

Revised Purchase Order



| Purchase Order | | | |
|---|--------------------|---------------------------|---------------|
| Purchase Order Date | PO/Reference No. | Revision No. | Revision Date |
| Mar 19, 2026 | AB1141672 | 1 | Mar 20, 2026 |
| Contact instructions for questions regarding this Purchase Order: If Buyer Contact information is listed below, please contact the Buyer. If not, please contact the Customer. | | | |
| Buyer Contact: | | | |
| Buyer | Buyer Email | Buyer Phone Number | |
| kak - Kanevsky, Kristina | kkanevsky@tamu.edu | 979.458.8127 | |
| Customer Contact: | | | |
| Name: | Victoria Perez | | |
| Email: | VPEREZ@TAMU.EDU | | |
| Phone: | +1 979-436-0359 | | |

Sales Tax Exemption

The Texas A&M Health Science Center is exempt from state and municipal sales taxes under Chapter 20 Title 122A, revised Civil Statutes of Texas, for all purchases made for the exclusive use of the Texas A&M Health Science Center.

The laws of the State of Texas shall govern this Purchase Order.

Member of the Texas A&M University System.

Order acceptance instructions:

For Order Acceptance Instructions applicable to this PO, see the "Notes to Supplier" section below.

| Supplier Information | | Delivery Information | |
|--------------------------|---|-----------------------------|---|
| Supplier Name | INVENTIVE WORKS LLC | Delivery Address | |
| Address | 13316 CRAVEN LN MANOR, Texas 78653 United States | TAMUS Member: | 23-Texas A&M Health Science Center (23) |
| FOB / FREIGHT | Destination | Attn: | Victoria Perez |
| Pre-Pay & Add | No | Communications Office | |
| Payment Terms | 0, Net 30 | Clinical Building 1 | |
| Contract Number - Header | C2023-11572 | Suite | 4130 |
| Contract Number - Line | <i>no value</i> | 8441 John Sharp Pkwy. | |
| Quote number | | 1359 TAMU | |
| | | Bryan, TX 77807 | |
| | | United States | |
| | | Delivery Information | |
| | | Required Delivery Date | |
| | | Ship Via | Best Carrier-Best Way |

Notes to Supplier

Shipping Instructions

Note to Supplier

REF: Attached Quote Discovery & Build SOW - 0007 for pricing
 REF: TAMU Master Order C2023-11572

The HUB Subcontracting Plan submitted shall become a provision of this purchase. Attached are the Self-Performing Requirements.

In the event of any conflict in terms asserted by the Contractor and Texas A&M's Terms and Conditions, Texas A&M's Terms and Conditions shall in all aspects govern and control.

Attachments for supplier

- TAMU College of D...
- TAMU TAMUG & TAMU...

PO Clauses

| | | | |
|--------|-----|--------------------------------------|--|
| Header | 001 | No Collect Freight Charges Accepted | Neither COD nor "Collect" freight or handling charges will be accepted. |
| | 100 | Order Acceptance Instructions - TAMU | Vendor guarantees that the products delivered, or the services performed, as a result of this Purchase Order will meet or exceed all specifications herein. Any exceptions to the pricing or the description contained herein must be approved by Texas A&M's Department of Procurement Services in writing prior to shipping or performance. This Purchase Order is governed by the laws of the State of Texas and Texas A&M's Terms & Conditions (the version that is effective as of the Purchase Order Date or the Revision Date specified above, whichever is later), which are incorporated into and made a material part of any Purchase Order issued by Texas A&M. |
| | 102 | Terms & Conditions - TAMU | Terms & Conditions - Texas A&M University -This purchase order is issued on behalf of Texas A&M University and is governed by the Terms & Conditions found online: https://purchasing.tamu.edu/_media/tamu-purchase-terms.pdf |

| Line No. | Product Description | Catalog No. | Size / Packaging | Unit Price | Quantity | Ext. Price |
|--------------|--|-------------|------------------|-------------------|-----------------------|-------------------|
| 1 of 1 | Build on Aggie UX project-time and materials SOW 0001 ESTIMATED cost of project \$228,000.00 - \$298,000.00 | na | EA | 298,000.00 USD | 1 EA | 298,000.00 USD |
| Total | | | | | 298,000.00 USD | |

