exclusive / Non-Exclusive	Non-Exclusive	
Item 2	Channels of Distribution	Real Renovation App™ is a free app distributed via iTunes (Apple) and Google Play (Android) platforms globally and promoted on thediaryapps.com	
Item 3	Subscription Structure Partnership	Activity	Detail
		User Activation	Unique user activation code to link user accounts with your custom branded app
		EDM	EDMs authorized for distribution to your user segment.
		Push Notifications	Push notifications enabled to send to your user segment
	Ad Links	Marketplace carousel will provide 6 clickable advertisement spaces for you to populate via a portal. Changes can be made as frequently as you wish. Adverts can include hyperlinks to	

			eCommerce, websites, blogs, affiliates, partners and social media channels.
		Social Media Shout Outs	Six (6) social media shout outs per year sent to all followers of The Diary Apps Facebook, Instagram and Twitter accounts
		Training	A comprehensive training package including user acquisition and retention tips, how-to guides, example marketing posts for banner or social media advertising, example media release, and example monetization activities.
		Commissions	Online Stores agree to pay a flat 5% commission on sales made through the Marketplace in Real Renovation App™.
		Help Desk	24 hour Online help desk available for users

	LICENCE DETAILS	
Item 4	Term	1 year
Item 5	Option	Rolling annual option by the Licensee to renew for additional 12 months after initial 12 month term
	Commercial Terms	
Item 6	Monthly licence fee	Aud \$120 plus GST per month for each store or territory that the Licensor wishes to use the app, paid in advance AUD \$30 plus GST per month for a comprehensive user statistical report.
Item 7	Advance payable on signature	Aud \$120 plus GST
Item 8	Monthly payments	Automated via the Naomi Findlay Pty Ltd Website
	RELEASE DETAILS	
Item 9	Delivery Date of Product to market	Real Renovation App™ will be available within 7 days of signing the Licence Agreement and Deal Memo
	OTHER DETAILS	
Item 10	Banking Details	Via the Naomi Findlay Pty Ltd Website
Item 11	Special Conditions	N/A
Item 12	Artwork Approvals	N/A

Subscription partner signature:	
Date:	
Naomi Findlay CEO Naomi Findlay Pty Ltd	
Date:	