

# Partnership Policy

## ABOUT GOLEDGER

GoLedger was initially created to be a GovTech, pioneering the development of permissioned blockchain solutions for government with the mission of unifying and instantiating shared projects between companies or public institutions.

Winner of the first public notices that demanded the technology in the country, GoLedger is the only Brazilian company with patents at the National Institute of Industrial Property for computer programs, based on blockchain, for: Network Orchestration; Person Identification and Consent Portal for LGPD; Process and Document Management; Product Traceability and Online Voting.

Our GoFabric blockchain network orchestration solution is being used by STARTUPS and large corporations.

We were also winners of Startpol (2019) of Inovapol (2021), first place in the InTeSeg Challenge (2020) and II InTeSeg Challenge (2021), of being awarded as the Featured Startup in the SciBiz Conference events at USP (2021) and InovAtiva 2021.1 (2021) promoted by the Ministry of Economy and Sebrae, in addition to being the winner of Challenge 3 of the III notice of the PETROBRAS Connections for Innovation Program – Startups module.

GoLedger has a team of highly qualified experts who are ready to offer tailored solutions, allowing our partners to reach new levels of innovation and efficiency in their solutions using Blockchain.

We are a General Member, official members of the Hyperledger Foundation consortium. This achievement reflects our unwavering commitment to advancing blockchain technology and its innovative application in various sectors. <https://www.hyperledger.org/about/members>

As members of the Hyperledger Foundation, our dedicated team is committed to contributing to the community by sharing our extensive knowledge and experience in blockchain solutions. Our goal is to strengthen collaboration between network participants, inspire the continued development of cutting-edge technologies, and foster the global adoption of Hyperledger. For example, in September 2023, our open-source CC-Tools library of smart contracts for developers was assigned to the Labs project of the Hyperledger Foundation.

Already established in the market, GoLedger has partnerships with major global Cloud providers and a network of channels and partners with offices in the states of SP, RJ, CE, PR, and DF, some of which are large.

GoLedger is accredited with the Ministry of Defense as a Strategic Defense Company (EED), achieving the Defense Product Seal and the Impact 2021 Seal from the Don Cabral Foundation for GoFabric.

**We are transforming the world, one block at a time!**

## **GOLEDGER STRUCTURED PARTNERSHIP PROGRAM**

The GoLedger Structured Partnership Program was developed to provide resellers with all the tools necessary to foster good relationships and successful partnerships.

This manual offers service standardization to Resellers and describes a series of benefits that may be available according to the achievement of the prerequisites stipulated by category.

The Channel Program is sent annually to the Reseller together with the Reseller Agreement, which the reseller's legal representative must sign.

The term of the Resale Agreement will be 12 (twelve) months after its signature. The company will be recognized as a GoLedger Reseller only after all accreditation procedures have been completed.

## **PARTNERSHIP ENROLLMENT**

Companies interested in becoming GoLedger Resellers should contact the GoLedger commercial team and send an email with the following information:

- Email Title: [GoLedger Partner]
- Corporate reason
- fantasy name
- CNPJ
- Full address
- Name of person responsible for the partnership
- Email of the person responsible for the partnership
- Telephone number of the person responsible for the partnership
- The company's operating segment
- Numbers of Employees

The GoLedger Business team will analyze the email and establish contact with the interested company. If the parties are interested, a presentation of the GoLedger products and the Partnership Program will be proposed.

## PARTNERSHIP CATEGORIES

The GoLedger Structured Partnership Program was created to maintain clear rules and transparency in all negotiations with our partners. To integrate it, the Reseller must evaluate the stipulated regulations and prerequisites and the benefits offered.

The Program has three distinct categories:

- Gold
- Silver
- Finder

It is worth mentioning that GoLedger provides accredited Resellers with the opportunity to move up in their category whenever they fulfill their competencies and exceed their goals.

### Gold

- Signed and valid partnership contract.
- Business training - minimum 2 trained account managers
- GoFabric technical training - minimum 2 trained GoFabric support technician
- Development training - minimum 1 developer trained in Hyperledger Fabric using the CC-Tools library.

