



College House
1430 Massachusetts Avenue phone : 617.245.8580
Cambridge, MA 02138 web : socialsphere.com

Federal Supply Schedule 541 Advertising and Integrated Marketing Solutions (AIMS)

FSC Group: 541 - AIMS

Special Item No.
541 3: Web Based Marketing Services
541 4A: Market Research and Analysis
541 5: Integrated Marketing Services

**Contract Number: GS-07F-0624X
GS-07F-0623X**

Contract Period: July 1, 2011 through June 30, 2016

Business Size: Small

SocialSphere Inc.
1430 Massachusetts Ave FL 4
Cambridge, MA 02138-3810
Office: 617-245-8580
Fax: 509-472-2589
www.socialsphere.com

Email: kim@socialsphere.com
Contract Administration: Kim Ramsdell

Prices Shown Herein are Net (Discount Deducted). For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at <http://www.fss.gsa.gov>



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TERMS AND CONDITIONS

1A. TABLE OF AWARDED SPECIAL ITEM NUMBER (SINS):

GS-07F-0623X	
SIN	DESCRIPTION
541-3	Web Based Marketing Services
GS-07F-0624X	
541-4A	Market Research and Analysis
541-5	Integrated Marketing Services

1B. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: Please refer to our rates on page 12.

1C. HOURLY RATES: Please refer to our rates on page 12.

2. MAXIMUM ORDER: \$1,000,000

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. Geographic Coverage: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Points of Production: Cambridge, MA

6. Discount from list prices: Prices awarded under this contract are net and all discounts deducted, and valid for all areas including worldwide.

7. Quantity Discounts: None

8. Prompt Payment Terms: 1% Net 15 days, Net 30 Days

9a. Government purchase cards must be accepted at or below the micro-purchase threshold.

9b. Government purchase cards are accepted above the micro-purchase threshold.

10. Foreign Item: None

11a. Tme of delivery: As specified on Task Order

11B. Expedited Delivery: As specified on Task Order

11c. Overnight and 2-Day Delivery: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. Urgent Requirements: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB Point: Destination

13a. Ordering Address: **SocialSphere, Inc.**
1430 Massachusetts Ave, FL 4
Cambridge, MA 02138

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: Same as contractor address.

15. Warranty Provision: N/A

16. Export Packing Charges: N/A

17. Terms and conditions of government purchase card acceptance: Government purchase card accepted below and above micro-purchase threshold.

18. Terms and conditions of rental maintenance, and repair (if applicable): N/A

19. Terms and conditions of installation (if applicable): N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (If Available): N/A

20a. Terms and conditions for any other services (If applicable): N/A

21. List of service and distribution points (If applicable): N/A

22. List of participating dealers (If applicable): N/A

23. Preventive maintenance (If applicable): N/A

24a. Special attributes such as environmental attributes: N/A

24b. Section 508 compliance for eit: N/A

25. DUNS #: 96-345-8299

26. Notification regarding registration in central contractor registration (ccr) database: Registration valid until 03/13/2013.

COMPANY OVERVIEW

SocialSphere, Inc. (SocialSphere) was founded in January 2007, becoming one of the world's first strategy firms focused on social media and Web 2.0. Strategically headquartered in Harvard Square, steps away from some of the finest minds in the world, the company maintains a "Smart Tribe" of strategists, storytellers, researchers, academics and technologists from around the world. Partnering with SocialSphere Technologies, SocialSphere is able to keep engineers, architects and programmers available to bring our strategies to fruition. The Technologies team turns SocialSphere's best ideas into actionable technology products and custom solutions, in addition to functioning as a standalone team that delivers online and mobile products to clients in government, business and academia. SocialSphere fosters a collaborative, creatively charged workspace that unites diverse disciplines and multi-generational talent.

PRODUCTS & SERVICES

We're Passionate about Strategy. Strategic about Passion.

What we do is based on a very simple premise -- and ironically, one that's built not simply on the latest technology, but one that is based on human psychology and sociology.

