



PARTNERSHIP AGREEMENT

# Digital Lead Generation Services Agreement

Deliverables, Key Performance Indicators, and Commercial Terms for ISH's organic digital lead generation system covering social media, search visibility, client engagement, and lead management.

SERVICE PROVIDER

**ALEPH Creative-Hub**  
Gahn Eden (Pty) Ltd

CLIENT

**lsgcawu Somnotho Holdings**  
Construction & Infrastructure

INVESTMENT

**R40,000**

DEPOSIT RECEIVED

**R20,000**

50%

BALANCE ON APPROVAL

**R20,000**

50%

COMMISSION STRUCTURE

**5% of Net Profit**

on Aleph-generated leads | 24-month term

Social Media

Google Visibility

Client Engagement

Lead Management

Kuruman & Northern Cape

## The Problem We Solve

Construction companies in the Northern Cape face these digital challenges daily

### Invisible Online

When someone searches "construction company Kuruman" or "building contractor Northern Cape" on Google, ISH doesn't appear. Competitors who show up get the call first.

We fix this: Google Business optimisation + SEO + local search dominance.

### Missed Enquiries

Prospects call or message after hours, on weekends, or during site visits. By the time someone responds, the client has already called the next contractor on the list.

We fix this: 24/7 intelligent messaging captures and qualifies every enquiry instantly.

### No Social Proof

Mining companies and property developers check social media before appointing contractors. An inactive or empty profile signals a company that isn't serious or established.

We fix this: Professional social media presence with project showcases and credentials.

### Leads Fall Through

Enquiries come in by phone, WhatsApp, Facebook, and email. Without a central system, leads get forgotten, follow-ups are missed, and opportunities are lost.

We fix this: Single dashboard tracks every lead from first contact to signed contract.

## Foundation Infrastructure

The digital foundation that enables everything below - included in the R40,000 investment

### Professional Website

Custom-designed, mobile-optimised website showcasing ISH projects, services, and credentials

### CRM System

Centralised lead tracking, pipeline management, and client communication hub

### Business Email

Professional domain-based email for reliable, credible business communication

### Google Business

Verified Google Business Profile for local search visibility and map presence

These are the tools ISH will use daily - a professional web presence, a proper email system for tenders and client communication, and a CRM that tracks every opportunity. The four deliverables below are the actions we take using this foundation.

## Key Deliverables

Four integrated actions using the foundation above to generate and convert leads

### 1 Social Media Marketing

- Professional Facebook & Instagram business pages
- Branded content templates for project showcases
- Regular posting schedule (minimum 3x per week)
- Organic reach strategy for Northern Cape region
- Content optimisation for mining & developer sectors
- Monthly performance analytics report

### 2 Search & Google Visibility

- Google Business Profile setup & optimisation
- Local SEO for "construction Kuruman" keywords
- "Building contractor Northern Cape" ranking
- Google Maps presence & review management
- Search visibility monitoring & reporting
- Competitor keyword tracking

### 3 Client Engagement System

- 24/7 intelligent client engagement system
- Instant professional responses to enquiries
- Lead qualification & routing to ISH team
- Project-type identification & categorisation
- Handover to ISH team with full context
- Follow-up reminders for open conversations

### 4 Lead Management Dashboard

- Centralised lead tracking from all channels
- Pipeline view: New, Qualified, Quoted, Won, Lost
- Contact history & conversation records
- Quote tracking & follow-up scheduling
- Monthly conversion reporting
- Team inbox for collaborative responses

## Key Performance Indicators

Measurable targets for each deliverable pillar

**Ramp-Up Timeline:** Organic digital growth takes time. Months 1-3 focus on building foundations (profiles, content, SEO setup). Months 3-6 build traction and audience. Meaningful lead conversions are expected from month 6 onwards. The targets below reflect steady-state performance after the ramp-up period.

