

# Statement of Work

**Project:** Mobile Analytics Instrumentation

**Client:** Nova Mobility

**Date:** October 26, 2023

## 1. Project Overview

This Statement of Work (SOW) outlines the scope, milestones, and deliverables for the Mobile Analytics Instrumentation project for Nova Mobility. The primary goal is to implement robust tracking across iOS and Android platforms to ensure data-driven decision making.

## 2. Project Milestones

Milestone	Description	Timeline
Kickoff	Project alignment, stakeholder identification, and requirements gathering.	Week 1
Instrumentation	Implementation of tracking code across mobile application environments.	Weeks 2-4
QA	Rigorous testing of event triggers, data flow, and schema validation.	Week 5
Handoff	Final documentation delivery, dashboard training, and project sign-off.	Week 6

## 3. Professional Fees

The project will be executed on a **Fixed Fee** basis for a total amount of **\$28,000.00 USD**. A 40% deposit is required to initiate the project.

## 4. Change Order Clause

Any changes to the scope of work defined in this document must be requested in writing. Any such changes may result in additional fees and/or adjustments to the project timeline. No work on requested changes shall commence until a formal Change Order has been signed by both parties and any associated costs have been agreed upon.

# Invoice

DEPOSIT REQUIRED

## Nova Mobility Services

**Invoice #:** INV-2048  
**Date:** October 26, 2023  
**Due Date:** November 10, 2023 (15 Days)

123 Tech Lane  
San Francisco, CA 94107

### Bill To:

Nova Mobility Accounts Payable  
456 Innovation Way  
Austin, TX 78701

Description	Amount
<b>Project Deposit (40%)</b>	
Mobile Analytics Instrumentation - Initial Payment per SOW-2023-001	\$11,200.00
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Subtotal:	\$11,200.00
Sales Tax (8.25%):	\$924.00
<b>Total Due:</b>	<b>\$12,124.00</b>

### Payment Instructions

Please remit payment via ACH using the following details:

**Bank:** [Placeholder Bank Name]  
**Account Name:** Nova Mobility Services  
**Routing Number:** [000000000]  
**Account Number:** [000000000000]

### Notes:

This invoice represents the 40% commencement deposit as outlined in the Statement of Work for Mobile Analytics Instrumentation dated October 26, 2023. Remaining balance will be invoiced upon milestone completion.

Thank you for your business! If you have any questions, please contact [billing@novamobility.com](mailto:billing@novamobility.com)