

Exhibit A: Scope of Services

City of Manor, TX & Qwally

Overview

The City of Manor has a thriving small business sector and seeks to increase its digital presence to support emerging entrepreneurs. The City has strong municipal services and a large network of local entrepreneurial support organizations. However, many new and emerging businesses are unaware of these offerings and struggle to take their concept from idea to execution.

Entrepreneurs often move towards opening their business without undertaking proper analysis or registering with the appropriate organizations. New businesses neglect important steps such as market research or undergoing a business canvas. In addition, many of these entrepreneurs fail to obtain a federal tax ID or DUNS number. The City of Manor wants to create a virtual front door where new and emerging local businesses access important information, register for help, and receive support.

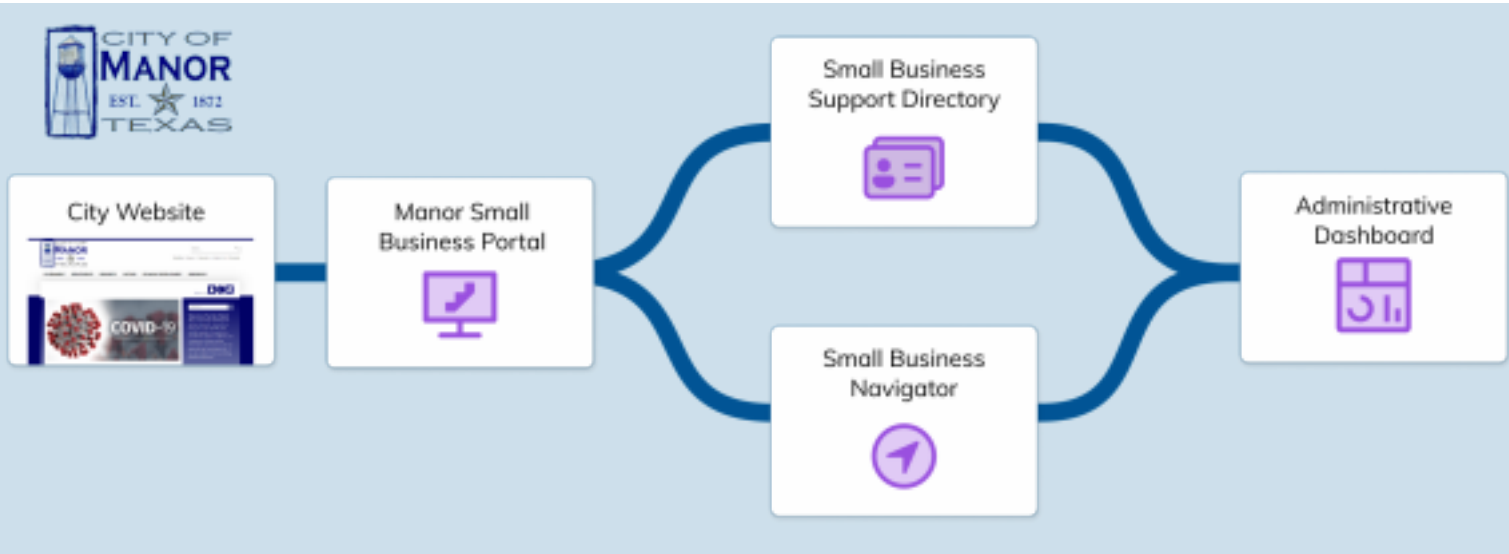
Qwally will help the City of Manor implement a combined platform small-business portal, small business support navigator, and support services directory, and administrator dashboard. Small businesses in Manor can expect to see relevant and timely information, faster and better support, service, and interaction with their local government through Qwally's platform. The City of Manor can expect better insight into their business community and improved coordination with resource providers.

Qwally will configure, deploy, maintain, and provide periodic updates to the platform. Qwally will test with City Staff, Small Businesses, and local entrepreneurial support organizations.

System Design

The platform implementation for Manor will focus on identifying requirements for and configuring the following four system modules:

1. Manor Small Business Portal
2. Small Business Navigator
3. Small Business Support Navigator
4. Administrative Dashboard



Manor Small Business Portal

The Manor Small Business Portal is a community-specific website that can be accessed by the public either directly or via the City’s main website. The Small Business Portal is the “front door” for doing business in Manor, Texas. The content for the Small Business Portal can be newly

defined as part of this pilot, or consist of pre-existing content that the City wishes to repurpose (or a combination of the two). The Small Business Portal will help entrepreneurs in Manor easily find and interact with the Small Business Navigator as well as the Small Business Support Directory.

Small Business Navigator

The Small Business Navigator will provide new and emerging small businesses in Manor a way to quickly and easily understand the necessary steps and activities associated with taking their business from “idea” to “execution.” The Navigator will consist of a streamlined intake questionnaire that will minimize the number of questions posed to each entrepreneur, while ensuring that the necessary information about the relevant activities and regulations are displayed to each business owner.

The scope and complexity of the tailored content displayed to each business shall be sufficient for helping them understand how to become compliant with any state, federal, and city business regulations that may apply. In addition, we will present content that outlines key business formation activities. This includes performing market research, creating a business plan or business canvas, and understanding business structures.

The objective of the configuration of the Small Business Navigator is to maximize clarity and understanding for each potential vendor or small business owner as they seek to understand how City regulations apply to their business.

Small Business Support Directory

The Manor Small Business Support Directory will represent a widely-available and easily-browsable directory of local support organizations and the programs that they offer. Qwally will work with the City to mutually identify local organizations and programs that should be included in the directory at launch. Furthermore, to facilitate a better and more seamless

search experience for small business owners, Qwally will work with the City to define the overall structure of the categories or types of organizations and programs listed in the directory.

Administrative Dashboard

City staff will have access to an Administrative Dashboard that provides community staff with a way to view and keep track of the business owners who are utilizing the Small Business Navigator. For each business owner who utilizes the navigator, a “mirrored” copy of their tailored checklist (including real-time progress towards completion) will be available for viewing alongside all information the respondent provided.

Additionally, City staff will be able to review and approve requests by entrepreneurial support organizations to list information about their organization and the programs or support that they offer in the Small Business Support Navigator.

Coordination & Training

Qwally will work with the City of Manor to identify the appropriate training needs for the implementation. Qwally provides training through a mix of webinars, video tutorials, and one-on-one assistance. Qwally can create training documentation on request, and training can be delivered as a scheduled webinar or through group breakout sessions.

The Qwally platform is designed to be intuitive and easy to use, this often limits the need for extensive training sessions. Moreover, we are sensitive to the existing workload of municipal staff, so we make certain that training can be delivered for maximum impact with limited time requirements.

Qwally makes certain that government users are equipped with the right information and

training to troubleshoot problems encountered by small businesses. Training is delivered throughout implementation and on-boarding. Moreover Qwally provides technical assistance to city staff during business hours.