### Silver

- Signed and valid resale contract.
- Business training - minimum 1 trained account manager
- Technical training - minimum 1 trained GoFabric support technician

### Finder

- Basic knowledge of GoLedger products and services

## **PARTNERSHIP SUPPORT**

### **BUSINESS DEPARTMENT**

#### **Partnership Management Department**

Partnership Management coordinates the Reseller's activities when they join the Structured Partnership Program. In addition to providing commercial support to Resellers, Channel Management performs the following tasks:

- Analysis of commercial information for accreditation;
- Control of technical and commercial training;
- Release of Technical Support service;
- Release of GoLedger solutions for Reseller use; \*
- Release of the Partnership's disclosure on the GoLedger website.
- Analysis of conflict situations in the opportunity register;
- To get in touch, send an email to [hello@goledger.com.br](mailto:hello@goledger.com.br). Always with the beginning of the title [Partner GoLedger]

Gold and Silver resellers will have access to sales enablement content for GoLedger products and services.

GoLedger sales training will be offered to resellers online, with availability informed by the GoLedger sales team.

Business training for Gold and Silver partners within their respective categories will be free.

#### **Account Managers**

A business manager appointed by GoLedger will accompany each Gold or Silver Reseller. GoLedger may provide the reseller with a project management team to assist with more technical projects.

There is no obligation to provide an Account Manager for the Finder category.

- The Account Manager will support the following tasks:
- Commercial visits to the Reseller's customers;

- Carrying out Commercial Training for the Reseller;
- Assistance with projects and price quotations;
- Monitoring of Cooperative Marketing projects and actions;

## Backoffice

GoLedger provides an exclusive channel to support Account Managers and Resellers.

The back office will resolve any problems or questions regarding the following departments:

- Commercial
- Financial
- Administrative
- GoLedger Reseller Portal

To get in touch, send an email to [hello@goledger.com.br](mailto:hello@goledger.com.br). Always with the beginning of the title **[Partner GoLedger]**.

## FINANCE DEPARTMENT

### Invoicing

GoLedger may invoice directly to end customers or the Reseller.

### Payment Term

The standard payment term for invoices is:

- Silver: 05 (five) business days
- Gold: 20 (twenty) business days

A different payment term can be negotiated with GoLedger Account Managers.

Contracts signed for customers prospected through the Finder category will be invoiced exclusively by GoLedger.

The transfer of billing information is the sole responsibility of the Reseller.

The Reseller must provide all customer registration data and the billing address. The payment and delivery method must also be filled out correctly to avoid canceling invoices.

If any information is incorrect, the Partner must be responsible for correcting the billing.

Every Electronic Invoice resulting from this partnership must be sent by email from GoLedger [hello@goledger.com.br](mailto:hello@goledger.com.br).

## **Billing**

If payment is delayed by more than 5 (five) days, the default will be reported to the Reseller. In addition to the statement, a notification will also be printed on the invoice itself.

The fine is 1% late plus 0.03% late payment per day. After 15 days of delay, the Reseller's credit limit is suspended, and the invoice is sent to the protest office. In this context, sales revenue goes directly to the end customer until the Reseller settles payment.

## **SUPPORT DEPARTMENT**

The GoLedger Support Department provides pre-and post-sales service, directly assisting GoLedger Accredited Resellers.

The support team is highly qualified to provide technical support to resellers and can provide various technical assistance in strategic accounts.

## **Contact Technical Support**

To answer technical questions about the company's products, GoLedger provides the Reseller with the support service contact channel via email: [support@goledger.com.br](mailto:support@goledger.com.br)

The reseller team can also participate in the GoLedger Community on the Discord channel to stay up to date and participate in discussion groups. The forum can also be another channel to help clarify doubts regarding the products.

## **Support Request Procedure**

GoLedger offers free pre-sales support from accredited resellers.

The accredited Reseller's team must always provide the 1st level of support.