| Billing Information | Billing Address |
|---|---|
| <p>To assure timely payment please e-mail invoices to the email provided in the bill to address. If the invoice is sent via email, please do not send a duplicate copy through the mail. Only if email is not an option then submit invoices to the billing address indicated in the "Billing Address" section. To inquire about electronic invoicing via cXML, CSV or PO flip through the supplier portal, e-mail vendorhelp@tamu.edu.</p> <p>Invoice must include the PO/Reference number shown above.</p> | <p>Texas A&M Health Science Center ***Do Not Mail Invoices*** Email invoices to invoices@tamu.edu 750 Agronomy Road Suite 3101 College Station, TX 77843-6000 United States</p> |

HSP Self-Performing Requirements

The HUB Subcontracting Plan (HSP) submitted with the bid response shall become a provision of the purchase order. The vendor cannot change a subcontracting plan prior to its incorporation into the purchase order. TAC 20.14 (5). Per the Texas Administrative Code Chapter 20.14, Texas A&M requires the following:

- **Vendors self-performing** are not required to submit a HUB Subcontracting Plan (HSP) Prime Contractor Progress Assessment Report (PAR).
- Changes may not be made to the HSP without prior review and approval from the Texas A&M Department of Procurement Services. The vendor shall submit to the TAMU point of contact provided below a revised HSP if determined subcontracting will be necessary.

If the selected vendor subcontracts any of the work without complying with TAC 20.14 and without prior approval from the Texas A&M Department of Procurement Services, the vendor will be deemed to have breached the purchase order and be subject to any remedial actions provided by Texas Government Code, Chapter 2161, state law and TAC 20.14 (6). Texas A&M will report nonperformance relative to its purchase order to Texas Procurement and Support Services in accordance with TAC 20.105, Subchapter F relating to the Vendor Performance and Debarment Program.

Texas A&M Point of Contact

HUB Coordinator: Patty Winkler

Phone – 979-845-4556

E-mail – p-winkler@tamu.edu



Discovery & Build Summary of Work - 0007

for TAMU College of Dentistry

AggieBuy contract number C2023-11572

Proposal valid for 30 days from issuance

Proprietary & Confidential

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SOW-0007 - Discovery & Build
by *Inventive Works, LLC* for *TAMU College of Dentistry*
team-tamu-dentistry@inventive.io@inventive.io

SOW-0007

Discovery & Build

The following is the Summary of Work (“SOW”) between Inventive Works, LLC (“Consultant” or “Inventive” or “we”) and TAMU College of Dentistry (“Client”) for consulting services.

| Client Contact Information | Inventive Contact Information |
|-----------------------------------|----------------------------------|
| Sloane Williams | Andrew Siemer |
| sloane.williams@tamu.edu | andy@inventive.io |
| 979.436.0618 | |
| TAMU College of Dentistry | Inventive Works, LLC |
| 3302 Gaston Ave, Dallas, TX 75246 | 13316 Craven Ln, Manor, TX 78653 |

Scope and Approach

Goal of This Effort

The Texas A&M University College of Dentistry operates a legacy website on Cascade CMS that requires a strategic rebuild to align with the university's Aggie UX (AgUX) design system and meet upcoming accessibility compliance requirements. The current site contains ~620 live pages, many of which are outdated, redundant, or structurally incompatible with AgUX standards. This is not a lift-and-shift migration — it is a strategic rebuild that will consolidate, simplify, and modernize the College's web presence.

The College has completed significant preparatory work, including ~60 Figma mockups with stakeholder buy-in, content rewrites for AgUX brand compliance, go/no-go decisions on ~125 of 352 inventoried pages, new 16:9 photography and video assets showcasing the \$160M clinical building, and identification of the University of Iowa College of Dentistry as a design benchmark. This preparation accelerates the engagement and reduces risk across Discovery and Design phases.

The engagement follows a six-phase approach — Discovery, Design, Build, Migration, UAT, and Knowledge Transfer — with phases running in parallel where possible to compress the overall timeline. The estimated investment ranges from \$222,000 to \$298,000 depending on the final page count determined during Discovery. This is a time-and-materials engagement — if hours are not used, they are not billed.