DELIVERABLE	KPI METRIC	TARGET (MONTH 6+)	MEASUREMENT
Social Media	Reach & impressions	2,000+ impressions/month	Meta Business Suite
Social Media	Engagement rate	3%+ engagement	Post analytics
Social Media	Enquiries from social	5+ enquiries/month	CRM tracking
Google Visibility	Search impressions	300+ monthly searches	Google Search Console
Google Visibility	Google Business views	100+ profile views	Google Business dashboard
Client Engagement	Response time	< 5 minutes	System logs
Client Engagement	Qualification rate	50%+ leads qualified	CRM pipeline
Lead Management	Total leads captured	8-15 leads/month	Dashboard analytics
Lead Management	Quote conversion rate	25%+ leads to quotes	Pipeline reporting
Lead Management	Contract close rate	10%+ leads to contracts	Monthly reconciliation

**Important:** KPI targets apply from month 6 onwards. During the first 3-6 months, Aleph will report on setup milestones, content published, profiles optimised, and early engagement metrics. Both parties agree that organic growth is a gradual process and early months focus on building a strong foundation rather than immediate conversions.

## Revenue Scenarios

What 5% of net profit looks like across typical ISH project sizes (assuming 15% construction margin)

SCENARIO	CONTRACT VALUE	NET PROFIT (15%)	ALEPH COMMISSION (5%)	ISH KEEPS (95%)
Small residential	R 350,000	R 52,500	R 2,625	R 49,875
Medium residential	R 750,000	R 112,500	R 5,625	R 106,875
Large residential	R 1,500,000	R 225,000	R 11,250	R 213,750
Commercial project	R 3,500,000	R 525,000	R 26,250	R 498,750
Infrastructure / Mining	R 8,000,000	R 1,200,000	R 60,000	R 1,140,000

**Key point:** One medium residential project at R750K already covers 28% of the entire R40,000 investment through commission. Two commercial projects cover the full investment and then some. ISH keeps 95% of every profit rand Aleph helps generate.

**Commission applies ONLY to leads generated through Aleph's systems.** ISH's existing clients, referrals, walk-ins, and self-sourced relationships are never commissionable. The commission is on new business Aleph brings in, not on ISH's existing pipeline.

# Commercial Terms

Agreed financial terms and payment structure

## 1 Investment & Payment

- 1.1 The total investment for the design, development, deployment, and first year of operation of the Digital Lead Generation System is **R40,000 (forty thousand rand)**.
- 1.2 Payment is structured as follows: **50% deposit (R20,000)** upon acceptance, and **50% balance (R20,000)** upon mutual agreement on deliverables and KPIs as set out in this document.
- 1.3 The deposit of R20,000 has been received by Aleph. The balance of R20,000 becomes payable upon ISH's written acceptance of the deliverables and KPIs detailed herein.
- 1.4 **First year hosting and platform costs are included** in the R40,000 investment. From Year 2 onwards, annual hosting and maintenance is billed at R14,500 per annum.

## 2 Commission Structure

- 2.1 Aleph shall receive a commission of **5% (five percent) of net profit** on each project won through leads generated by the System.
- 2.2 "Net profit" means the contract value less all direct project costs including materials, labour, subcontractors, equipment hire, transport, insurance, supervision, and allocated overhead.
- 2.3 Where net profit is disputed or cannot be accurately determined, a **minimum floor of 10% of contract value** shall apply for commission calculation purposes.
- 2.4 The commission obligation arises when ISH receives both: (a) a signed contract from the client, and (b) a deposit or first payment from the client.
- 2.5 Commissions shall be calculated **per project upon practical completion** (defined as when ISH issues its final invoice to the client), once final project costs are known and net profit can be accurately determined. ISH shall pay each commission invoice within **30 days** of practical completion.
- 2.6 Aleph reserves the right to **request itemised project cost breakdowns** for any commissionable project. ISH shall provide such documentation within 14 days of the request.
- 2.7 The commission period runs for **24 months** from the date of the first successful lead conversion, commencing immediately.
- 2.8 Late payment of commissions shall attract interest at 2% per month on the outstanding balance.

## 3 Lead Attribution

- 3.1 A lead is attributed to the System if its **first point of contact** was through any channel managed by Aleph, including social media, Google search, messaging platforms, or the lead management dashboard.
- 3.2 Once a lead is captured through the System, it remains attributable to Aleph **regardless of where subsequent conversations continue** (phone, in-person meetings, email, etc.).
- 3.3 The attribution window is **12 months** from first contact. Any lead captured through the System that converts to a signed contract within 12 months is commissionable.
- 3.4 Commission does **not** apply to: ISH's existing clients prior to the commencement of this agreement, referrals from ISH's personal network, walk-in enquiries not originating from the System, or government tender work.