GoLedger offers up to 4 hours of after-sales support per month for Gold category customers and up to 2 hours for Silver category customers.

The support issues to be resolved should be:

Support Hyperledger Fabric/Besu Blockchain networks

Consulting to support the development of Hyperledger Fabric/Besu smart contracts.

GoLedger provides the ticket opening status via email, which allows the Reseller's technician to monitor the progress of the Service Order (OS). Thus, solutions to identified problems are offered in full transparency.

If the accredited Reseller requires more hours than its limit, this service must be negotiated with GoLedger's commercial team using the pricing policy related to the Reseller's category.

All support services must be pre-scheduled according to the availability of the GoLedger team.

Calls will be closed after 3 (three) days without any response from the Reseller after GoLedger requests additional information.

At the end of the process, the Reseller receives an email with details of the problem's resolution.

## **Call opening process:**

1. The customer sends a support request to \*support@goledger.com.br\*
  - Title: Short descriptive sentence for the problem
  - Description: complete description of the problem
  - Impact: how the problem is impacting the operation
2. The customer receives back a support ticket ID
3. The GoLedger support team will respond to the ticket according to severity within the following time frame
  - Discharge: 1 business day
  - Average: 3 business days
  - Low: 5 business days

## **MARKETING DEPARTMENT**

One of the main objectives of GoLedger's marketing strategy is to strengthen the Partnership with its Resellers through cooperative actions to publicize and consolidate the GoLedger brand in the



market. To this end, the company provides partners with full Communication and Marketing support so that they can develop more business opportunities.

The Marketing Department is responsible for all marketing work, including commercial campaigns, telemarketing, events, sponsorships, and other actions to promote products and attract customers in cooperation with the reseller. It is also responsible for creating promotional, technical, and commercial material to support sales, preparing news, and organizing training for Resellers and end customers.

## **Use of the Logo**

Publicizing the Partnership between GoLedger and Resellers is the responsibility of both parties. Therefore, all resellers are advised to use the GoLedger logo, available for download in the GoLedger repository on the Portal. It is worth mentioning that the logo is applied under prior authorization and guidance from the Marketing Department.

In return, GoLedger undertakes to place the Reseller's name on its website with a link to its respective website and contact information during the Partnership's validity period.

The Partnership will be announced on the GoLedger website after the Reseller has effectively entered the Structured Partnership Program.

The use of the GoLedger logo, reproduction of its texts, images, or any type of advertising of its brand requires prior authorization from the GoLedger Marketing Department.

## **Product Information**

The accredited Reseller will be able to access the information on the GoLedger Partnership Portal so that the Resellers' technical/commercial teams can stay up to date with product information.

The material will be sent after the Reseller's accreditation has been completed.

For Resellers already accredited, the request for material replacement must be made by the Reseller or GoLedger account manager. Receipt of this material is subject to availability.

## **TRAINING**

GoLedger Training seeks to train and update reseller professionals on the company's solutions. The objective of the training is to provide all the necessary information for people involved in the

marketing, implementation, and administration of GoLedger solutions to improve their technical knowledge. This will help increase our customers' service quality and keep us a highly qualified company that offers Blockchain solutions.

From this training, GoLedger Accredited Resellers can have trained professionals and, consequently, set up their own support structure to serve the end customer, adding the technical support service to the sale of GoLedger products.

The Gold accredited reseller will be entitled to the following free training:

- Commercial training - 2 vacancies
- GoFabric support training - 1 vacancy
- Training development of smart contracts with the CC-Tools library - 1 vacancy

The Silver accredited reseller will be entitled to the following free training:


