



## Global Partners Frequently Asked Questions

### **Before Becoming a Global Partner**

#### **What information do you need to be considered as a TenStep Partner? Could you send us a model business plan?**

TenStep, Inc. has a standard template for the Business Plan. There are a number of standard areas that you should address. These include:

- 1) **Running the business:** What resources will you apply to this business? Who will help run the business? What will your roles be? How much time will you invest? Will this be a full-time job or part-time or you and / members of your staff? Who will be responsible for receiving emails, answering questions, setting license prices, etc?
- 2) **Estimated preparation timeframe:** What is your overall timeframe to creating the website, translating the basic content and starting your business? What is your plan for ongoing translation?
- 3) **Products and services:** What products and services will you offer? Will you sell advertising? Will you sell consulting and training services?
- 4) **Marketing and promotion:** How will you promote and market the TenStep business in your country? Will you publish papers and columns? Will you be sending out a weekly email? How can you leverage your existing customers to sell TenStep licenses? How will you set up your site on the search engines?
- 5) **Estimated revenue:** Do you have any projections for estimated revenues and expenses for this year and the next?

It will be hard for you to determine revenues for the next two years. However, you should target some number of company licenses, consultant licenses, instructor licenses, etc. Based on your current business knowledge, do some revenue projections based on when the business will be launched this year.

#### **Does the Business Plan need to be approved before we sign a license?**

Yes. TenStep, Inc. needs to approve the Business Plan before we proceed to signing the license agreement.

#### **What happens after we create a Business Plan?**

When you are ready to send TenStep, Inc. a Business Plan, we would like to review it and then set up a phone meeting. If the phone meeting goes well and your Business Plan is approved, we will proceed to signing the license. We will send you a license agreement via email for your signature.

#### **How much content is there to translate? How long will it take to translate all the content?**

There are approximately 300 pages of text in the 0.0 - 10.4 basic content, plus around 15 templates. You will also need to translate maybe 20 additional miscellaneous webpages, including license pages, contact pages, etc.



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The length of time this will take depends how much time you spend on the translation, how many people are involved, how many reviews you make, etc. We have Global Partners that have taken anywhere from three to nine months to complete the translations.

### **Will TenStep, Inc. provide the original HTML and graphic templates for building the localized website?**

Yes, you can receive all of our source documents. You can have our original content in HTML and Word to use as your starting point. We will mail you a cd with all of the websites so that you can see our website structure and access (and edit) all of our webpages, logos, images, etc. offline.

In addition, many of the necessary logos, images, ads, etc. are available in the online Global Partner Library. We will email you a username and password that will allow you to access this content at the appropriate time.

### **What architecture do you use for the web site – for development and for delivery and for content management?**

We use a simple folder/file structure and do all the publishing with FrontPage. A little more than half of the GPs use this exact same approach since it is easier to use our model. Some GPs have a webpage content management system. You will see our structure when we send you our website CD.

### **How often do you modify the content of your websites? Does all new content need to be translated?**

TenStep, Inc. adds content to the premium libraries on a weekly basis, but you do not need to translate this content (you can translate any material you want, but you do not have to translate the premium content). We make updates to the base TenStep content (0.0-10.4) once per year. These changes need to be translated.

### **Does the Global Partner have to incorporate a company with the name TenStep YYYYYY, dedicated only to TenStep business? Or the TenStep business can be developed within an existing company?**

No, your company name can be whatever you want and this business can be developed within an existing company. For our business relationship, we will call you our TenStep Global Partner, but your legal company name within your country may be different.



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### **TenStep Licenses**

#### **What are the prices for various license options?**

TenStep, Inc. will share the price list with you as we become closer to firming up an agreement. Licenses are as low as \$89 USD for a single user license. Company licenses start at \$600 USD for a ten-user license and can go as high as \$15,000 USD for an enterprise license. You would use our prices as your basic list price, however you can discount our prices (within reason) to meet your marketplace needs. You need to understand the pricing structure and the various pricing options for our licenses.

#### **Is there a minimum that partners must pay every year, no matter how many licenses and renewals they sell?**

There is no minimum that you pay to TenStep, Inc. We only make money if you make money.

#### **Is there a trial period? If so, how long is it?**

There is no trial period for our licenses.

#### **Once a company or a person buys the license, when does it expire?**

The expiration date varies depending on the type of license. Single user, consultant and instructor licenses last for one year and can be renewed at a reduced price. Company licenses are good forever. However, companies lose updates and access to the premium content libraries if they do not pay the 15% renewal fee. All of our license agreements are posted on our website, and you must have similar translated license agreements in place for your customers.

#### **What methods of payment are acceptable?**

You can accept payment by credit card, bank transfer, bank check, etc.

#### **What do you mean by the term “rebrand?”**

A rebrand license gives a customer the ability to modify the TenStep, Inc. content in any way they like, including changing the name of the methodology. In this option, a firm could modify the TenStep Project Management Process, rename it, and use it as a value-added proprietary methodology. As a Partner, you will translate the TenStep Project Management Process content as it is. However, you can sell licenses with a rebrand option to your customers.

