

Addendum 2 to Exhibit A

Of Ivy.ai/TAMU contract with Effective date April 6, 2018

Additional Statement of Work 2

Effective date of Additional Statement of Work 2: May 2, 2019

Revised to June 1, 2019

"Office of Student Success"

Any projects beyond the scope of the projects specified below will be evaluated and priced separately.

Background

Texas A&M (TAMU) is driven to continuously improve service delivery to current and prospective students, parents, faculty and staff, employers and more. Simultaneously, TAMU seeks to improve the operating efficiency of its units, reducing costs and re-deploying human assets to more value-accretive activities. TAMU is interested in exploring how Ivy, an artificially intelligent customer service agent, can drive recruitment, triage customer service requests, extend the hours of operations and improve the overall quality of services.

Ivy.ai, a higher education technology company, provides an artificially intelligent customer service "chat bot" to colleges and universities. Ivy is like Siri/Cortana in that it can answer questions, schedule appointments, and direct people to resources; however, Ivy is custom-trained to serve specific knowledge domains. Ivy's intelligence can live in chat form on your website, at an email address, text, Facebook messenger, and in live chat

Using natural language processing and machine learning, the Ivy chatbot interacts with website visitors by understanding the semantics of their asked-questions and providing an immediate, meaningful answer. Ivy can be trained to disseminate information such as admissions deadlines or program requirements, to gather information like prospective student contact info, and can also connect students to university resources such as videos or paid 3rd party resources.

Ivy is custom implemented for each partner to support their underlying objectives - whether it's increasing marketing impact, providing better customer service or simply extending the hours of operation. Ivy is highly data driven and the bot is optimized to target the most meaningful metrics for our partners. Furthermore, Ivy gets measurably "smarter" over time as it learns new content areas, driving even better results.

SCOPE:

TAMU will deploy Ivy's chat-bot facility for the following departments:

- ✓ Office of Student Success

During the implementation phase, Ivy will:

- Understand TAMU's KPIs and develop content for the bot to advance those metrics
- Implement any specific content requested by TAMU
- Provide training and support to TAMU human representatives
- Provide logins for TAMU's management team for Ivy dashboard reporting
- Provide TAMU with a sandbox for testing the bot prior to launch

After launch, Ivy will:

- Continuously monitor content and create new bot intentions for "missed" questions (or for new content areas requested by TAMU)
- Ensure that the bot accuracy increases each month
- Provide training and support as needed by TAMU
- Our goal at the end of year one is >93% bot accuracy

Statement of Work Price: \$46,400 annually

Note: Pricing based on Career Center and Scholarships and Financial Aid as clients as well.

Texas A&M

Ivy.ai, Inc.

By: _____

By: _____

Name: _____

Name: Mark McNasby

Title: _____

Title: CEO

Date: 6 Jun 2019

Date: June 9, 2019

ROBERT C. BOUNDS
DIRECTOR, PROCUREMENT SERVICES