



INVOICE

Invoice No.: 3400027/2016/345
Account No.: 876-5387
Invoice Date: 2016-12-07
Billing period: 2016/05/10 - 2016/12/10
Payment Due Date: 2017-01-06

From **Beem4Biz Inc.**
123 Hyde Street
San Francisco, California
USA
IBAN **GB82 WEST 746394 74932**
To **CreativeX Ltd.**
151 Third Street
San Francisco, California
USA

Your payment method is pre-authorized credit card (card # ending in 4456). You don't have to make any additional payments.

If there was any unpaid charges from the previous period, those will appear on this invoice. Please make sure we receive payment before the due date to avoid late payment charges.

Summary of charges

Issue Key	Description	Hours	Amount
BFB-21	Implement MVP functions for app		[BFB-21]
2016-05-11	Implementation and feature testing for features: sign-up, login, video uploading, video streaming	100,6 hrs	2 514,17 USD
		100,6 hrs	2 514,17 USD
BFB-30	Set up FB group for beta testers		[BFB-30]
2016-08-17	Registering account, uploading profile data	10,0 hrs	250,00 USD
2016-08-18	Setting up group for beta testers, building out network on FB	11,0 hrs	275,00 USD
		21,0 hrs	525,00 USD
BFB-15	Set up DB		[BFB-15]
2016-12-07	Installing and configuring MySQL database	3,0 hrs	75,00 USD
		3,0 hrs	75,00 USD
BFB-16	Set up Dev Environment		[BFB-16]
2016-08-18	Registering account with Gitlab.com	0,6 hrs	13,75 USD
2016-08-31	Private repo created on Gitlab.com	1,0 hrs	25,00 USD
2016-09-08	Workflows created and configured on Gitlab.com repositories	0,9 hrs	21,67 USD
		2,4 hrs	60,42 USD

Issue Key	Description	Hours	Amount
BFB-5	Traditional market research		[BFB-5]
2016-07-17	Purchasing and analyzing market research data	36,8 hrs	918,75 USD
2016-07-19	Articles and industry news about the beem4biz target market	16,7 hrs	416,67 USD
2016-09-05	Financial analysis and revenue structure analysis of legacy industry players	21,5 hrs	537,50 USD
		74,9 hrs	1 872,92 USD
BFB-38	Historical analysis		[BFB-38]
2016-08-17	Researching archived online content about the target market	59,2 hrs	1 480,00 USD
		59,2 hrs	1 480,00 USD
BFB-36	Phone interviews		[BFB-36]
2016-05-26	Conducting phone interviews, using the previously purchased database	83,0 hrs	2 075,00 USD
2016-05-25	Purchasing relevant phone database and merging with our own existing database	2,0 hrs	50,00 USD
		85,0 hrs	2 125,00 USD
BFB-8	Design Feedback (1.)		[BFB-8]
2016-05-09	Finalizing the agenda, securing meeting room and equipment	1,5 hrs	37,50 USD
2016-05-06	Checked with the client, sent out calendar invitations for the meeting	0,5 hrs	12,50 USD
		2,0 hrs	50,00 USD
BFB-35	In person interviews		[BFB-35]
2016-05-17	In-person customer interviews conducted among the previously signed-up users.	80,0 hrs	2 000,00 USD
		80,0 hrs	2 000,00 USD
BFB-11	Landing page copy		[BFB-11]
2016-06-01	Copy writing for the final landing page	16,0 hrs	400,00 USD
2016-06-03	More copy for the landing page, corrected after meeting with UI experts	77,8 hrs	1 943,75 USD
		93,8 hrs	2 343,75 USD
BFB-14	Create landing page		[BFB-14]
2016-08-17	Developing landing page, image viewer, sign-up feature	21,8 hrs	545,00 USD
		21,8 hrs	545,00 USD
BFB-12	A/B test landing page		[BFB-12]
2016-09-05	Creating Unbounce account	0,0 hrs	0,21 USD
2016-09-07	Creating landing page versions for testing with different copy language	2,8 hrs	68,75 USD
2016-09-08	Testing landing page with 2 versions	80,0 hrs	2 000,00 USD
		82,8 hrs	2 068,96 USD
BFB-4	Landing page validation		[BFB-4]
2016-09-12	Meeting to analyze the A/B testing data and further conclusions and decide about landing page launch date	4,9 hrs	122,50 USD
		4,9 hrs	122,50 USD

Issue Key	Description	Hours	Amount
BFB-27	Set up Mailchimp		[BFB-27]
2016-08-10	Campaign copywriting	5,0 hrs	125,00 USD
2016-08-01	Creating Mailchimp account	0,5 hrs	12,50 USD
2016-08-03	Creating campaigns, campaign workflows	1,2 hrs	31,25 USD
2016-08-04	Meeting with UI team to decide on Mailchimp letter templates	1,5 hrs	37,50 USD
2016-08-05	Setting up automatic reporting from Mailchimp for management	0,6 hrs	14,58 USD
		8,8 hrs	220,83 USD
BFB-109	Plan the email campaigns		[BFB-109]
2016-08-03	Working on email campaign wording	3,0 hrs	75,00 USD
		3,0 hrs	75,00 USD
		Total:	643,1 hrs 16 078,54 USD
		Tax:	7.75% 1 246,09 USD
		AMOUNT DUE:	17 324,63 USD

THANK YOU FOR YOUR BUSINESS!