

## How do Global Partners generate revenue?

We have many, many products and services that can be sold in your market. However, most of your revenue will come from training and consulting services. Consulting services include:

- General project management consulting and coaching to help companies increase their overall knowledge and skills.
- Helping a company customize our products to meet their specific needs.
- Project Management Office implementation and consulting, based on the PMOStep framework.
- Portfolio management consulting and workshops.
- Project quality assurance auditing to validate the condition of projects, including providing an outside opinion of whether projects are in trouble.
- Project management deliverable review for format and content to ensure communications are clear and accurate.
- Organizational Project Management Maturity (OPM3®) assessments and improvement programs can be provided by TenStep's certified Assessor.
- Much, much more ...

We have a vast curriculum of over 50 pre-built classes. Examples include:

- Project Management Prep for Success
- Project Management for Managers
- Preparation for the PMP Exam
- Project Quality Management
- Project Risk Management
- Project Estimating
- Advanced Quality Management
- Building and Running a Project Management Office
- Gathering Business Requirements
- Agile Methodologies
- Much, much more...

## You would like to see a Business Plan. Do you have a standard format?

TenStep, Inc. has a standard template for the Business Plan. There are a number of 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?
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?
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?
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 consulting and training services. Based on your current business knowledge, do some revenue projections based on when the business will be launched this year.

**If your home market is not native English-speaking you may have to translate some TenStep content into your native language. How much content is there to translate? How long will it take to translate all the content?**

There are approximately 400 pages of text in the tenstep Project Management process. You do not need to translate all of it. There are around 200+ pages that would be translated as the core, plus around 15 templates. You will also need to translate maybe 20 additional miscellaneous webpages, including license pages, contact pages, etc. 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 TenStep Groupsite. We will create 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?**

We make updates to the base TenStep content (0.0-10.4) once per year. These changes need to be translated.

**Can the Global Partner have a second and third business with different brands?**

We have found that it is confusing for our offices to have multiple brands. On a more practical matter the most successful offices run all of their business under the TenStep name. Therefore we prefer that you run one company with the TenStep brand.

If you choose to own a second or third business we have one major rule – all products and services related to our TenStep business must run under the TenStep-branded office. For example, if you have prior services in project management training, these classes should be run under the TenStep brand so there is no confusion in the marketplace. On the other hand, if you have a business that is not related to TenStep – such as software development or construction, they can be run under a separate branded company.

**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.

**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.

**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 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 country. 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.