Special Interests

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by *Inventive Works, LLC* for *TAMU College of Dentistry*

team-tamu-dentistry@inventive.io@inventive.io

This engagement is structured as an iterative rebuild rather than a sequential waterfall project. Discovery, Design, and Build phases will overlap where possible to compress the timeline toward the university-wide accessibility compliance deadline.

The College's existing preparatory work — including ~60 Figma mockups, content rewrites, and page triage decisions — will be incorporated directly into the Discovery and Design phases rather than recreated. Consultant will validate and build upon this work, not duplicate it.

The WordPress news site (dentistry.tamu.edu/news) is explicitly excluded from this engagement. It will remain on WordPress and may be updated with the AgUX WordPress theme as a separate, smaller effort if desired.

The final page count is the primary cost driver. Pre-discovery analysis indicates a range of 300–350 pages after Discovery resolves the ~225 undecided pages. The College's pattern of consolidating standalone pages into AgUX components is expected to push the final count toward the lower end of this range.

High-level Tasks to Perform

The following high-level tasks will be performed during this engagement:

- Conduct Discovery phase to resolve the ~225 undecided pages into GO, NO GO, or CONSOLIDATE decisions, validate the College's existing Figma mockups against AgUX component options, and deliver a concrete execution plan with locked-in costs for subsequent phases
- Perform competitor analysis of top dental school websites nationwide, including the University of Iowa College of Dentistry (the Dean's identified benchmark), to identify best practices for patient funnels, admissions pathways, and faculty showcases
- Design and validate information architecture, navigation structure, and AgUX component selections for the rebuilt site, incorporating the College's existing ~60 Figma mockups and stakeholder feedback
- Build ~300–350 pages in Cascade CMS using the AgUX design system, matching designs approved during the Design phase, with rolling delivery for stakeholder review throughout
- Map and implement redirects for ~490 existing redirects and ~115 broken links identified during the Screaming Frog crawl, protecting search equity throughout the URL transition
- Conduct SEO analysis to ensure search equity is preserved during the rebuild, with redirect prioritization based on traffic volume and search value
- Perform User Acceptance Testing including stakeholder review, redirect validation, mobile testing, and accessibility compliance verification
- Deliver Knowledge Transfer training on Cascade CMS and AgUX page creation, including documentation of templates, components, and workflows for the College's ongoing maintenance

Discovery Tasks To Perform

- Audit the existing dentistry.tamu.edu site alongside the College's 352-page inventory to resolve all undecided pages (~225) into GO, NO GO, or CONSOLIDATE decisions
- Review and validate the College's ~60 Figma mockups against the AgUX component library to identify optimal component selections for consistency and usability
- Conduct competitor analysis of top dental school websites nationwide to identify best practices for key audience pathways (prospective students, current students, patients, faculty, alumni)
- Develop information architecture and navigation recommendations based on audience needs, competitor research, and the College's stakeholder priorities

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- Perform SEO analysis of the existing site to identify high-traffic pages, search equity to protect, and redirect priorities for the migration phase
- Map the existing URL structure and identify all required redirects, including the ~490 existing redirects and ~115 broken links from the initial crawl
- Deliver a detailed execution plan with precise scope, cost, and timeline for the Design, Build, Migration, UAT, and KT phases

Assumptions

General

- Phases will run in parallel where possible to compress the overall timeline. Discovery and Design will overlap, and Build can begin on straightforward pages while Discovery and Design continue on complex sections.
- Client will designate Mark Jones as primary point of contact with authority to make content, design, and structural decisions. Delays in stakeholder decision-making may impact the project timeline.
- Client will provide access to the existing Cascade CMS environment, the Figma project files, the Google Sheet tracking pages/URLs/Figma links/photo folders, and Google Analytics data for the legacy site.
- Client will continue content rewrites and Figma mockup creation during the Discovery phase. Consultant will coordinate with Client to incorporate this ongoing work.
- The WordPress news site (dentistry.tamu.edu/news) is excluded from this engagement. If the Client wishes to apply the AgUX WordPress theme to the news site, that will be scoped as a separate effort.
- Inventive is on the TAMU master contract. No separate procurement or RFP process is required.

