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Via SaaS Pricing Proposal for Key West, FL

Installation Fee

One-time fee payable at signing of contract

Localization for new zone	Optimize dynamic vehicle routing and real-time passenger aggregation algorithm; configure backend (billing, payment, and database); build detailed map; input traffic model; define service zone, including pickup and dropoff points; update monitoring tools
Service design consulting	System design and simulation services
Co-brand rider app	Co-branded app, "Powered by Via"
Testing and quality assurance	Remote and on-the-ground testing of all Via systems before launch
Develop service model	Build a launch plan and user acquisition strategy
Train personnel and oversee launch	Instruction for drivers, dispatchers, and managers in Via's best practices; onsite and remote launch support
Total Installation Fee (List Price)	\$50,000
<i>Special Discount for Key West, FL</i>	<i>-40%</i>
Total Installation Fee (Discounted)	\$30,000

Note: Installation fee excludes integrations, which would be scoped and priced separately.

Monthly Per Vehicle Fees (2 Vehicle Monthly Minimum)

Per vehicle per month, minimum payable upfront at signing of contract

Access to tech modules	Maintenance and update of optimal pick-up points
Fleet optimization	Dynamic and predictive routing and supply rebalancing
Virtual bus stop architecture	Maintenance and update of optimal pick-up points

Automatic product upgrades	Receive regular software updates
Cloud hosting and third-party tools	Amazon Web Services, Twilio, and analytics and communications software tools
Expert operations and growth support	Includes offsite service optimization and data-driven marketing consulting
Analytics and reporting	Robust real-time, periodic, and custom reporting

	Year 1	Year 2
Monthly Fee per Vehicle - Vehicles 1-2	\$1,250	\$1,315
Monthly Fee per Vehicle - Vehicles 3-10	\$500	\$525
Monthly Fee per Vehicle - Vehicles 11-15	\$450	\$475

Note: Should Key West, FL expand to a fleet larger than 15 vehicles, Via can discuss further discounts.

Customer Support Fees

<i>Per agent hour, billed</i>	Year 1	Year 2
Cost per Agent per Hour	\$30.00	\$31.50
Cost per Month (425 Agent-Hours per Month)	\$12,740	\$13,377

Marketing Support Fees

<i>Per agent hour, billed</i>	Year 1	Year 2
Cost per Agent per Hour	\$150	\$160
Annual Cost (200 Hours)	\$30,000	\$32,000

Per Ride Fees

Per ride, billed monthly

Fee per Ride	Waived
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Illustrative Total Cost

Vehicle counts are illustrative

Installation Fee		One-time fee as outlined above	\$30,000
Monthly Per Vehicle Fees		12 months of per vehicle fees	\$36,000
Customer Support Fees		12 months of customer agent fees	\$152,880
Marketing Support Fees		12 months of customer agent fees	\$30,000
Year 1 Total	3 vehicles	Includes installation fee and monthly per vehicle fees	\$248,880
Year 2 Total	3 vehicles	Includes installation fee and monthly per vehicle fees	\$230,384

Note: If additional years are elected, ~5% annual inflation + innovation index will be applied to per vehicle per month fees. Excludes taxes.

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