

COMPENSATION PLAN

betoobe has designed this compensation plan to reward (1) Caring activities, when members successfully recruit and support members, (2) Mindsharing activities, when members successfully deliver peer to peer online sessions to other members, (3) Activating activities when members successfully match an external business opportunity with a candidate member, (4) Managing activities when members successfully oversee the activities of betoobe communities of practice and (5) be-team members when they successfully oversee the operations of the organisation.

One member can engage in all or a combination of the above activities.

1. CARING COMPENSATION PLAN

Caring is an essential component of what makes betoobe ecosystem successful. Inviting people to the platform, ensuring the necessary diversity in skills and backgrounds that will benefit the whole community; being the front-line in the personal support each member is entitled to when joining, helping members navigate the ecosystem, connect to the right people, get their requests answered and more generally receive the best possible experience and service. As their referrals grow to start caring for others themselves, they support them through individual coaching and collaboration.

All this requires time, effort and skills that are fairly compensated through this plan.

1.1 BASIC CONCEPTS

When inviting a new member, a member becomes the **Referrer** and the new member the **Referral**. It is in fact a **Direct Referral**, as opposed to an **Indirect Referral**, invited by a referral.

For betoobe, the ensemble of all the Direct Referrals of a member is called the **Team** of the member who becomes de facto a **Team Lead**. The ensemble of all their Referrals the **Downline** of the member.

The list of all the direct and indirect Referrers are called their **Upline**.

1.2 THE MATRIX

The betoobe Caring compensation plan is based on a 5x5 **Matrix**. That means that a member only has 5 slots in the first level of their downline. Typically, the 6th referral of the member will **Spill-over** and use the first available slot in the second line, under one of their first line referrals. If all the slots in the

second line are taken, the referral will spill-over further to the next available slot up to the 5th line, each member, at each level of the matrix having 5 first line slots.

It ensues that the first line in the matrix for a member has 5 slots, the second line 25 slots, the third, 125, the fourth 625, and the last 3125. Once a member has filled all the slots of a matrix with referrals, they will start another one, without limits on the number of matrices a member can fill.

Members in their respective Downline have therefore three types of referrals:

- Direct Referrals that they have themselves invited
- Indirect Referrals who have been invited by other Referrals in their Downline
- Spill-over Referrals who have been invited by other Referrers in their Upline

Members receive monthly a **Referral Fee** for all the members who are a part of their downline, for as long as they are members, according to the following commission scheme:

- 25% on the subscription fee of the first line referrals
- 8% on the subscription fee of the second line referrals
- 7% on the subscription fee of the third line referrals
- 6% on the subscription fee of the fourth line referrals
- 5% on the subscription fee of the fifth line referrals

1.3 CARING BONUSES

As they add referrals in their downline, members collect **Points**. One point corresponds to one active Platinum membership; an active Gold membership is worth half a point; an active Silver membership is worth a quarter of a point.

As an example, a member has a downline composed of 5 Platinum members, 10 Gold members and 12 Silver members; that amounts to 13 points. The following lump sum bonuses are foreseen monthly for members who achieve the set objectives.

	#	Points	Direct Referrals	Bonus
Objective 1:		24	5	100.00 €
Objective 2:		60	10	200.00 €

<i>Objective 3:</i>	180	20	400.00 €
<i>Objective 4:</i>	400	30	800.00€
<i>Objective 5:</i>	900	40	1,600.00 €
<i>Objective 6:</i>	1800	50	3,200.00 €
<i>Objective 7:</i>	3000	60	6,400.00 €

1.4 CAMPAIGN BONUSES

betoobe will organise member referral campaigns from time to time. During these campaigns, special campaign bonuses will be awarded to members who achieve set objectives. These campaign bonuses will be one-off awards and not monthly commissions. Amount and objectives will be defined as part of the campaign. For example, a set sum for referring a certain number of members in the same week, a set sum for growing a downline to a certain number in less than a month, etc.

1.5 RULES

A number of rules are necessary to reinforce the objective of the compensation plan and avoid unfair compensation.

1. No compensation will be awarded to a member who has not a fully paid Platinum subscription
2. No compensation will be awarded to a member before they have 3 Direct Referrals
3. No member will have more than 50% of their downline composed of Spill-Over Referrals
 - a. If the situation is not corrected in the 3 months after it has occurred, the member will be stripped from its upline, and be left with a downline composed only of their direct and indirect referrals
4. No member will have more than 50% of their downline composed of the downline of only one of their referrals
 - a. If the situation is not corrected in the 3 months after it has occurred, the member will be stripped from this one referral, and be left with a downline composed only of their other referrals

The continued Caring activity is also subject to respecting the User Agreement and Terms & Conditions of betoobe.

1.6 PAYMENT

Payments due to members in relation to their Caring activities are calculated each month and paid to their Affiliate account on the first business day of the next month.

