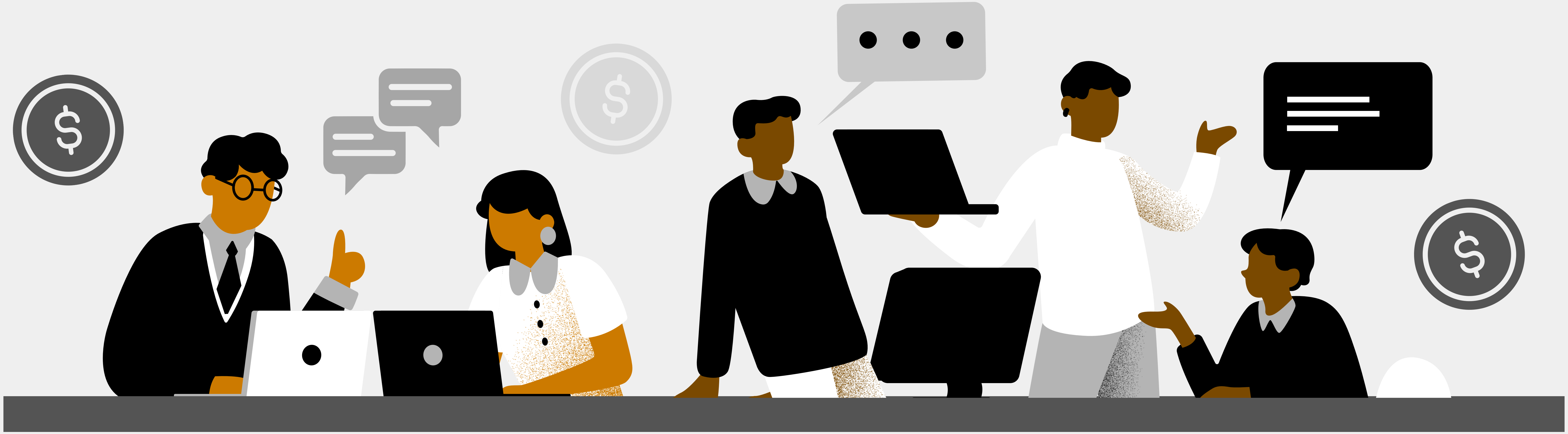
URBANETECTONICS, LLC

Introducing our RevShare and Referral Program



Do you know someone who would be a perfect fit for our company?

What's in it for you?

How it works...

SPREAD THE WORD

Revenue-Sharing Model for Urbanetectonics LLC.

1. Subcontractors

Subcontractors are individuals or firms that perform specific consulting tasks on behalf of Urbanetectonics, LLC for a client project. Their compensation model can combine a standard contract rate with a performance-based revenue share.

Model: Retainer with a Royalty

Base compensation: A standard, fixed monthly rate or hourly rate for their services, which provides a predictable income stream.
Performance-based royalty: An additional percentage of the total revenue from the specific client project they are involved in. The percentage depends on the subcontractor's level of responsibility and contribution.

Contribution metrics for subcontractors:

Lead generation: Percentage for bringing a new client lead that successfully converts.
Project delivery: Percentage of the project revenue based on their role and responsibilities.
Upselling: Share of the additional revenue generated from expanding the project scope with an existing client.

Example tier for a subcontractor:

Tier 1 (Execution): Completing assigned project tasks.
Rev-share: 5% of the revenue from the portion of the project they directly executed.

Tier 2 (Management): Managing a significant project workstream.
Rev-share: 8–10% of the revenue from their workstream, due to higher responsibility.

Tier 3 (Strategic partnership): Leading a major project and developing the client relationship.
Rev-share: 10–15% of the overall project revenue, reflecting their key role in securing and delivering the work.

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2. Suppliers

Suppliers provide products or services that Urbanetectonics, LLC incorporates into its client solutions, such as software licenses, market research data, or technology platforms. Their revenue-share model can be based on the successful integration and sale of their products.

Model: Cost Per Sale or Royalty

Cost per sale: A flat fee or percentage paid to the supplier each time their product or service is sold as part of an Urbanetectonics, LLC project.

Royalty: A percentage of the revenue generated directly from their product, often used for intellectual property or technology.

Contribution metrics for suppliers:

Product licensing: A commission for each license sold to a client.

Integrated solution: A percentage of the revenue from the total solution that incorporates the supplier's product.

Strategic alliance: A higher share for suppliers who offer exclusive technology or collaborate on product innovation.

Example for a software supplier:

Software integration:

Scenario: A client buys a license for a supplier's software as part of Urbanetectonics, LLC managed implementation.

Rev-share: The supplier receives a 10% royalty on the license fee paid by the client.

Product innovation:

Scenario: A supplier co-develops a new urban planning tool with Urbanetectonics, LLC.

Rev-share: A 15% revenue share on all sales of the co-developed product.

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3. Vendors

Vendors, in this context, are partners who provide supporting services, such as lead generation, co-marketing, or referrals. Their compensation is a commission for bringing in new business.

Model: Referral Commission

Referral fee: A fixed percentage of the initial contract value for any new client they refer.
Ongoing revenue share: A smaller percentage of the revenue from the referred client for a defined period (e.g., the first 1-2 years).

Contribution metrics for vendors:

Referral conversion: The main metric, measured by leads that become paying clients.
Marketing collaboration: Increased rates for vendors who actively co-market with Urbanetectonics to generate new leads.

Example for a marketing vendor:

Referral fee: A 5% commission on the first-year revenue for each new client they successfully refer.
Tiered commission:
1-3 clients: 5% commission.
4-6 clients: 6% commission.
7+ clients: 7% commission, incentivizing higher volume.

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Implementation steps

1. Define and document: Clearly outline the terms for each partner type in a legally binding revenue-sharing agreement. This includes defining "gross revenue" and how adjustments are made.
2. Establish a tracking system: Implement a system to accurately track revenue, client data, and partner contributions. This is critical for transparent reporting.
3. Appoint a point of contact: Designate an individual or team to manage partner relationships and handle communication.
4. Audit and reporting: Schedule regular reporting and financial reviews to ensure accuracy and build trust. Include an audit clause in the agreement.
5. Set exclusivity (optional): Consider if partners should be exclusive to Urbanetectonics for a specific service area to avoid conflicts of interest, especially with subcontractors and strategic vendors.

Let's build an exceptional team together!
Thank you for your time.

NEXT STEPS...

Visit our website

For more details about Urbanetectonics, LLC, a management consulting firm. To register as a subcontractor, subconsultant, vendor, and supplier, please visit our website

www.urbanetek2.com

A Stronger Team

To submit the client intake form or new client referral form, use the links at our website. Feel free to reach out by phone at 210 549 9115 or by email at information@urbanetek2.com

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