

KRUSE SOLUTIONS

MOBILE APPS
INTERNET MARKETING
VIDEO PRODUCTION
CONTENT CREATION
CONSULTING

Mobile App Proposal

*Prepared for: St. Daniel Catholic Community
Date: May 20, 2016*

“Mobile marketing is the most powerful advertising medium ever invented” according to *The New York Times* - which is why organizations everywhere are adopting Mobile Apps as a major part of their branding, marketing and communication strategy.

The App Revolution is here and **St. Daniel Catholic Community** has an opportunity to benefit from the power of the increasingly popular smart phones and tablets which many parishioners are already carrying at all times!

A **St. Daniel Catholic Community Mobile App** will dramatically increase the ability to effectively communicate and interact with parishioners!

QR Codes and coupons ... **Unlimited PUSH messages** and updates, and many other features, gives St. Daniel Catholic Community its own branded mobile communication platform, *seamlessly integrated* with today's most popular social media sites.

By simply displaying your “App icon” in your regular advertising, St. Daniel Catholic Community can quickly and successfully capitalize on these powerful communication and evangelization tools.

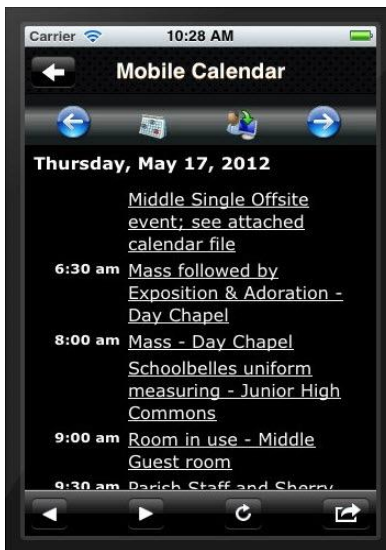
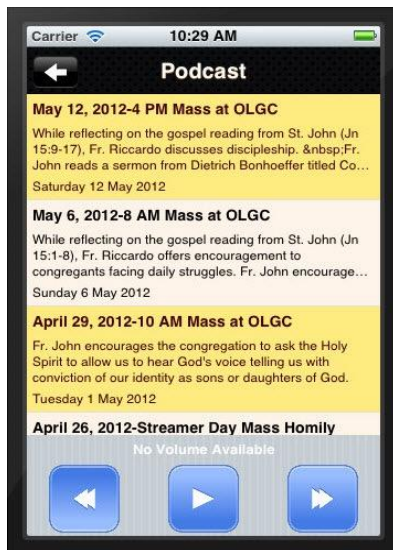


Measure the performance of your App:

Kruse Mobile Apps includes a robust online Analytics reporting tool in your back-office which can be accessed from any computer or mobile device with your secure username and password. Analytics provide up-to-date statistical data displayed on a graph that shows the number of your Mobile App Downloads, including the number of times your app was downloaded onto Apple and/or Android based devices and much more!

Your parishioners want information quickly in their mobile devices:

More than ever, people use their smart phones and tablets to search for things *on the go* rather than sitting in front of computers at home or at the office. A St. Daniel Catholic Community Mobile App will provide **useful and immediate access** to everything the parish has to offer as well as other practical functions that will keep parishioners *engaged with the App* on a regular basis.



Kruse Mobile Apps Features and Benefits



GPS Directions

Give your customers turn-by-turn GPS directions to your business from anywhere in the world.



One Touch Calling

Give your customers one touch calling from inside your app. No numbers to save or remember.



Tell-A-Friend-Feature

Let your customers take your business viral with built in sharing capabilities over email, Facebook, SMS, and Twitter.



Business Information

Integrate any sort of information you'd like about your business. Whether it's your food menu or services.



Points Of Interest Feature

We can create an app function that displays any points of interest on a map and categorize them however you'd like.



Event Listings Feature

Include all of your parties or business events inside of your application. Add to Google Calendar with 1 touch!



Multiple Ways To Contact

Give customers multiple ways to contact your business. Phone, website, email, and directions to your business.



Email Photo Feature

Allow customers to take a photo or send an existing photo and email it directly to your business inside your app. Show off that party or scrumptious meal to the world.



Native Image Gallery

Display images of your business in a beautiful image gallery specifically optimized for the iPhone and Android.



