

Memorandum of Understanding

This Memorandum of Understanding for the conception, design and execution of an event, made this 21st day of June 2016 by and between ForceFulcrum Solutions Pvt. Ltd., F-3 Liquory Court, Palmgrove Road, Victoria Layout, Bangalore-560 047, Karnataka, India which is the sole developer and owner of Sherpify – Student Mentoring and Enablement Platform (herein after referred to as “Company”) and RV Institute of Management, CA 17, 36th Cross, 26th Main, 4th “T” Block, Jayanagar, Bangalore – 560 041, India (herein referred to as “Institution”).

Both parties agree to the following:

1. Title of the Event: Marketing for Non-Marketing Professionals

2. Target Audience: Professionals working in various organizations and institutions.

3. Responsibilities/Deliverables of Institution:

- Identifying companies/institutions who could be interested in the event
- Creating and printing marketing collateral
- Creating relevant event page in the RVIM web page
- Outreach to the companies/institutions
- Decide on the fee to be charged
- Collection of fee
- Arrangement of auditorium
- Invitations to speakers
- Honorariums to speakers, if any
- Transportation for speakers
- Certificates and giveaways to participants and speakers
- Deliberate on and help choose topics for speakers

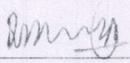
4. Responsibilities/Deliverables of Company:

- Assist in identifying companies/institutions who could participate
- Help in creating marketing collateral
- Creating relevant event page in Sherpify web page
- Identifying speakers
- Inviting and obtaining confirmations from speakers
- Help speakers choose relevant topics
- Propose topics to RVIM for approval

5. RVIM-Sherpify Co-branding: The event will be co-branded with the logos and signage of RVIM and Sherpify. This branding will be strictly for this one event and usage of the same any further events will be made only after mutual written agreement.

6. Financials: Institution will handle all the financials involved in running the event including shortage or surplus. Company will have no role in this matter.

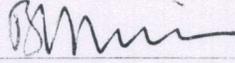
RV Institute of Management

Signature: 

Name: Dr. T.V. Raju

Date: 21.06.2016

ForceFulcrum Solutions Pvt. Ltd.

Signature: 

Name: SRINI BHOPAL

Date: 21/6/2016