#### **If somebody only wants to use a small portion of the TenStep Project Management Process, do they still need a license?**

The content from the TenStep Project Management Process (and all of our other products) is copyright protected and can only be utilized according to the terms and conditions spelled out on the website. If anyone uses our content for commercial purposes, they must have a license. It does not matter if they use all our content, 1/3 of our content or one paragraph of our content.



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### **Other Products and Services**

**Is there any other content related to TenStep products that can be translated as part of related services? (I.e. training materials, guidelines for implementing TenStep methodology, etc.)**

You are required to translate the basic TenStep content in steps 0.0 through 10.4, as well as the basic template library. However, you may translate any and all of our content if you wish. If you are going to teach project management classes, for instance, you will want to translate our training content.

**Would TenStep, Inc. grant a Partner the right to use parts of the translated content for publishing case studies, white papers, articles, newsletters, etc. with the purpose of promoting TenStep brand on the local market?**

Yes, you can translate any of our content you would like. You may also want to add your personal experiences and advice as well. Any content you translate directly from us is still under our copyright. However, if you add new content of your own, the additional content would be under your copyright.

**Can a Partner translate and distribute the TenStep weekly newsletter?**

Yes, many Partners do this.

**Is a Partner allowed to negotiate prices for commercial advertising on its website, or it has to follow the prices on [www.tenstep.com](http://www.tenstep.com)?**

You have the right to choose sponsor links and advertising for your website. We do not have standard prices for advertising on Partner websites. You can negotiate your own prices.

**What agreement does TenStep have with cOrdin8 for product, services and TenStep license sales?**

There are many GPs that are actively engaged with cOrdin8 and are looking for customers. Please contact [Brad.Jackson@cordin8.com](mailto:Brad.Jackson@cordin8.com) if you are interested. I will be publishing a paragraph soon that explains the relationship and the commission structure. This was explained before to all GPs, but I need to document this for new GPs. OK/Done



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### **Partner Network**

**If a customer from the Partner's country chooses to buy the English version directly from [www.tenstep.com](http://www.tenstep.com), will TenStep, Inc. recommend the Partner for related services?**

If a customer purchases a license from you, they will have similar access to our English website. If a customer in your country speaks English, they may want to purchase a license through our website. In that case, we may share the license revenue back with you if the sale was tracked through our affiliate software. We will also inform you of the sale. In addition, you will have access to our complete customer license list. In general, we will not provide services in a Partner country unless invited by the Partner.

Similarly, if you register as an affiliate, you will receive credit if anyone comes from your website to The TenStep Store and makes a purchase.

**Will TenStep, Inc. provide marketing tools, such as market surveys and statistics on customer types, business areas, etc.?**

Our Partners have access to a web directory containing standard emails, standard license agreements, marketing information, web passwords, product logos and other helpful information. We will also support you however we can. Our help is limited because of our unfamiliarity with most international markets. However, we will give you the benefit of our experience wherever possible.

**How do you determine the amount of royalties you collect from your Partners?**

You will pay royalties to TenStep, Inc. based on total revenue, minus taxes and referral fees. You will be responsible for the cost of building and maintaining your website.

**When were your company and its Partners set up?**

The TenStep Project Management Process was first established in May 2000. TenStep, Inc. was officially incorporated in January 2002. Our first four Partners were set up in late 2002 and the middle of 2003, and we have grown from there.

**Can Partners access the other TenStep, Inc. products?**

You do not have to translate the content of any of our other products, but you will have access to all of our websites. You can sell licenses to our English websites and provide services in any of our products.

**How can the Partners cooperate with each other? An example might be the situation of a multinational company with branches in many countries. Is there any kind of cooperation within TenStep's Partner network?**

Our intent is to be able to support multinational companies with our network of Partners. When the opportunities arise, you can contact us, or you can contact the other Partners directly. They are willing to work together whenever possible.

**Is the Partner allowed to build its own local network of sales agents, consultants and resellers, in order to increase the selling opportunities? If YES, can the Partner**



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**negotiate the discounts directly with its resellers? Are these discounts considered as “referral fees” in calculating the TenStep’s, Inc. revenue?**

Yes, a Partner can sell licenses to consultants, instructors, companies and resellers. We have standard license agreements that cover all of these cases. If you negotiate a license agreement that goes outside our standard agreements, you should talk to us first so that we can make sure that everything is okay. You can also negotiate with sales agents and grant them a commission based on sales. These discounts and commissions are considered the same as referral fees in calculating our royalty split.

**Does the Partner have to initiate legal procedures on behalf of TenStep, Inc. for protecting TenStep trademark in its country?**

The US copyright and trademark laws should cover us in your county. If a company or individual infringes on our copyrights and trademarks, we will take action. If the customer is in a market where we have a Partner, we may ask for your help and expertise. However, we have never had this case come up before. Some partners also have submitted for local copyright protection and we can work with you if that is appropriate in your country.

**Is the rebranding option available only for TenStep customers, or can a Partner also rebrand TenStep products? This option would helpful in situation when customers ask for significant amount of customization or the customer wants to tailor the methodology for a specific application area.**

The Partner does not need to rebrand. Remember you are selling TenStep services and licenses. If a customer wants to modify our content and place their name on the result, the customer can purchase a rebrand license. You can offer the consulting services to modify the content. That is fine. However, the Partner represents and sells licenses under our TenStep name. The customer would purchase the rebrand license.