



8383 Wilshire Blvd. Ste. 500 Beverly Hills, CA 90211 (310) 860-6284 (o)

Cost Estimate

The following are the cost estimates for the Power House Facebook App.

Tier	Description	Budget
Tier 1	Facebook App Foundation with basic functionality.	\$89k
Tier 2	Website version of game (for non-Facebook users). SCE Surveys, Enrollment in energy saving programs and Extra Content.	\$77k
Tier 3	AI Characters (tips, tutorials and more game enhancing quests). Support for promo codes, coupons, and 3 rd party rewards. (Final budget partially dependent on final enhancing requests, tutorials, etc.)	\$78k
Analytics Package	Includes ability to request and receive daily reports for all tiers.	\$3k
Audience Outreach Program	1-month Southern California online outreach program to create awareness and drive traffic to the Facebook app and/or standalone game.	\$30k