



COMPAS PlayMakers Program
version 1.0, June 2020

"A playmaker is a team member who creates and executes plays designed to put one or more teammates in a position to score". Wikipedia, 2020

Dear PlayMaker:

At COMPAS, we are very excited to launch the COMPAS PlayMakers Program. We are honored that you are interested or ready to join the COMPAS PlayMaker community. This program lays the foundation for PlayMakers to generate recurring revenue from their work with COMPAS's Playbook-as-a-Service product.

This program description delineates the best-effort and good faith partnership between COMPAS and your firm as a COMPAS PlayMaker. We welcome all feedback to improve it continuously as we jointly execute and learn together. We want you to love to be part of our PlayMaker community!

A simple acknowledgment email reply is more than sufficient to become a PlayMaker and part of the Community. We look forward to our joint success!

Best,

A handwritten signature in black ink that reads "Carlos M. Ramon". The signature is fluid and cursive, with a horizontal line underneath.

Carlos M. Ramon
Founder and CEO, COMPAS



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Start: June 1st 2020

Spirit of the partnership:

- Incentivize and reward a value-added network of COMPAS PlayMakers
- COMPAS PlayMakers are the “brain & execution” while the COMPAS software is the “muscle”
- Lend the credibility and brand awareness of our COMPAS playbook-as-a-service

Value to the PlayMaker:

- Get found
- Grow consulting revenue through a differentiated combination of rich expertise and a Playbook software,
- Scale revenue capacity by building proprietary Playbook & plays templates, and
- Create a recurring revenue stream via the COMPAS software
- Reduce, likely, many of the free consulting to win a project (“you see my playbook and let’s talk”)

Value to COMPAS:

- Generate new COMPAS customers,
- Build COMPAS Playbook templates developed by domain experts, and
- Support COMPAS customers with their Playbook deployment and execution

PlayMaker Profile:

- Industry expert: B2B SaaS, Healthcare, Educational technology, Fintech, Oil&Gas, etc.
- Functional domain expertise: Strategy, GTM (Sales, Marketing), Customer Success, OKRs, Security, Compliance, Tax, cross-functional, etc.
- Size: Ranging from an individual to small partnership, or large consulting firms
- Network: Trusted relationship with a set of decision-makers at customer organizations that would be a good fit for using the Playbook software
- Structured execution and passion for business excellence

COMPAS & PlayMaker engagement approach with customers:

- Introduce & educate customers to value of Playbooks and its own expertise – Lead by PlayMaker (100%)
- Revenue gen & customer relationship – Led by PlayMaker (90% of effort) and supported by COMPAS (10%)
- Customer Success – Led by PlayMaker (80-90%) and supported by COMPAS Customer Success (10-20%),
- Technical Support for software – 100% by COMPAS Customer Success & Technical teams

Our Commitment to the COMPAS PlayMakers:

- Full access to any COMPAS commercial materials, etc. (summaries, white papers, case studies, etc)
- Free access to COMPAS Training For PlayMaker Program.
- Monthly best practices video conference calls with COMPAS Customer Success.
- Monthly pipeline review with GTM; likely with peer PlayMaker.
- Introduction PlayMaker to COMPAS’s customer community- as suitable - as per the PlayMaker expertise.
- Access to one instance of COMPAS software for demo purposes to showcase its Playbooks.
- Sneak peeks at COMPAS software roadmap, with ability to contribute and influence the prioritization of features
- Inclusion on COMPAS’s website in COMPAS PlayMaker section
- Invitation to the Annual PlayMaker Summit



Activities of a COMPAS PlayMaker:

- Prospect within their network and develop new opportunities within a target industry and/or geo
- Complete COMPAS Playmaker Training
- Deliver COMPAS Playbook consulting services
- Contribute to the library of COMPAS Playbook templates

Terms:

- A 1-year agreement, automatic annual renewal if neither party terminates within 30 days prior notice.
- Customers will purchase COMPAS software directly from COMPAS.
- COMPAS provides a revenue sharing model where the PlayMaker will receive a commission on the COMPAS product license fee (net to COMPAS and see COMPAS website, in the pricing tab for various license fees) for opportunities closed:
 - 10% for sourcing and registering an opportunity in COMPAS's CRM (Pipedrive)
 - 25% of the Starter Pack (duration of customer agreement and renewals).
 - 30% of the Growth and Enterprise Packs (duration of customer agreement and renewals).
 - Payments terms will be identical to the customer terms with a 5-day lag.
 - 20% of any customer participant fee in the COMPAS Academy Program.
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- PlayMakers retain 100% of the consulting services fees that they deliver. The contract for these consulting services will be directly contracted between the PlayMaker and the customer.
- Mutual confidentiality agreement with COMPAS Customer Success methodology, customer information, and technology (including roadmap).
- Adhere to a common-sense code of conduct for utilizing each other's brands
- Non-solicitation for 1 year of customers, employees, and partners, after agreement termination

Sample Joint Baseline Goals:

Year 1: Annual minimum exit revenue for the PlayMaker of \$150-180K

- 2 x Starter Pack customers (\$2K per annum in COMPAS commission)
- Services for a Starter Pack customer - \$15K on-boarding and \$2K per month

- 1 x Growth customer (\$10K per annum in COMPAS commission)
- Services for a Growth customer - \$40K on-boarding and \$4K per month

Year 2: Annual minimum revenue for the PlayMaker of \$280-350K (~\$80K in recurring fees)

- Upgrade 1 of the Starter customers to Growth Pack; Churn 1 Starter customer
- Win 4 new Starter customers
- Win 1 new Growth customer