Fan Wall Feature

Set up a fan wall for your customers to leave feedback on your business. Manage the comments online. Delete the bad ones!



Push Notifications

Send messages to your customers using our easy to use content management system. Fill your restaurant easily with food or drink specials - costs less than SMS!



GPS Coupons Feature

Create mobile coupons for your customers to unlock by "checking in" at your business.



Flexible Counter Feature

Include a feature for your customers to count items related to your business and have them email the results to you.



E-Mailing List Building Feature

Stay in contact with your customers by gathering names and email addresses directly inside your application. Send broadcasts easily for special offers or discounts.



Tip Calculator Feature

Include a tip calculator inside your app to help customers quickly calculate a tip amount for a dinner party. Plus, it keeps you app center of mind!



QR Coupons Feature

Create QR enabled coupons for your customers to redeem at your business by scanning a specified QR code.



Mortgage Calculator

Include a mortgage calculator feature where you can preset the interest rate. Perfect for real estate agents.



Blog Integration

Include a blog by integrating your RSS feed to allow your users to quickly and easily read your blog posts.



Facebook Integration

Integrate your Facebook page to connect with your customers through their favorite social media sites.



Twitter Integration

Integrate your Twitter page to connect with your customers through their favorite social media sites.



LinkedIn Integration

Integrate your LinkedIn page to connect with your customers through their favorite social media sites.



YouTube Integration

Display videos on YouTube beautifully inside of your mobile apps. This works on iPhones and Android phones.



Surveys and Polls

We can create appointment forms, order forms, feedback forms, contact forms and much more.



Campaign Monitor

Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.



OpenTable Integration

Integrate a restaurant reservation system into your mobile app for on the go restaurant reservations.



Podcast Integration

Include a podcast by allowing your users to listen on the go from their favorite mobile device.



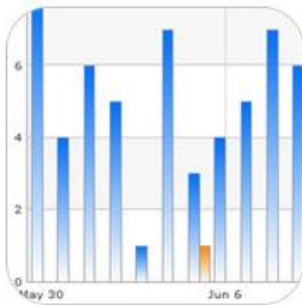
SoundCloud Integration

Integrate any audio file online to allow for users to listen on the go from their favorite mobile device.



Aweber Integration

Easily adds contacts gathered from your mobile app into your favorite email marketing campaign service.



App Analytics

Robust analytics to track daily, weekly, and monthly downloads of your app.



Apps Available On iPhone

Your app will work on the iPhone!



Apps Available On Android

Your app will work on all Android phones.



Available On iPad + Tabs

Your app will work on iPads and Google Android enabled tablets.



Constant Contact Int.

Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.



Get Response Int.

Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.



iContact Integration

Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.



MailChimp Integration

Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.

Kruse Mobile Apps Pricing

~~\$2999.00~~ **\$1999.00** Mobile App Management Platform

Purchase price includes our complete *Mobile App Management Platform*. Kruse Solutions will consult with St. Daniel Catholic Community to build and maintain a Custom Mobile App and will provide basic training on our platform. After the design and build phase, Kruse Solutions will submit you app to Android and Apple App Stores. Once published you will have complete access to login and make changes/updates yourself or you may arrange for Kruse Solutions to manage/update your Mobile App on a monthly service contract.

Required Monthly Hosting

\$49.95 (required) Monthly Hosting for iTunes and Android App Stores for your app software. Includes unlimited Push Messages, Support and Software Updates.

App Submission and Application Fee

~~\$99.00 One Time Fee~~ **WAIVED for Church discount:** to get App published in Android and Apple App Stores, paid once custom app is completed and approved by client.

*The Monthly Maintenance and Hosting fee is billed in arrears, so your first billing will be 30 days after your app goes live in the App Store (either iTunes or Android or both).

** If we cannot get your App live in either the iTunes or Android App store, we will refund the mobile app setup and design fee. Once your App is live in either App store, there are no refunds of setup or design fees.

*** Any App updates or consulting will be done through phone calls, personal visits or through emails.

I am ready! I want my MOBILE APP and agree to all terms!

By Buyer:

Signature

Date

Print Name

By Developer:

Name: John G. Kruse
Kruse Solutions, LLC - KruseMobileApps.com

Date