

ELEVATE

HYROS

PARTNER PROGRAM



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PARTNER PROGRAM GOALS

- **Easy for customers to consume technology**
- **Easiest company to work with in market**
- **Flexible & simple programs**
- **Channel focused & channel friendly**
- **Highest financial return in the market**

STRATEGIC VALUE OF THE PARTNER PROGRAM

Accelerate sales growth



Enhance demand and scale



Strengthen brand recognition & credibility



Develop strategic marketing opportunities



Solidify defined metrics on incremental growth from channel



Cohesive selling: Hyros and Partners



PARTNER DEVELOPMENT PATH



Retention and
Recruitment



Onboarding &
Enablement



Demand
Generation/
Pipeline
Creation



Execution



Hyros Elevate Partner Program

ELEVATE

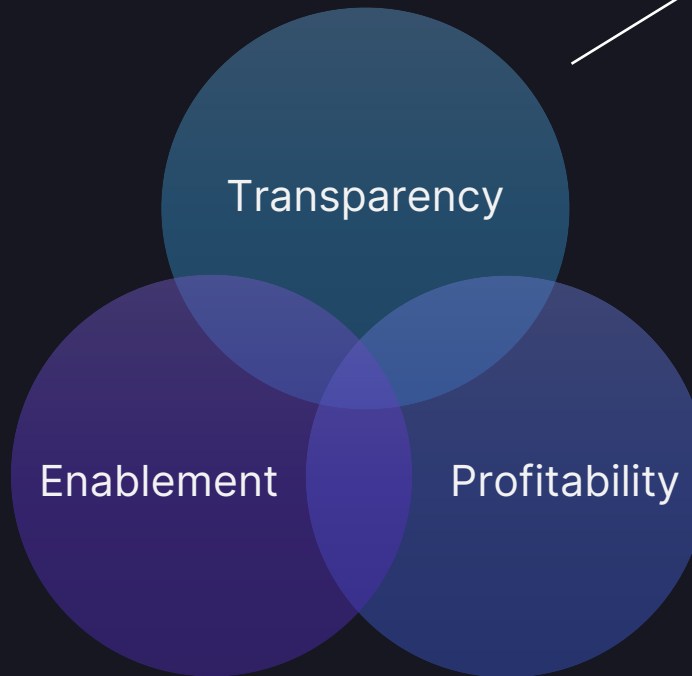


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ESSENTIAL PILLARS OF THE PARTNER PROGRAM

ENABLEMENT

We invest in tools that help partners build skills and promote offerings so they can achieve the highest level of revenue & customer success.



TRANSPARENCY

Our communication is proactive and preemptive to create simple transactions, clear requirements and specific measurements.




PROFITABILITY

Our commission's structure is designed with profitability in mind to reward partners and provide incentives as fuel for future growth.






KEY PARTNER BENEFITS



Varied partner levels customized to varied partner needs

-  Agency Partner (Diamond, Platinum, Gold, Silver)
-  Affiliate Partner (Blackbird, Crow, Raven)
-  Technology Partner

Opportunity for financial incentives

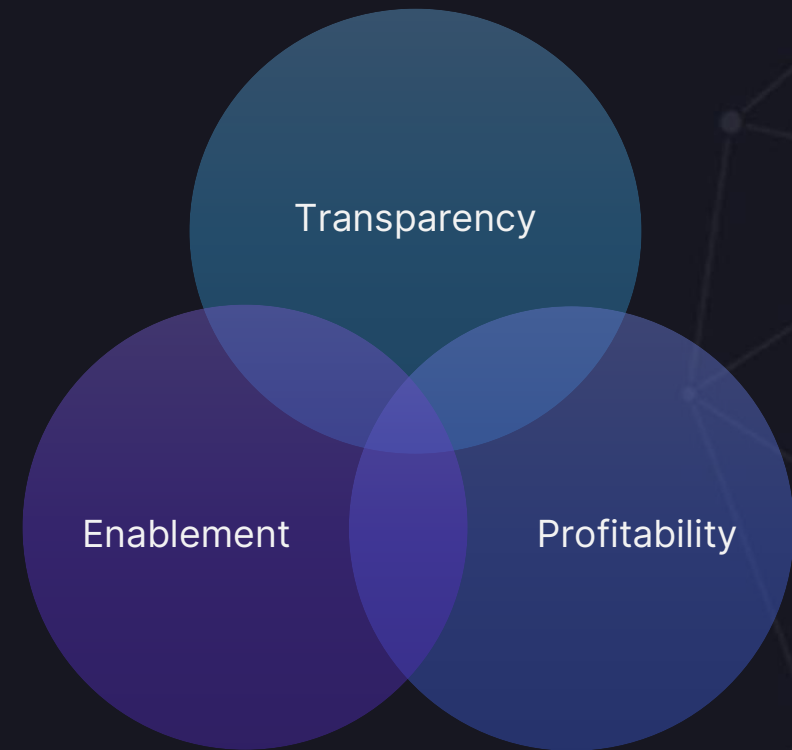
-  Benefits from initial sales
-  Build to increase your maximum payouts
-  Earn commissions for 12 months

