SLAM

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Pricing

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 3rd 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