2. MINDSHARING COMPENSATION PLAN

Mindsharing opportunities on the platform are the key value proposition of betoobe. The opportunity to train fellow members with the smallest possible footprint on one's day's work is the condition for as many successful independent professionals as possible to be able to share their experience and expertise with others. The time spent delivering, preparing the session or following up on it needs to be fairly compensated.

2.1 BOOKING FEES

Members set freely the prices for the tickets required to attend their sessions. They receive 75% of the payments of all the attendees as booking fees.

2.2 MINDSHARING BONUSES

As they sell tickets to their sessions, independently from the number of sessions, members collect **Points**. One point corresponds to one booking ticket for one participant. The following lump sum bonuses are foreseen monthly for members who achieve the set objectives.

	#	Points	Bonus
Objective 1:		10	25.00 €
Objective 2:		25	50.00 €
Objective 3:		60	100.00 €
Objective 4:		120	200.00€
Objective 5:		200	400.00 €
Objective 6:		350	800.00 €
Objective 7:		600	1,600.00 €

2.3 CAMPAIGN BONUSES

betoobe will organise member mindsharing campaigns from time to time. During these campaigns, special campaign bonuses will be awarded to members who achieve set objectives. These Campaign bonuses will be one-off awards and not monthly commissions. Amount and objectives will be defined as part of the campaign. For example, a set sum for booking a certain number of tickets in the same session, a set sum for booking a certain number of tickets in the same month, etc.

2.4 RULES

A number of rules are necessary to reinforce the objective of the compensation plan and avoid unfair compensation.

1. Members are expected to give away an average of 5% of their monthly tickets for free
 - a. They can organise free introduction sessions to their program
 - b. They can contribute to the Briefings for members

The continued Mindsharing activity is also subject to respecting the User Agreement and Terms & Conditions of betoobe.

2.5 PAYMENT

Payments due to members in relation to their Mindsharing activities are calculated each month and paid to their Affiliate account on the first business day of the next month.

3. ACTIVATING COMPENSATION PLAN

There are no Activating activities foreseen during the months immediately following the launch of the platform. This section will be updated before effectively launching the Activating activities in the Ecosystem.

4. MANAGING MEMBER COMPENSATION PLAN

Members can be appointed as Managing Members for Community. It means that, in addition to their own Caring, Mindsharing and/or Activating activities, they will now coordinate and supervise these activities in a Community of practice. Their concern is going from caring for the members of their teams, the attendees to a Mindsharing session to caring for the needs of a full community. This will require additional time, effort and skills and needs to be fairly compensated.

4.1 MANAGING MEMBER ALLOWANCE

When Managing Members support communities of between 400 and 3,000 members, they receive a fixed monthly Managing Member Allowance of 1,800.00 €.

When Managing Members support communities of more than 3,000 members, they receive a fixed monthly Managing Member Allowance of 3,600.00 €.

These allowances come in addition to the Compensation Managing Members receive for their Caring, Mindsharing and Activating activities.

4.2 RULES

A number of rules are necessary to reinforce the objective of the compensation plan and avoid unfair compensation.

Managing Members are expected to successfully achieve the objectives jointly agreed (at least once a year) with the be-team for themselves and their community.

The continued activity as a Managing Member is also subject to respecting the User Agreement and Terms & Conditions of betoobe.

During the launch of communities, some members can be appointed as interim Managing Members although they have not reached the relevant rank. As such they will be not be entitled to the Managing Member Allowance in addition to their compensation until they effectively reach the relevant rank. With one exception: if the community they support reaches a minimum of 400 members.

5. BE-TEAM MEMBERS COMPENSATION PLAN

Members can be appointed as be-Team Members. It means that, in addition to their own Caring, Mindsharing, Activating and/or Community Management activities, they will now coordinate and supervise these activities in the Ecosystem. Their concern is going from catering to some members, some communities, to catering for the needs of the full ecosystem. This will require additional time, effort and skills and needs to be fairly compensated.

5.1 BE-TEAM MEMBER ALLOWANCE

The compensation of be-team members is directly linked to the number of members in the ecosystem. It is a fixed monthly allowance determined as follows:

#	Number of Members	Allowance
Objective 1	As from 400	2,000.00 €
Objective 2	As from 900	4,000.00 €
Objective 3	As from 1,800	6,000.00 €
Objective 4	As from 3,000	8,000.00 €
Objective 5	As from 6,000	10,000.00 €
Objective 6	As from 9,000	12,000.00 €
Objective 7	As from 12,000	14,000.00 €
Objective 8	As from 15,000	16,000.00 €
Objective 9	As from 30,000	20,000.00 €

These allowances come in addition to the Compensation Managing Members receive for their Caring, Mindsharing, Activating and/or Community Management activities.

5.2 RULES

A number of rules are necessary to reinforce the objective of the compensation plan and avoid unfair compensation.

1. Be-Team Members will maintain the relevant rank to justify their appointment
2. Be-Team Members are expected to successfully achieve the objectives jointly agreed as a be-team for themselves and their domain of responsibility

The continued activity as a be-Team Member is also subject to respecting the User Agreement and Terms & Conditions of betoobe.