We believe that if organizations:

**Identify their most passionate advocates;
Empower them with respect and technology; and
Ask them for more -- they will almost never be disappointed.**

It is this philosophy that is matched with a world view that recognizes the enormous opportunities created by a flatter world, social technologies and the cloud that enables us to create custom products and services, gaming-changing insights and strategies to some of the world's most interesting brands, organizations and people.

SERVICES

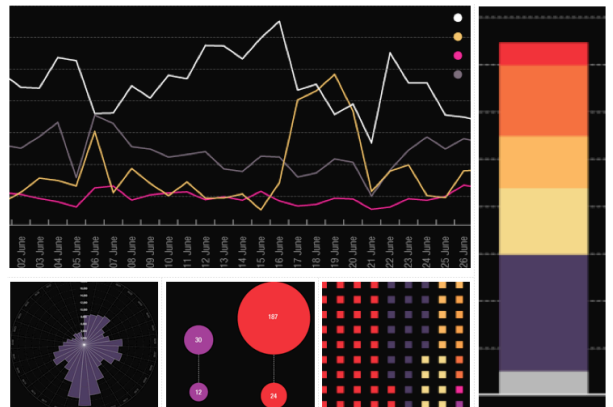
Brand Positioning - Through qualitative and quantitative research, we help brands understand the attributes and factors that people most commonly associate with them, their products and their services; in this way, we help them effectively position themselves relative to potential competitors.

CEO/Personal Brand Management - There are many different archetypes of CEOs, and certain types work better for certain companies given the internal and external constituencies that they possess. We work with CEOs to understand the relationships between the various needs of these constituencies, helping them position themselves ideally relative to the various needs.

Demographic and Social Trend Analysis - The demographic composition of the United States is rapidly changing. Working with census data, projections, and other data, we monitor emerging trends in demographics in order to assess the potential impact of these trends on businesses and organizations.

Enterprise 2.0 - The tools of social media and Web 2.0 are useful both externally and internally. In our Enterprise 2.0 strategic work, we work with organizations to help them use social technology to make their companies more internally efficient.

Government 2.0 - Governments constantly struggle with openness, and Web 2.0 tools can assist them in more directly engaging constituents to bring their perspective and opinions into the Governing process. We work with government entities to achieve this objective.



Marketing Research - Using both innovative qualitative research and rigorous quantitative research, our market research helps organizations better understand various audiences for marketing, public relations, and other research purposes.

Public Diplomacy - As public diplomacy is becoming an increasingly large component of US public policy, measuring the impact of money being spent on efforts becomes critical. Using a combination of our social media measurement and marketing research, we measure the impact of these activities to help organizations better invest in successful strategies.

Public Opinion - Using rigorous sampling methods, we use survey research in both the academic and political context to create projectable research findings that are used to create organizational strategy and contribute to academic dialogue.

Social Media Measurement - With any new area of communications, organizations struggle to understand the full impact of the initiatives they undertake. Using internally developed proprietary algorithms, we help organizations measure and optimize their social media strategies by providing firm ROI metrics.

Social Media Strategy - For most organizations, new social media sites like Twitter and Facebook present strategic challenges as the organizations search for ways to integrate these tools into their already existent communications strategies. We help organizations understand the various uses of these tools, and how they can be used to more efficiently meet objectives.

Strategic Communications – High-level communications efforts require organizations to develop effective strategy. Using research and strategic expertise, we help the senior most leadership of organizations use unified communications to create a coherent and consistent message for important constituents.

Web and Mobile Technology Development - We maintain an in-house programming capability for developing complex websites and technology platforms.

PRODUCTS

Our software products below are all developed in-house and are proprietary to SocialSphere, Inc. All products are supported in a web format that makes it easy for clients to access and utilize data.

Conversation Pulse™: A nuanced look at the forces and influencers driving discussion SocialSphere's Conversation Pulse™ is an in-depth look at the topics, trends, tone, comment volume, channels and social media posts that are driving the evolution of conversation online.

