

**Confidential**

## Via SaaS Pricing Proposal for Key West, FL

### Installation Fee

One-time fee payable at signing of contract

<b>Localization for new zone</b>	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
<b>Service design consulting</b>	System design and simulation services
<b>Co-brand rider app</b>	Co-branded app, "Powered by Via"
<b>Testing and quality assurance</b>	Remote and on-the-ground testing of all Via systems before launch
<b>Develop service model</b>	Build a launch plan and user acquisition strategy
<b>Train personnel and oversee launch</b>	Instruction for drivers, dispatchers, and managers in Via's best practices; onsite and remote launch support
<b>Total Installation Fee (List Price)</b>	<b>\$50,000</b>
<i>Special Discount for Key West, FL</i>	<i>-40%</i>
<b>Total Installation Fee (Discounted)</b>	<b>\$30,000</b>

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

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

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

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

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

## Customer Support Fees

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

## Marketing Support Fees

<a href="#">Per agent hour, billed</a>	Year 1	Year 2
<b>Cost per Agent per Hour</b>	\$150	\$160
<b>Annual Cost (200 Hours)</b>	\$30,000	\$32,000

## Per Ride Fees

[Per ride, billed monthly](#)

<b>Fee per Ride</b>	Waived
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## Illustrative Total Cost

[Vehicle counts are illustrative](#)

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

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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