- Commercial training - 1 vacancy
- GoFabric support training - 1 vacancy

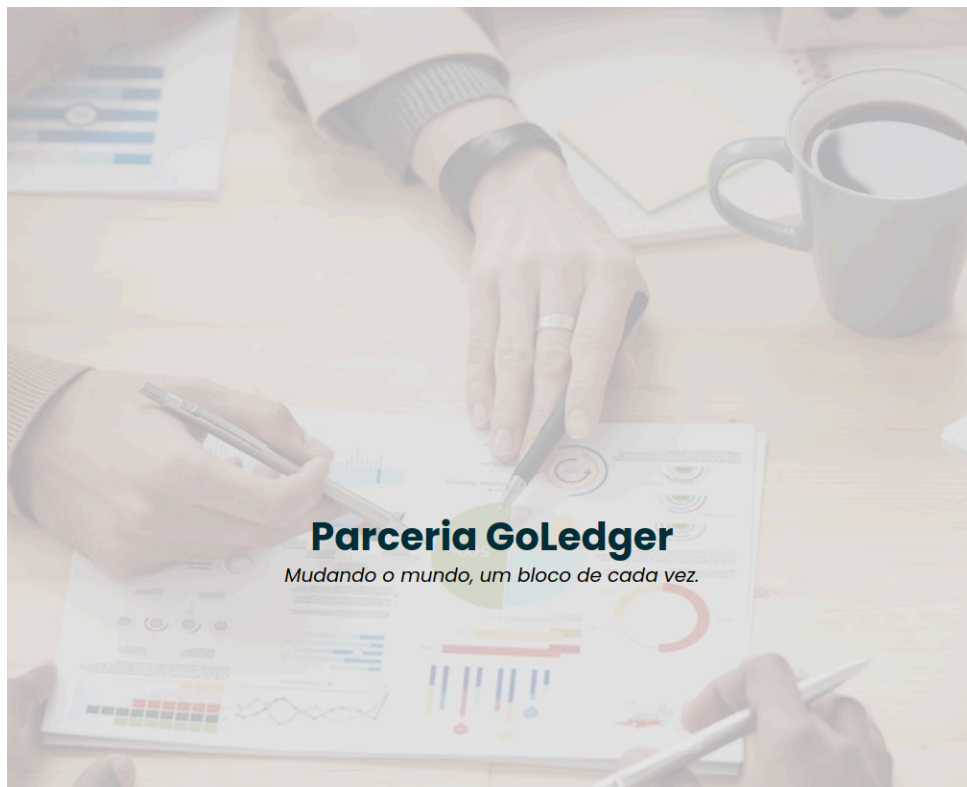
## PARTNERSHIP PORTAL



### Portal Parceria GoLedger

 [Página inicial](#)

 [Perguntas  
frequentes](#)



GoLedger makes the GoLedger Partner Portal available to its Accredited Resellers. This space was created especially to facilitate communication, strengthen the relationship between GoLedger and the accredited partner Reseller, and optimize the marketing procedures for GoLedger's products and services.

The portal can be accessed at [www.goledger.com.br/portal-parceria-goledger](http://www.goledger.com.br/portal-parceria-goledger)

The partnership and reseller portal provides material for the Reseller's sales process.

The Finder category does not have access to the GoLedger Partner Portal.

The GoLedger Reseller Portal has an intuitive and easy-to-navigate interface and restricted access to presale information, sales kits, price tables, and policies and regulations.

## Access Release

The GoLedger Reseller Portal is released by the Account Manager associated with the accredited Reseller, allowing unrestricted access to all areas of the website.

## OPPORTUNITY REGISTRATION

Mapping and quoting products and services

When a product demand arises, the reseller must inform the GoLedger account manager of the opportunity mapping. Details of the client and the project to be registered must be provided with at least the following information:

- Customer name
- Customer CNPJ
- Name of the person responsible for the project at the client
- Contact of the person responsible for the project at the client.
- Project name
- Details of GoLedger products to be traded on the client.

The mapped opportunity must be forwarded and validated by the GoLedger Account Manager responsible for Resale management. After validation, the mapping is released to the Reseller. It is the Reseller's responsibility to keep customer information up to date.

If the account manager does not accept the mapping because it is already registered with another Reseller, the discounts will not be applied, and support will not be provided during the presale of your category. The GoLedger Account Manager must inform the reseller why the mapping was not received.