Whereas ORBIT™ provides a rigorous benchmark of the most influential websites in every language on a given topic, brand or conversation, Conversation Pulse™ provides real-time insights of the trends and social media footprints that are impacting brands, messages, individuals and key constituencies.

Conversation Pulse™ strategic briefs have been used to guide engagement and communication strategies and tactics for clients around the world on topics ranging from professional sports, to global warming, to U.S. domestic issues to international politics.

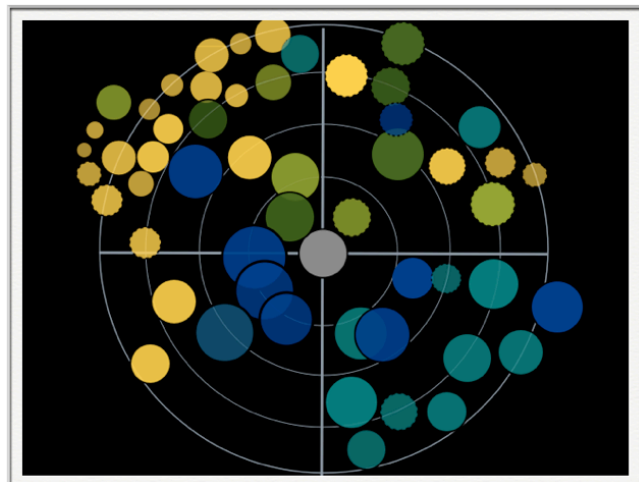
ORBIT Report® and Monitoring Platform – Robust, real-time analysis of your “Social Sphere”.

SocialSphere's ORBIT Report® and monitoring platform is the most in-depth and insightful analysis of mainstream and social media on the Web today. It reaches beyond word clouds and volume tracking to contextualize the online conversation around a specific brand, issue or organization in order to uncover the most important sites, blogs, channels and voices on a particular subject -- in just about every every language.

ORBIT™ analyzes specific measurable facts and statistics about various websites and applies a proprietary algorithm to identify the extent to which discussion on a website impacts your brand, issue or organization.

There are five specific factors that underlie our ORBIT™ methodology:

- ◆ On-site Engagement, depth of engagement of visitors on a given website;
- ◆ Reach, the number of people who are likely to confront information about a subject;
- ◆ Bias, the extent to which the perspective of a website helps or hurts the general goals of an organization;
- ◆ Influence, the degree to which a website's perspective is picked up and linked to in dialogues and discussion on other websites;
- ◆ Topical Frequency, the regularity in which a topic is discussed.



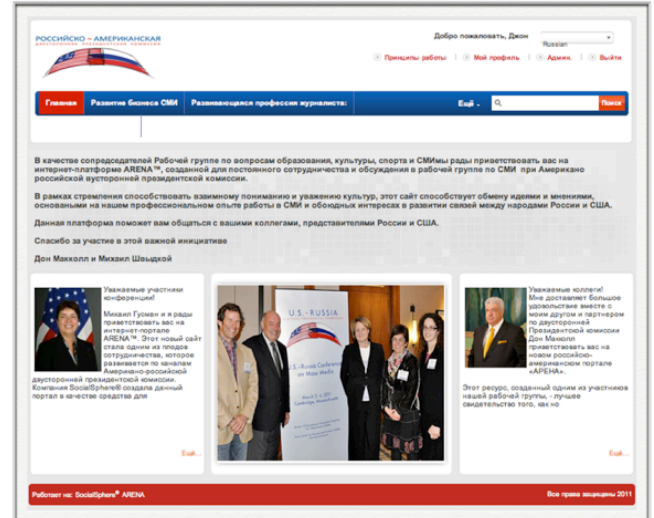
Available in one-time, monthly or annual packages, ORBIT™ is used to: identify the major influencers of your brand, product, organization or issue; map Facebook, YouTube and Twitter and chart the pages, groups, channels, and Twitter users that are driving conversations around your issue; create a detailed map of your “social sphere”; and pinpoint strategies you can employ to engage and influence the conversation every day.

