



## Memorandum of Understanding (MOU)



### ***MEMORANDUM OF UNDERSTANDING (MOU) between***

*First Idea, Kille, Navi Mumbai [Party A]*

*And*

*MET's Institute of Pharmacy (Nashik) [Party B]*

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This is an agreement between "Party A", hereinafter called First Idea and "Party B", hereinafter called MET's Institute of Pharmacy (Nashik).

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Email: firstidea.fi@gmail.com



## 1. OBJECTIVE

The objective of this MOU to foster the collaboration between First Idea and RJSPM's College of Pharmacy and to initiate the Subscription of the android app called Surfchem (ownership rights to First Idea)

## 2. PARTY PROFILE

### FIRST IDEA

First Idea has been offering a wide range of services for solutions in the tech & mobility space for various industries since January 2014. The company has been active in customized digital marketing solutions & mobile app development. We provide our clients a distinctive app promotion solution for all their marketing needs along with app design & development.

We *believe* we can help establish an integrated digital marketing strategy -one that puts your brand on a fast track to growth in the mobility space. We look forward to a long lasting and successful association with your brand. First Idea is located at Sea Coast 1, Kille, Navi Mumbai.

### MET'S INSTITUTE OF PHARMACY

MET's institute of pharmacy is located in Nashik.

The institute provides B.Pharmacy and also provides M. Pharmacy in three specializations Pharmaceutics, Quality Assurance and Pharmaceutical Chemistry

### SURFCHEM

Surfchem is a medicinal chemistry android app. Surfchem consists of all important medicinal chemistry drugs, their structures and important monographs. Surfchem consists of only important information about drugs. Surfchem is simple, easy and fast application on Smartphone. Surfchem is the only android application which is designed specifically for pharmacy students to make their medicinal chemistry study easier, simpler and interesting.



### 3. FIRST IDEA RESPONSIBILITIES UNDER THIS MOU

1. Under this MOU First Idea will provide the subscription of the Surfchem android app to the T.Y.B.Pharm and Final Year B.Pharm students of MET's institute of pharmacy (Nashik).
2. First Idea will provide the app link and unique verification code to all the students of T.Y.B.Pharm and final year B.Pharm of MET's institute of pharmacy and under this MOU, students will get lifetime subscription of the Surfchem.
3. All the updates will be provided free of cost to the students of MET's institute of pharmacy.
4. First Idea will provide marketing support to the MET's institute of pharmacy, which includes advertisement of collaboration, advertisement of initiation of Surfchem subscription on social networking sites like Facebook, Google as well as sending emails to aspiring Pharmacy students.

### 4. MET'S INSTITUTE OF PHARMACY RESPONSIBILITIES UNDER THIS MOU


1. MET's institute of pharmacy will initiate the collaboration by paying proposed amount of 7000-/-Rs for T.Y.B.Pharm and Final year B.Pharm students for Surfchem installation and subscription.
2. MET's institute of pharmacy will provide email ids and contact numbers of T.Y.B.Pharm and Final year B.Pharm students.
3. MET's institute of pharmacy will give the permission to First Idea to use college logo and name of college in order to achieve marketing support from First Idea.

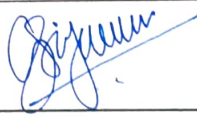
### 5. EFFECTIVE DATE AND THE SIGNATURE

This MOU shall be effective upon the signature of Parties A and B authorized officials. It shall be in force from 3rd August to 3rd August 2016.

Parties A and B indicate agreement with this MOU by their signatures.

#### Signatures and dates

X   
\_\_\_\_\_  
Shrikant Gadde  
FIRST IDEA OFFICIAL  
03/08/15 DATE

X   
\_\_\_\_\_  
MET'S INSTITUTE OF PHARMACY  
1/12/15 DATE