Knowledge-building opportunities to enhance Partner/Customer Experience

-  Technical and Sales training certifications
-  VIP/Customer Support

Customizable toolsets to strengthen partner communication

-  Digital, Print and Events



PARTNER VALUE INCENTIVES

- > **Start earning today with simple partner registration and dashboard**

- > **Opportunity to build & enhance your business while making more as you sell more**

- > **Ability to gain margin by adding value and enhancing your own services**

- > **The more you sell the more you will make**

- > **Flexibility on sales motion depending on company and focus**

ELEVATE PARTNER INCENTIVE LEVELS

PROGRAM	TIER	Silver \$0	Gold \$100K	Platinum \$200K	Diamond \$300K
AGENCY	ALL	20%	25%	30%	Custom

PROGRAM	TIER	BLACKBIRD \$0	CROW \$50K	RAVEN \$100K
AFFILIATE	ALL	15%	20%	25%

ELEVATE MARKETING BENEFITS

PROGRAM	TIER	MARKETING BENEFITS
AGENCY	● PLATINUM	<ul style="list-style-type: none">• Hyros on Partner Website• Partner Case Study• Joint Collateral• Hyros \$100K Club Attendance
	● GOLD	<ul style="list-style-type: none">• Hyros on Partner Website• Partner Case Study• Hyros \$100K Club Attendance
	● SILVER	<ul style="list-style-type: none">• Partner Case Study
AFFILIATE	ALL	<ul style="list-style-type: none">• Hyros Academy

ELEVATE ENABLEMENT BENEFITS

PROGRAM	TIER	Hyros Tech Training	Hyros Sales Training
AGENCY	● PLATINUM	3	4
	● GOLD	2	3
	● SILVER	1	2
AFFILIATE	ALL	1	1

ELEVATE PARTNER PROGRAMS



AGENCY
PARTNER



AFFILIATE
PARTNER



TECHNOLOGY
PARTNER

AGENCY PROGRAM

Bring more value to your business by partnering with Hyros and our Agency Program.

Choice of up to
30% discount or
up to 30%
Commission

Recurring
Commissions
for 12 months

Market Leading
Dashboard that will
help you manage
your business

Direct Channel
Management

Direct Account
Creation

Hyros Partner
Marketing to help
you with your
strategy

Hyros VIP Support
to help you with
your customers

Hyros
Academy



AGENCY PROGRAM DETAILS

	SILVER	GOLD	PLATINUM	DIAMOND
Commission/Margin	20% Rec- 1 YR	25% Rec – 1 YR	30% Rec- 1 YR	Custom
Revenue Stages	\$0	\$100,000	\$200,000	\$300,000
Partner Resource Center	✓	✓	✓	✓
Detailed performance and optimization reports	✓	✓	✓	✓
Assets (including Mkt, Banner, Demo Videos, etc)	✓	✓	✓	✓
Quarterly raffles/giveaways (Future)	✓	✓	✓	✓
Co-marketing Content, Partner Activities		✓	✓	✓
Regular Check-Ins with a Dedicated Partner Manager		✓	✓	✓
Partner Slack Channel for Direct Access			✓	✓
Guest blogging opportunities (FUTURE)			✓	✓
Co-branded landing pages and other promotional assets (FUTURE)			✓	✓

AFFILIATE PROGRAM

Grow your customers, your brand and your revenue by targeting your audience with our Hyros Affiliate Program.

**Let Hyros sell for you
and get your cut**



**Make up to 25%
Commissions**



**Sign up your own
referrals using your
own direct referral link**



**Join Hyros Academy
which will help you
with your strategy**



**Payouts will be
done via a PayPal
Account**



**Build or enhance your
business, make more
money**



AFFILIATE PROGRAM DETAILS

	BLACK BIRD	CROW	RAVEN
Commission	15% Rec- 1 YR	20% Rec – 1 YR	25% Rec- 1 YR
Revenue	\$0	\$50,000	\$100,000
Affiliate Resource Center	✓	✓	✓
Affiliate Challenges with opportunities to earn more	✓	✓	✓
Quarterly raffles/giveaways (Future)	✓	✓	✓
Assets (including Mkt, Banner, Demo Videos, etc)	✓	✓	✓
Detailed performance and optimization reports (FUTURE)		✓	✓
Co-branded landing pages and other Promotional Assets (Future)		✓	✓
Guest blogging opportunities (FUTURE)		✓	✓
Regular Check-Ins with a Dedicated Partner Manager			✓

TECHNOLOGY PROGRAM



Build apps
together



Build solutions that
can enhance your
reach and grow
ecosystem



Joint business
development



Grow with Hyros
through GTM and
Marketing Opportunities
and Activities



THANK YOU



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