Smartcat

AMBASSADOR PROGRAM

Brand Ambassador

Smartcat Brand Ambassador

Smartcat Brand Ambassadors are leaders in the industry and early adopters of new business models. They support new ways of working and inform their network to take advantage of new technology.

The aim of the Smartcat Ambassador Program is to empower your network through our eco-system and create new opportunities in the market.

In this journey, you will have the chance to share your ideas with the Smartcat development team, including thoughts about our business strategies. You may have the chance to work closely with the exec. team or attend major events with us.

You will have the unique opportunity to build a Smartcat ecosystem with our team and engage your network to let them take advantage of Smartcat services.

This document summarizes the Ambassador requirements, benefits, and how the collaboration works. We will gladly help you throughout your Ambassador Program journey!

Requirements

- You have an understanding of Smartcat's business approach and services

- You have a strong reputation in the industry

- You are willing to share Smartcat best practices with your network

- You are willing to disclose your association with Smartcat when sharing information on social networks and channels

- You are willing to share regular posts about Smartcat within your network

- You are willing to engage closely with the Ambassador program managers

- You are willing to attend regular Ambassador meetings

- You commit to announcing your Smartcat Ambassador partnership and publish the Smartcat Ambassador Badge/link (where applicable) on your LinkedIn page and social network channels.

Marketing Program

Upscale your public image as an industry expert backed by a leading global Tech Platform.

- We will publish your content at least quarterly through our marketing channels.

- We may co-present with you in major industry events.

- We will publish: interviews, case studies, announcements, co-branded whitepapers and best practices

- Joint traffic-building activities

If you are connected with an LSP:

- You will be listed in the Smartcat Agency Marketplace among selected partners.

- We will recommend you to other LSPs and end customers looking for vendors in your region or specialization.

Ambassador Benefits

- Join a young and dynamic technology company

- Revenue-share opportunities

- Coverage of travel costs for selected events, applicable when you receive an individual invitation from the Smartcat marketing team.

- Invitation to Smartcat Ambassador gatherings (costs will be covered by Smartcat)

- Opportunities to be featured in Smartcat marketing activities, blog posts, case studies and conference speaker invitations

- Regular webinars and training opportunities about Smartcat with updates

- Whitepapers, training resources, presentations, guides to engage your network with Smartcat

- 20% discount on Smartcat subscription fees

Revenue Streams

1. Make money by bringing LSPs and end customers to Smartcat
2. Make money by adding freelancers to Smartcat
   a. When someone hires your freelancers
   b. When your freelancers invoice their customers
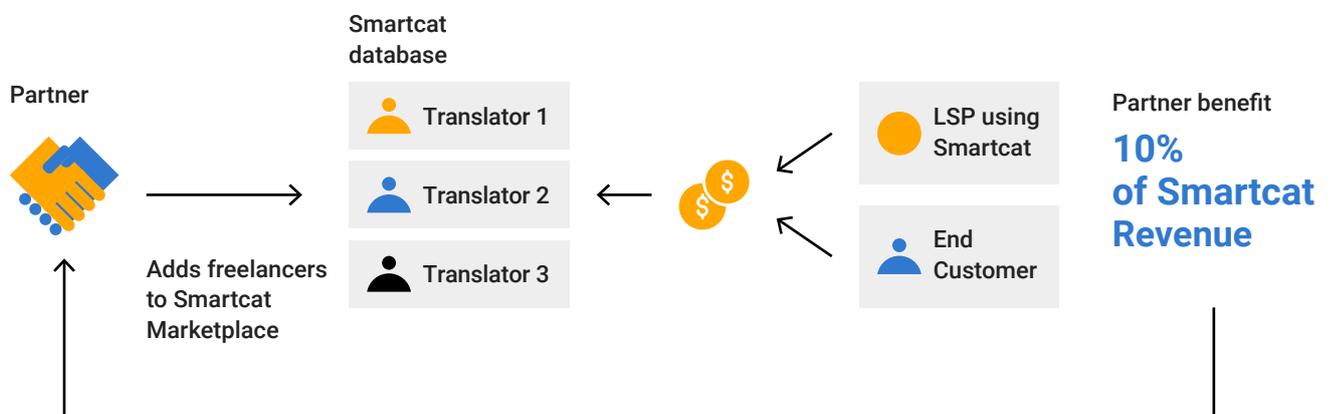   c. When your freelancers buy from the Smartcat App store

1. Make money by bringing LSPs and end customers to Smartcat

We are looking for ambassadors to promote Smartcat among LSPs globally, introducing and inviting them to the Smartcat ecosystem.

You will receive $500 in cash for every LSP you bring to Smartcat once they use one of our revenue-generating services — marketplace or payouts — for the first time.

