621451 BRD

Development Requirements for Webkul WooCommerce Binary MLM Module

Note: We will be **developing a new custom module**, as modifying the existing one would not be ideal and would require significantly more effort.

Please carefully review the points below for the requested customization. Any additional points later may require extra efforts and adjustments.

1. Referral Link with Username

● The affiliate referral link and product referral link must include the username of the affiliate.
● Note: The Affiliate/Admin will not be able to modify it.

2. Rename "Sponsor" to "Affiliate"

● Throughout the module, the term "Sponsor" will be permanently renamed to "Affiliate".

● This change will be a one-time hard-coded replacement and will not be a dynamic or configurable setting.
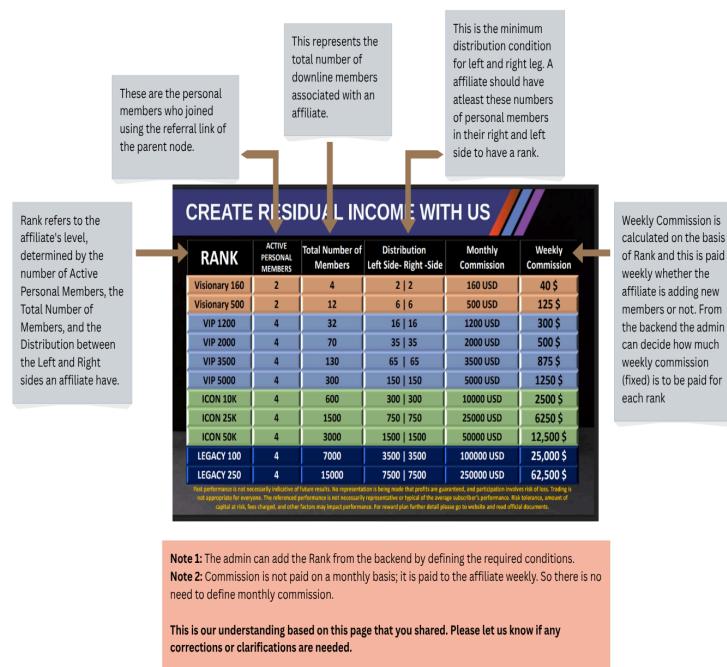
3. Point-Based System (Commission Logic)

● Introduce a point-based system where each product will have an associated point value.

● Instead of manually assigning points to each product, a backend setting will allow the admin to define a global "Currency to Point Conversion Rate".

　　○ Example: ₹1 = 10 points.

● Commission calculations will be based on total points earned, not on the currency amount directly.

Webkul Software Pvt. Ltd.
CIN:U72300UP2010PTC041790
H-28, 2nd floor, ARV Park, Sector 63,
Noida, Uttar Pradesh 201301 (India)
Phone : (+91)-9650486699
Visit us : www.webkul.com

4. Rank System

- Ranks will be defined based on the criteria:

The image is attached separately also.

These are the personal members who joined using the referral link of the parent node.

This represents the total number of downline members associated with an affiliate.

This is the minimum distribution condition for left and right leg. A affiliate should have atleast these numbers of personal members in their right and left side to have a rank.

Rank refers to the affiliate's level, determined by the number of Active Personal Members, the Total Number of Members, and the Distribution between the Left and Right sides an affiliate have.

Weekly Commission is calculated on the basis of Rank and this is paid weekly whether the affiliate is adding new members or not. From the backend the admin can decide how much weekly commission (fixed) is to be paid for each rank

CREATE RESIDUAL INCOME WITH US

RANK	ACTIVE PERSONAL MEMBERS	Total Number of Members	Distribution Left Side- Right -Side	Monthly Commission	Weekly Commission
Visionary 160	2	4	2 | 2	160 USD	40 $
Visionary 500	2	12	6 | 6	500 USD	125 $
VIP 1200	4	32	16 | 16	1200 USD	300 $
VIP 2000	4	70	35 | 35	2000 USD	500 $
VIP 3500	4	130	65 | 65	3500 USD	875 $
VIP 5000	4	300	150 | 150	5000 USD	1250 $
ICON 10K	4	600	300 | 300	10000 USD	2500 $
ICON 25K	4	1500	750 | 750	25000 USD	6250 $
ICON 50K	4	3000	1500 | 1500	50000 USD	12,500 $
LEGACY 100	4	7000	3500 | 3500	100000 USD	25,000 $
LEGACY 250	4	15000	7500 | 7500	250000 USD	62,500 $

Past performance is not necessarily indicative of future results. No representation is being made that profits are guaranteed, and participation involves risk of loss. Trading is not appropriate for everyone. The referenced performance is not necessarily representative or typical of the average subscriber's performance. Risk tolerance, amount of capital at risk, fees charged, and other factors may impact performance. For reward plan further detail please go to website and read official documents.

Note 1: The admin can add the Rank from the backend by defining the required conditions.
Note 2: Commission is not paid on a monthly basis; it is paid to the affiliate weekly. So there is no need to define monthly commission.

This is our understanding based on this page that you shared. Please let us know if any corrections or clarifications are needed.

5. Affiliate Wallet Withdrawal Request

- Affiliates should have the ability to request wallet withdrawals from the admin.

- Admin will manually approve and process these withdrawal requests.

6. Coupon System with Wallet Top-Up

- Admin-only feature to create coupons that can top-up wallets:

  - When a customer or affiliate uses the coupon, ' wallets will be credited.

