
Counter Offer Letter For Business Proposal

Acme Solutions Inc.

October 1, 2024

John Smith

Vice President

Innovative Tech Solutions

123 Business Rd.

Techville, CA 94000

Dear Mr. Smith,

Thank you for submitting your business proposal dated September 15, 2024, regarding the joint development of the next-generation analytics platform. We are excited about the potential for partnership between Innovative Tech Solutions and Acme Solutions Inc. and believe that our collaboration could lead to substantial mutual benefits.

After careful review of the initial terms, we are optimistic but believe adjustments are necessary to align more closely with our strategic goals and operational capabilities. Therefore, we would like to present a counter-offer that we feel better suits the needs and expectations of both parties involved.

Our counter-proposal includes the following adjustments:

- **Financial Terms:** While your proposal suggests a pricing model based on a fixed fee of \$500,000, we propose adjusting this to a cost-plus model to better reflect the industry standards and the value both parties bring to this deal.

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- **Timeline and Milestones:** We suggest extending the project timeline from 12 months to 18 months, providing ample time for both teams to ensure quality execution. Additionally, we propose the following revised milestones:
 - Initial Development Phase completion by March 2025.
 - Testing Phase completion by August 2025.
 - Final Product Launch by December 2025.
 - **Resource Commitment:** To ensure the project's success, we recommend modifying the resource allocation. Instead of dedicating 5 full-time developers, we suggest increasing this to 8 full-time developers, which we believe will optimize our efforts.
 - **Intellectual Property Rights:** We propose a modification in the intellectual property terms to ensure both parties retain rights to their respective contributions. Specifically, each party retains usage rights to developed technologies non-exclusively across their respective client bases.
 - **Performance Metrics:** To measure the success of our collaboration effectively, we propose the following performance metrics:
 - User adoption rate reaches 10,000 active users within the first six months post-launch.
 - System downtime does not exceed 0.1% in any calendar month.

We believe these proposed adjustments provide a balanced approach, ensuring both Innovative Tech Solutions and Acme Solutions Inc. achieve success and receive fair value from our agreement.

Please review our counter-proposal and let us know if you would like to discuss any points in further detail. We are keen to finalize our agreement and commence this exciting venture together. I am available for a meeting call next week to discuss this further.

Thank you once again for considering this partnership. We look forward to your response and hope to move forward together with a revised agreement that benefits both our companies.

Warm regards,

Alice Johnson

Director of Business Development

Acme Solutions Inc.

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