Development

- The rebuilt site will be built in Cascade CMS using the AgUX design system. Consultant will work within the existing AgUX component library and will not create custom components outside this framework unless specifically approved during Design.
- Two web developers will be assigned to the Build phase at ~30 hours/week each for an estimated 7–11 weeks. These developers have prior experience building TAMU health school sites in AgUX.
- A quality engineer will be embedded throughout the Build phase at ~12 hours/week to ensure build quality, accessibility compliance, and component consistency.
- Redirect implementation will use a combination of pattern-based bulk redirects and individual redirect mappings for high-traffic pages and edge cases.
- Hosting and deployment infrastructure is managed by TAMU IT through Cascade CMS. Consultant will coordinate with TAMU IT for any environment or deployment configuration required.

Copy

- Client is responsible for content creation and rewrites. Consultant will provide a Copywriter at ~3–5 hours/week during Discovery and Build to support content strategy, review, and formatting within AgUX components.
- Content provided by Client will be in a format ready for placement into AgUX components. Consultant will format and place content but is not responsible for writing original content from scratch.
- Clinical and patient-facing content that requires specialized medical or dental review is Client's responsibility to approve before placement.

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Design

- The College's existing ~60 Figma mockups will be reviewed and incorporated during the Design phase. Consultant's Principal Product Designer will suggest AgUX component optimizations but will not discard the College's design direction.
- Design decisions will be guided by the Dean's preference for clean, brief, well-organized presentation as exemplified by the University of Iowa College of Dentistry website.
- All page designs will be reviewed and approved in Figma before Build begins. No pages will be built without approved designs.
- The \$160M clinical building and new facilities photography will be prominently featured in the redesigned site as directed by the College.

Accessibility

- The AgUX design system provides inherent accessibility compliance. Consultant will build all pages using standard AgUX components to leverage this compliance.
- Consultant will conduct accessibility testing during the UAT phase to verify compliance. A comprehensive standalone accessibility audit is not included unless specifically requested.
- PDF and document accessibility remediation is out of scope. Client is responsible for ensuring uploaded documents meet accessibility requirements.

Consultant Deliverables

The following deliverables will be produced across the six engagement phases:

Discovery deliverables

- Complete page inventory with GO, NO GO, or CONSOLIDATE decisions for all ~350 inventoried pages, including rationale for each recommendation
- Competitor analysis report covering top dental school websites nationwide with best-practice recommendations for patient funnels, admissions, and faculty showcases
- Information architecture and navigation recommendations for the rebuilt site
- AgUX component validation report reviewing the College's ~60 Figma mockups with recommended component selections and optimizations
- SEO analysis identifying high-traffic pages, search equity priorities, and redirect strategy
- URL redirect mapping document covering all ~490 existing redirects and ~115 broken links
- Detailed execution plan with precise scope, cost, and timeline for Design, Build, Migration, UAT, and KT phases

Design deliverables

- Approved Figma designs for homepage, key landing pages, department templates, and patient care funnels

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- AgUX component style guide documenting selected components, usage patterns, and style decisions (bold vs. default, hierarchy, reusability)
- Design patterns informed by other TAMU health school implementations (Public Health, IHA, Medicine, Galveston)

Build deliverables

- ~300–350 pages built in Cascade CMS using the AgUX design system, matching approved Figma designs
- Rolling weekly delivery of completed pages in the staging environment for stakeholder review
- Quality assurance testing throughout Build for component rendering, cross-browser compatibility, mobile responsiveness, and accessibility compliance

Migration deliverables

- Pattern-based and individual redirect implementation for all mapped URLs
- Broken link resolution or redirect handling for all ~115 identified broken links
- SEO equity protection with redirect validation for high-traffic and high-value pages
- Proper redirect handling for all NO GO pages — no dead ends for visitors or search engines

Service Fees, Terms and Billing

Pricing: \$222,000-\$298,000

The estimated cost of this project, at approved Texas A&M Web Development rates, is \$222,000-\$298,000. The mobilization fee has been waived for this project.

Partial Payment

In order to allow partial payment, Client will ensure that the “cost receiving” box is checked on Requisition documentation.

Time and Materials

This is not a “fixed-fee” project. Instead, it will be managed as a “time and materials” project. Billing will be based on work completed and reflect adjustments to scope over time. Change orders will be submitted and approved for larger changes to scope.

Duration

This SOW is for approximately 24 to 37 weeks of work, with no long-term commitment by the Client. Calendar duration can be affected by many outside forces such as Client interactions and Third-Party integrations.