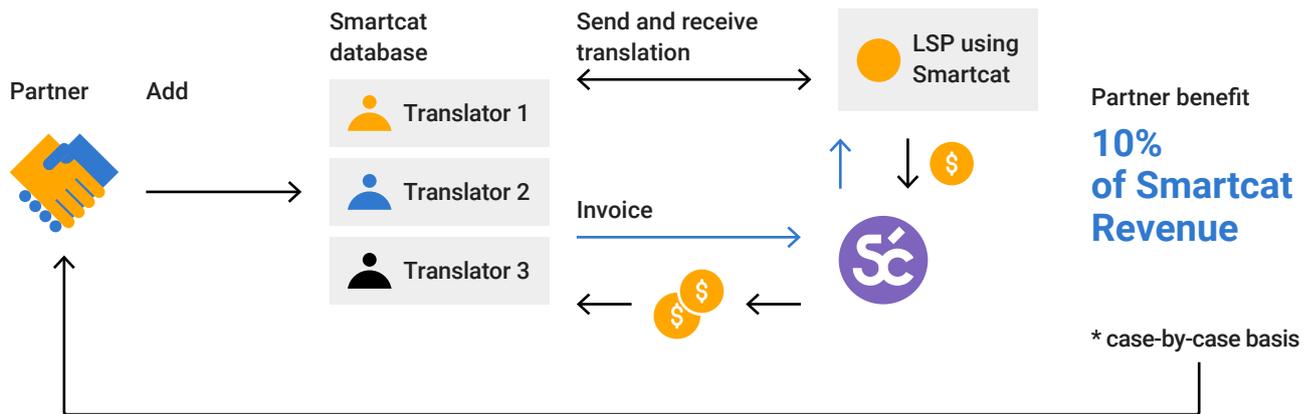# 2. Make money by adding freelancers to Smartcat

a. When someone hires your freelancers

This is the basic scenario, though it works better when you add experienced freelancers and leave positive and accurate feedback on their profiles. In this case, their ranking goes up immediately and other users are more likely to hire them sooner. You will start generating revenue from each of the jobs that they get in the marketplace. To improve their profiles and increase their visibility, you can ask your customer success manager to add a "Verified by YOUR LSP NAME" badge. These profiles will attract attention quickly and we will write about it in our blog, press releases and email campaigns, which will attract more users. Your brand will gain exposure in front of a large audience of end customers and larger LSPs.
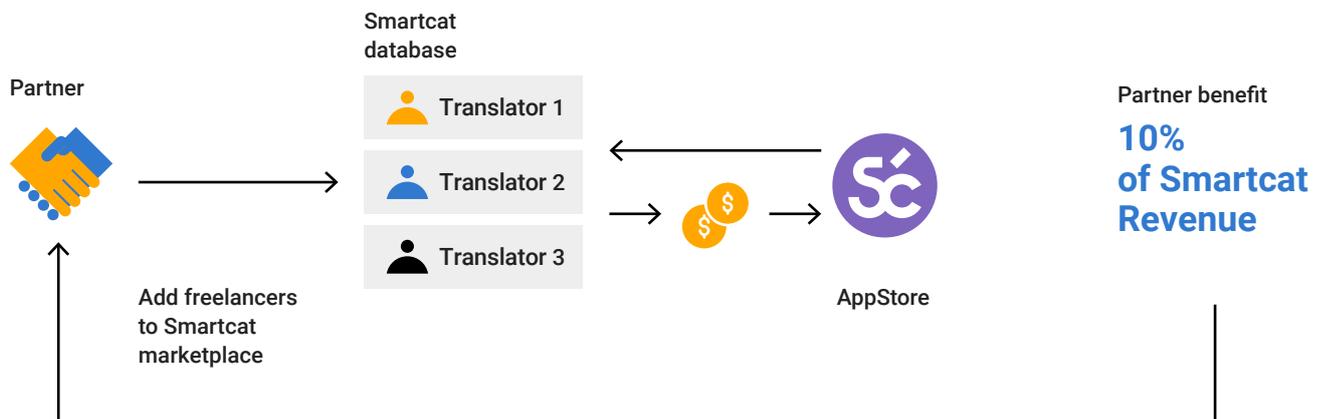
Note that if you add positive feedback to freelancers who provide poor quality translations, it could have a negative impact as users will quickly become disappointed and the freelancers will lose their rank. You may also damage your brand reputation.

b. When your freelancers invoice their customers

Freelancers invoice their customers (other than yourself) using the Smartcat Payment Automation Solution - any freelancer can invoice anyone, LSPs or end customers or other freelancers, using the Smartcat Payment Automation Solution. Freelancers can quickly generate a valid invoice from Smartcat's or affiliated legal entities in different countries and with different currencies. Smartcat charges a small service fee, usually around 2-3% of the amount paid into the ecosystem and then about the same for withdrawal. Resellers who add these freelancers to the ecosystem are entitled to revenue sharing.

c. When your freelancers buy from the Smartcat App store

Any freelancer with their own public profile in the Smartcat marketplace can buy 3rd party services from Smartcat Tech Partners, available at the App Store. This includes the often used MT services. So, you can have a share of Smartcat's revenue when such services are bought by freelancers added by you.

- You are entitled to a 10-15% share of the Smartcat operational fee, which is different in all three cases. The lowest is around 3-5% of the total amount paid (point 2). It is usually around 10% for point 1 and may be 20-50% for point 3. Smartcat provides you with a

transparent revenue-sharing report every month, so you will know how much you and Smartcat earned from each payment made to or from the freelancers added by you.

- The basic share for referral of a freelancer to the marketplace will be 10% of the Smartcat fee, and it goes up to 15% for those freelancers with the "Trusted by YOUR LSP" badge.

- Up to an additional 10% share is available for all type of payments in the Smartcat eco system, if you are the party collecting revenue from users via regular bank transfers through your local legal entity and in a local currency.

- The revenue-sharing terms are valid for a period of 36 months.

Calculation of Projected Revenue

For your convenience, Smartcat shares a broken-down estimate of the projected revenue. You can use this document for ROI calculation and setting KPIs to a dedicated sales person in your team during the project kick-off.

Program Codes

In this program, we will ask you to act within the framework of ethical rules and in a professional manner at all times. Please note that any conduct that does not comply with the law or that violates the general code of ethics will result in your removal from the program. By joining, you agree that you may be unilaterally removed from the program by Smartcat.

Contact us

Please get in touch with any questions.We'll be more than happy to help!

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