



CHANNEL OVERVIEW

Quarter 2, 2020

OVERVIEW OF CHANNEL GOALS

Our channel partners are our go-to-market strategy for enabling complete and supported customer solutions from end-to-end. We are aligning ourselves with partners who have a proven track record of CRM expertise, true value-add, a consultative services approach and a commitment to innovation and execution.

MAP MY CUSTOMERS VISION

Our vision as a company is to create the standard for outside sales execution and productivity. We have a multi-platform solution across web, iOS and Android that allows sales reps to map their customers, visualize all of their data, manage their territory effectively and see where their opportunities are geographically at every stage of the funnel. We have 30,000+ users who agree that Map My Customers is the go-to solution to help them grow their business and execute on their revenue goals. CRMs are a fantastic basis for companies to help them stay organized and connected, we are here to help extend that to outside sales teams to help them execute.

USE CASES

- Automated data logging into CRMs
- Mapping and Routing
- Territory Management
- Opportunity Visualization
- Automated Follow Ups
- Automated Reminders
- Sales Rep Accountability
- Email Automation
- Mileage Tracking and Reporting
- Simplified Sales Rep Onboarding

DEAL REGISTRATION

All deals must be registered within the Map My Customers “Channel Dashboard”. All closed deals will only be paid the channel commission when there is an approved deal in our system. You will be able to see approved deals in real-time through the Channel Dashboard. All commissions are paid out Net 90. Each accepted registration will expire in 90 days from the date the prospect was registered. Each deal registration will only be approved if the customer has expressed interest in Map My Customers solutions and there is a legitimate opportunity to close business including approved budget.

COMMISSION STRUCTURE

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| Base Commission | <u>20% royalty</u> paid out each month per deal (of the total annual amount paid to Map My Customers from client). Beyond the first 12 months, a <u>7.5% royalty</u> will be paid out each month for the duration of the deal. |
| Incentive Period | For all customers signed up within the first six months of your partnership with Map My Customers, an additional <u>5% royalty</u> per deal (of the total amount paid to Map My Customers from client) will be paid out for the first 12 months of the deal. |
| Market Development Fund | <u>3.5%</u> of the total annual deal size for each client signed up will be placed into a fund the partner can use for marketing purposes moving forward. All marketing funds will be paid out after the marketing activity is approved and proof of performance is submitted for the marketing activity. All activities must be Map My Customers branded or co-branded. |
| Finder’s Fee | <u>10% royalty</u> paid out each month per deal (of total annual amount paid to Map My Customer from client) for all leads passed to Map My Customers to work without the partner. Royalty will be paid out for the first 12 months of the deal. |