- Redemption process:

  - User (customer or affiliate) enters email address + coupon code.

  - Coupon can be restricted to a specific email or made globally valid.

- Admin Top-Up Option:

  - Admin can manually top-up any wallet.

  - While doing so, admin can add a note explaining the reason (e.g., payment made outside the system).

Also the sponsors and customers will be able to generate Coupons (not global type), but these coupons will be funded with sponsors' or customers' own wallet funds.

7. Holding Period for New Affiliates

- When a new affiliate joins:

  - They will be in a holding period of 7 days (not auto-placed).

  - During this period, only the admin can place them in the binary tree.

- Admin placement:

  - Admin will type the username or email of the parent affiliate, and then choose to place it on the left or right leg via pop-up.

- If not placed within 7 days:

  - The system will automatically place the affiliate in the next available slot.

⇒ When someone uses your referral link to join, it doesn't always mean they will be placed directly under you. The admin has the option to change their placement in the structure if needed.

⇒ Also, let's say **A** referred **B** and **C**, and then referred **D** too — but **D** gets placed under **C**. Now, **D** is at the 2nd level from **A**. So the commission for **A** will be based on **D's** level (which is level 2), not the same as what **A** gets from **B** and **C** who are directly under them.

So, the commission always depends on where the person is placed in the tree — not just who referred them.

8. Extra Joining Bonus(Not Double) for Active Referrers

- If an **affiliate refers 2 or more customers or new affiliates**, their **joining bonus will be increased automatically**.

   Example:
- If a sponsor signs up two customers(means they purchase the membership) within the same week (from Saturday to Friday, GMT), they will receive:

   • £30 + £30 (direct sales bonuses)

   • Plus a £60 additional one-time bonus **(equal to the admin fee paid by each new** customer)

9. Commissions

All Commissions will have 14 day Pooling period means they will be recorded but not paid until 14 days.

Total commission are:

- **Joining Commission**:

  - A fixed amount is awarded upon joining.

  - Increased if point 8 condition is met.

- **Product Selling Commission**: (Same as current module behaviour as no change is requested)

  - Calculated per product sale.

  - Defined **level-wise** by the admin via the backend panel.

  - Supports **up to 99 levels** in commission distribution.

- **Rank Weekly (not Monthly) Commission as per point 4**

Bonus(Extra Point B) and **Point 8** are special conditions that are not actually **Commissions.**

10. Subscription-Based Product Selling with Stripe

- Integration with the **WooCommerce Subscriptions add-on**

  WooCommerce Subscriptions -
  https://woocommerce.com/es/products/woocommerce-subscriptions/

- Stripe for WooCommerce - https://woocommerce.com/es/products/stripe/

- They both need to be purchased on your end.

- Customization will ensure that:

  - The module supports recurring payments.

  - **Affiliates receive product-selling commissions on every recurring payment cycle.**

Example: Suppose an affiliate shares a link of a product that has a monthly subscription, like a software plan.

A customer clicks the link, buys the product, and pays ₹500 every month.
Now, the affiliate will get a commission not just on the first ₹500 payment, but **on every ₹500 payment the customer makes each month** — as long as the subscription continues.

So, it's not just a one-time earning — it's **ongoing income** from product referrals.

Every product has a **one-time admin fee**, which is paid only once and goes directly to the admin.
This fee is **not included** in the affiliate's commission. It is the same for each product.

11. Agreement:

Every customer who wants to become an affiliate must first read and sign a virtual agreement. This ensures they understand all the terms and conditions before joining.

To make sure every customer or sponsor understands the terms, we will **add a checkbox** at the time of registration.

They will only be able to complete the sign-up process if they **check the box** to confirm that they've read and agreed to the terms and conditions.

This applies to both:

- Regular customers

- Customers who want to become affiliates/sponsors

Example:
When someone is signing up, they'll see a checkbox that says:
"I have read and agree to the terms and conditions."
Unless they check it, the system won't let them complete the registration.

12. Extra points

(**A**) customer can become an affiliate/sponser by paying a one-time £50 affiliate fee.

→ Here £50 is the membership fee.

(B) Affiliate Benefits:

•   **Eligible to earn monthly bonuses once they have at least 4 direct customers, with a minimum of 2 customers in each leg (binary structure).**

→ The bonus amount will be decided by the admin once the criteria is meet for any sponsor/affiliate. **This will replace our current badges-based bonus system.**

(C) "Four for Free" Program:

•   **Customers who refer four direct customers (without becoming an affiliate) will have their monthly subscription waived for life.**

•   **These customers do not need to pay the £50 affiliate fee and are not eligible for any commission (They are not affiliates)**

→ So customers will also have a referral link to share products, but they don't get commission for it it simply that if they referred to 4 others then there monthly recurring free is waived for life.

→ In case of multiple products, recurring free will be waived for only one product.

<u>Important Notes</u>

- Please review all points carefully and confirm.

- If you want to make any changes please let us know

- Compatibility with any 3rd party theme will result in **additional charges(not part of current quote)**, please let us know which theme you are going to use.

- Also, I will like to mention our own theme for WooCommerce, if you like you can purchase it : https://store.webkul.com/woocommerce-fashion-ethereal-theme.html

- Any additional changes or missed points added later may require extra effort and timeline revision.

- All other default features of the Webkul WooCommerce Binary MLM plugin will remain unchanged unless explicitly stated above.