If you have any questions, the Reseller should contact their GoLedger Account Manager.

A mapping has the following minimum validities:

- Silver: 180 (one hundred and eighty) days
- Gold: 360 (three hundred and sixty) days

If the Reseller needs a larger opportunity reserve, this must be negotiated with the GoLedger Account Manager.

Before the mapping expires, the GoLedger Account Manager will alert the Reseller about the option to renew the mapping, which must substantiate the need for renewal for GoLedger's evaluation.

If the recorded information is insufficient or divergent, the GoLedger Account Manager can contact the end customer to validate it.

For the end customer, requesting an exchange from the Reseller will be optional. In these cases, GoLedger will analyze the customer's reasons, and if flaws in the current Reseller's commercial or technical service are proven, the opportunity will be passed on to another Reseller or the one chosen by the end customer.

Suppose the customer does not present a plausible justification for changing the Reseller. In that case, GoLedger may pass on the opportunity without guaranteeing the discount percentages related to the old Reseller category. If it does not consider the customer's justifications sufficient, GoLedger reserves the right not to change the Reseller.

Products are sold based on the Price List available on the GoLedger Reseller Portal. The Reseller must monitor the evolution of this Table, as it will be updated whenever it is necessary to readjust prices or include new products or services.

Resellers will benefit from discounts on the Sales Reference Value for the end customer, as long as they register the opportunity on the portal. If the opportunity is not registered, the reseller will be able to sell the solution only based on the Sales Reference value.

It is essential that Resellers, depending on their category, know how to use the quotation and mapping process and understand the calculation basis for licenses, guarantees and discount percentages.

## **PRICE POLICY**

Resellers benefit from discounts on different product classes depending on their category: Gold, Silver or Finder, as long as they comply with the opportunity mapping processes on the GoLedger Partnership Portal.

GoLedger does not reserve opportunities without mapping. The table on the Partner Portal references discounts by category.

## **PROJECT INSTALLMENT**

Paying the total value of projects in installments aims to make the sale of GoLedger solutions more attractive and competitive in the market.

The Reseller may negotiate project installments with GoLedger. In this case, GoLedger will request the invoices to check whether the installment payment was passed on to the end customer.

## **SALES BILLING FROM THE RESELLER TO THE CUSTOMER**

When the purchase order is invoiced to the Reseller, discount percentages will be deducted according to their category in the following classes of products and services:

- Development
- GoFabric
- Technical Support
- Training

Discounted and non-discounted prices are available on the Partner Portal.

## **SALES COMMISSION WITH GOLEDGER BILLING FOR THE CUSTOMER**

When GoLedger invoices the purchase order to the end customer, it commissions the Reseller according to the percentages of its category, deducting taxes levied on the sales transaction.

For the transfer of commissions, only installments paid for the period will be counted.

Payment is made via Invoice. This procedure is valid for all GoLedger Reseller categories and any product or service sold.

## **RENEWAL CONTROL**

GoLedger informs Resellers of the due dates of all renewals, and GoLedger Account Managers will assist them by following up.

GoLedger reserves the right to contact the customer or appoint another Reseller in cases of lack of communication with the Reseller responsible for renewal.

## CATEGORIES

The table below represents the details for each GoLedger accredited reseller category.

	Finder	Silver	Gold
Knowledge of GoLedger products and services	✓	✓	✓
Commercial training	✗	1 professional	2 professionals
GoFabric technical training	✗	1 professional	2 professionals
CC-Tools development training	✗	✗	1 professional
Payment deadline	✗	5 working days	20 working days
Pre-sales support amount	unlimited	unlimited	unlimited
Amount of monthly after-sales support	✗	2 hours	5 hours
Free training for internal sales team	1	1	2
Free training for internal technical staff	1	1	2
Free training for in-house development team	✗	✗	1
Opportunity record duration	✗	180 days	360 days
GoFabric Discount	10%	25%	35%
Discount Development Services	5%	25%	25%
Discount Consulting Services	5%	25%	25%
Discounts Training Services	5%	20%	30%