Project Queue

Following ratification of this SOW, we will place your project in our project queue, start selecting your team, and scheduling kick-off dates. Given that our queue may cause a delayed start, if you have any deadlines or date-related expectations for your project please let us know so we can discuss our options early.

Invoice and Payment Cadence

Invoices will be submitted every week. Payment is due 30 days after receipt of invoice.

Design

While every reasonable effort is made to create and match designs according to client expectations, the use of third-party tools, dependencies, and plugins may result in variations from the intended design. These tools and plugins may affect the final appearance and functionality of the project.

Inventive prioritizes design work that adds value and enhances user experience. Consequently, Inventive cannot guarantee that all designs will be pixel-perfect, especially as new screens, updates, and features are continually being developed and released. Any such discrepancies are considered inherent to the nature of software product development and the integration of third-party tools.

Warranty, Defects and Support

This SOW does not provide warranty that the deliverables are free from defects ("bugs"), or that any such defects will be fixed free of charge. Inventive's intent is to collaborate with Client throughout the SOW timeline and include fixes for as many defects as are prioritized and possible within the agreed estimated budget range above. It is common to put a future SOW in place to provide for all subsequent support and maintenance requests.

Client Responsibilities

Client agrees to provide reasonable access as required to the appropriate Client staff, systems, and processes needed to complete the work in this SOW, including reasonable efforts to respond in a timely manner to Client communications, appropriate requests, assignment of Client staff to regularly interface with Consultant, and appropriate systems access, if applicable.

Change Requests

Changes to this scope will be mutually agreed, in advance, by both parties in writing, in the form of a change order. Some change orders will cause the services fees to vary and some will not impact the services fees

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Marketing and Promotional Materials

At Client's sole discretion and if Client is satisfied with Consultant's work, Client agrees to provide to Consultant the following, which Consultant may use in verbal, written and electronic formats and communications including publicly facing Web and Social media sites and marketing materials:

- 1. A written reference/quotation from an executive at Client in reference to this project
- 2. A video testimonial, at Consultant's sole expense
- 3. A case study, which Consultant will create at its expense and Client may approve
- 4. Use of Client logo on Consultant's Client lists

Departmental Sign Off

The following section is to get internal departmental agreement from each of the stakeholders responsible for delivering and managing the work defined in this engagement.

| Department | Signature |
|---------------------|-------------------------|
| Executive Team | <i>Andrew Siemer</i> |
| Operations Team | <i>James R Shaw</i> |
| Client Success Team | <i>Melanie Hellmann</i> |

CERTIFICATE *of* SIGNATURE

REF. NUMBER
2EA64-DCBKF-W9EK9-WPBCW

DOCUMENT COMPLETED BY ALL PARTIES ON
19 MAR 2026 16:45:06
UTC

SIGNER

TIMESTAMP

SIGNATURE

ANDREW SIEMER

EMAIL
ANDY@INVENTIVE.IO

SENT
19 MAR 2026 15:55:07

VIEWED
19 MAR 2026 16:33:12

SIGNED
19 MAR 2026 16:33:31



IP ADDRESS
166.205.190.101

RECIPIENT VERIFICATION

EMAIL VERIFIED
19 MAR 2026 16:33:12

MELANIE HELLMANN

EMAIL
MELANIE.HELLMANN@INVENTIVE.IO

SENT
19 MAR 2026 15:55:07

VIEWED
19 MAR 2026 16:39:09

SIGNED
19 MAR 2026 16:39:24



IP ADDRESS
68.126.194.74

LOCATION
MAPLEWOOD, UNITED STATES

RECIPIENT VERIFICATION

EMAIL VERIFIED
19 MAR 2026 16:39:09



CERTIFICATE *of* SIGNATURE

REF. NUMBER
2EA64-DCBKF-W9EK9-WPBCW

DOCUMENT COMPLETED BY ALL PARTIES ON
19 MAR 2026 16:45:06
UTC

SIGNER

JAMES SHAW

EMAIL
JAMES@INVENTIVE.IO

TIMESTAMP

SENT
19 MAR 2026 15:55:07

VIEWED
19 MAR 2026 16:44:54

SIGNED
19 MAR 2026 16:45:06

SIGNATURE



IP ADDRESS
166.205.190.28

RECIPIENT VERIFICATION

EMAIL VERIFIED
19 MAR 2026 16:44:54

