

COST PROPOSAL

3.3 Cost Proposal - Overview

**** See Pricing Overview - below**

The Respondent shall provide its Cost Proposal in a separate file for the proposed goods and/or services. All prices are quoted pursuant to the terms and conditions of this RFP. Respondent's Cost Proposal shall include an all-inclusive, itemized, total cost in U.S. Dollars (including all travel, expenses, etc. in prices) for the proposed services. All pricing to be FOB Destination, freight cost, and all expenses included; and based on Net 60 Days Payment Terms. Cost proposals must include the following:

- Provide any one time and recurring costs for system. Recurring costs are to be for a 6 year period to cover initial term and extensions to contract.
- Professional learning broken down by product, per teacher.
- Curriculum cost broken down by product, per student: standard classroom, blended format and online learning
- Equipment costs.
- Any other costs associated with proposed system.
- Pricing for options.

3.3.1 Respondent Discounts

**** See Discount Incentives - below**

Respondents shall state in their Cost Proposals whether they offer any payment discounts, including but not limited to:

3.3.1.1 Prompt Payment Discount

The State can agree to pay in less than sixty (60) days if an incentive for earlier payment is offered.

3.3.1.2 Cash Discount

The State may consider cash discounts when scoring Cost Proposals.

****CoderZ Pricing Overview**

We recognize the importance of delivering a comprehensive computer science solution that is both scalable and affordable. With the State of Iowa establishing itself as a leading advocate for CSTEM education, we are pleased to offer custom pricing for schools and districts across the state. As part of our pricing strategy, we are presenting:

- Simple, straightforward pricing that offers no surprises to the State or to its schools.
- Inclusive pricing that does not upcharge for resources (e.g., teacher guides), implementation support, technical support, and end-user support. We also offer free additional training opportunities outside our fee-based professional development offerings.

****Discount Incentives**

To drive cost savings, CoderZ is committed to offering a range of pathways for schools to qualify for savings.

| Discount Incentive | Discount |
|--|----------|
| Multi-year agreements (requires up-front payment to qualify for Cash Discount) | |
| 2 Years | 5% |
| 3-5 Years | 10% |
| 6+ Years | 15% |
| Multi-school discounts - within the same district | |
| 3 – 6 Schools | 10% |
| 7 – 10 Schools | 15% |
| 11+ Schools | 20% |
| Additional course discount Applied only to additional courses (e.g., purchase one course and every additional course is discounted 50%) | 50% |

Discounts are applied to the total cost and can be combined. For example, a district with 11+ schools that pays for a three-year license, up front, and multiple courses will benefit from all eligible discounts.

CoderZ School and District Pricing

Our pricing is tied to school-based adoption, though we encourage district-wide adoption through additional incentive-based pricing outlined above. Our license fees, provided in the table below, include:

- Full CoderZ curriculum within each course selected
- All gamified missions with each course selected
- Teacher resources (e.g., lesson plans, pacing guides, suggested solutions)
- CoderZ Knowledge Base, the hub for product support, FAQs, and updates
- Data and reporting consoles teachers and administrators

| # of Licenses | License Type | Price Cap Per School | Standard Term | Course Name | Per User |
|---------------|---------------------|----------------------|---------------|---------------------------|----------|
| Unlimited | School License | \$2,000.00 | 1 year | CoderZ Adventures | N/A |
| Unlimited | School License | \$2,400.00 | 1 year | Cyber Robotics 101 | N/A |
| Unlimited | School License | \$2,400.00 | 1 year | Cyber Robotics 102 | N/A |
| Unlimited | School License | \$2,400.00 | 1 year | Python GYM | N/A |
| 240 | School Registration | \$1,500.00 | n.a. | CoderZ League Competition | \$6.25 |

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|----|--|------------|---------|-----------|---------|
| 20 | Remote Professional Development ** (Up to 20 educators) | \$1,500.00 | 6 Hours | CoderZ PD | \$75.00 |
|----|--|------------|---------|-----------|---------|

Pricing Notes:

- CoderZ caps the per-school, per course licenses costs at \$2,400 per course. In this way, we can ensure that schools are able to select the pricing structure that works to their advantage, based on all applicable discounts.
- Our Standard School Pricing is predicted on fully only delivery of our products and services and pricing applies to in-class, hybrid learning, and fully virtual learning environments.
- No onboarding or implementation fees.
- No single sign-on fees via ClassLink, Google, or clever.
- No Rostering fees via ClassLink or Google; clever to be determined.
- No equipment costs, such as on-premises servers, since this is a fully cloud-based platform.
- ** Pre-approved travel, as needed, is \$2,500 per day, inclusive of staff time and expenses.

CoderZ School and District Pricing

If the State of Iowa wishes to pursue a statewide adoption of CoderZ that is funded and administered at the state level, we propose a flat fee of \$4.50 per student, per course, per year. Additionally, we would develop and enroll Iowa Educators in a proprietary “CoderZ University” - unique to Iowa - for a per teacher fee of \$35 per year, which would grant every teacher access to CoderZ materials and coursework, along with a team dedicated specifically to serving Iowa educators through ongoing support and professional development.

We recognize that a discussion of state-based funding and adoption may warrant further discussion and/or a separate agreement, but we wish to convey that the CoderZ team stands ready to serve Iowa educators with the pricing, price structure, and administration that works best for them.