ARENA™: Tap into the uncommon wisdom of your most passionate advocates

SocialSphere's ARENA™ is a collaborative platform inspired by the lessons of crowd sourcing, “Wikinomics,” and the messy, yet effective, republican form of government.

First, we solicit ideas from the "many" -- depending upon the project, this phase can involve large or small groups, but everyone registers on our custom-built platform and offers up their name, address and some information about their background -- and begins to focus on one central question.

After a few weeks of robust, facilitated discussion, we review the contributions and analytics and hand-select a working Task Force who we empower by asking them to prepare a final report and recommendations for the senior management team of our client's organization.



During the third and final phase of our work, we connect the Task Force directly with our client, the decision maker in a seat of authority, to allow them to hear suggestions for improvements or innovations from their new community of advisors.

From CEOs to Governors to U.S. Cabinet Secretaries -- every one of these meetings has been an eye-opening and profitable experience for both sides at the table.

EXPERIENCE

SocialSphere has extensive experience working with companies and agencies that span across all industry. Prior clients include the United States Marine Corps, Nokia, NTRA, State Lottery Organizations, Schools, charities and political candidates to name a few. Our services are customized based on the specific needs of the client. The proposal can be directed to offer portions of our services, or can be expansive to include a complete integrated marketing and research solution.

SocialSphere's founding partner, John Della Volpe, spent much of the last 20 years at the intersection of politics, business strategy and technology with clients ranging from successful candidates for President, Prime Minister, Senator, and Governor to the world's leading brands and institutions such as De Beers, General Electric, Harvard University and the United States Marine Corps. In 2000, Della Volpe partnered with Harvard University's Institute of Politics to launch the Biannual Youth Survey of Politics and Public Service by working with the schools undergraduate students. This Biannual survey is now considered one of the seminal pieces of research on the emerging Millennial generation.

Through this work, Della Volpe developed his expertise of the Millennials generation (people 18-30) and identified how they think, communicate and use technology. It is from insights gleaned here that SocialSphere developed its three-phase strategic approach: to identify clients' most passionate advocates; to empower them with respect and technology; and to ask them for more. Further, SocialSphere's team consists of members having experience with research and analysis, which ensures that the impact of the company's strategies is carefully measured and evaluated. By constantly evolving its approach to optimize results, SocialSphere helps companies and organizations meet tomorrow's most important challenges – It uses proprietary analytic tools, unique data sets and its professional staff's uncommon experience to develop one-of-a-kind insights that help clients navigate twenty-first century challenges and opportunities.

BENEFITS TO THE GOVERNMENT

- Offers the best value
- Unique and sole provider of the following products and services:
 - Conversation Pulse™
 - ORBIT Report®
 - ARENA™
- Proven and measurable results
 - Increased market visibility
 - Targeted communication strategies
- Customized strategic plans
- Total solution provider
- Leading industry experts
- Founder of the Biannual Youth Survey of Politics and Public Service
- Department of Defense Experience
- Pre-approved vendor
- Fixed price contract holder
- Qualified for Small Business set aside contracts
- Capacity to perform quickly

CURRENT HOURLY RATES

Current hourly rates for services (SINs 541 3, 541 4A & 541 5)

GSA Labor Category	Current Hourly Rates
President	\$338.52
Sr. Consultant	\$261.14
Managing Director	\$285.32
Client Director	\$178.93
Account Executive	\$159.59
Project Manager	\$275.65
Project Assistant	\$106.39
Administrative	\$87.05
Subject Matter Expert 1	\$169.26
Subject Matter Expert 2	\$285.32
Subject Matter Expert 3	\$411.06
Research Director	\$217.62
Research Analysis	\$169.26
Market Research	\$145.08
Market Analysis	\$188.60
Research Associate	\$72.54
Analyst	\$82.21
Focus Group Moderator	\$174.10
Creative Director	\$241.80
Interactive Director	\$188.60
Creative Associate	\$106.39
Development Director	\$217.62
Technical Project Manager	\$193.44
Sr. Programmer	\$169.26
Programmer	\$116.06