# Responsibilities & Scope

Client obligations and boundaries of included services

## 4 ISH Responsibilities

- 4.1** Respond to all qualified leads delivered to the team inbox within **4 business hours** during standard business hours (Mon-Fri, 08:00-17:00 SAST).
- 4.2** Update lead status in the dashboard at every pipeline stage: new, qualified, quoted, negotiating, won, or lost.
- 4.3** Provide Aleph with a reconciliation report **within 14 days of each project completion** detailing the contract value, itemised project costs, and net profit calculation for commission purposes.
- 4.4** The lead generation strategy prioritises organic growth through content, SEO, and social media optimisation. No paid advertising budget is required from ISH. Lead volume targets are based on organic reach and engagement.
- 4.5** Supply project photographs, testimonials, and marketing content as reasonably requested for social media and promotional use.
- 4.6** If ISH consistently fails to respond to qualified leads within the timeframes specified, or fails to update the dashboard as required, Aleph shall not be held responsible for reduced conversion rates, and KPI targets shall be adjusted accordingly.

## 5 Scope of Services & Additional Work

- 5.1** The services included in the R40,000 investment are **strictly limited to those described in this agreement**: foundation infrastructure (website, CRM, email, Google Business) and the four deliverable pillars (social media, search visibility, client engagement, lead management).
- 5.2** Within the parameters of the agreed objectives, Aleph may from time to time take **additional initiative or implement enhancements** to improve system performance, lead quality, or conversion rates. Such initiatives - including but not limited to new content strategies, platform optimisations, additional integrations, or improved automation - shall be at **Aleph's sole discretion and at no additional cost to ISH**.
- 5.3** Any work requested by ISH that falls outside this scope - including but not limited to **tender document preparation, proposal design, presentation materials, additional website pages, print design, video production, or client-facing project documentation** - shall be quoted and billed separately at Aleph's standard rates.
- 5.4** ISH may request Aleph's **rate card for additional services** at any time. There is no obligation on ISH to use Aleph for out-of-scope work, and no exclusivity applies to additional services.
- 5.5** Additional services shall be quoted in writing before work commences and are payable within 7 days of delivery. Out-of-scope work is not included in or subsidised by the R40,000 investment.

# Terms & Conditions

## 6 Ownership & Handover

- 6.1** All digital assets built for ISH under this agreement - including the website, CRM system, business email configuration, Google Business Profile, social media accounts, and lead management tools - are **built for ISH and belong to ISH**, subject to the terms of this agreement.
- 6.2** During the **24-month agreement term**, Aleph retains administrative access to manage, maintain, and operate the systems on ISH's behalf. ISH receives full operational access throughout.
- 6.3** Upon successful completion of the 24-month term, **full ownership and administrative control of all systems transfers to ISH unconditionally**, including all source code, login credentials, domain registrations, and hosting accounts.
- 6.4** If Aleph fails to deliver on its obligations under this agreement, or materially breaches the terms, ISH may demand immediate handover of all systems. Aleph shall transfer full ownership within **14 days** of such demand, forfeiting any claim to the systems or outstanding commissions.
- 6.5** Following handover (whether at term completion or early transfer), ISH assumes responsibility for all ongoing hosting, maintenance, and platform costs. The next scheduled annual expense of **R14,500** becomes payable by ISH directly to the relevant service providers.

## 7 Exclusivity

- 7.1** ISH shall engage Aleph as its **exclusive provider** of digital lead generation services encompassing social media, search visibility, client engagement, and lead management during the term.
- 7.2** ISH may continue to receive and process leads from its existing referral networks, direct relationships, and walk-in enquiries. These are not commissionable and are not restricted by this agreement.

## 8 Confidentiality

- 8.1** Each party shall keep confidential all proprietary information received from the other, including project costs, profit margins, lead data, system architecture, and business strategies.
- 8.2** Confidentiality obligations survive termination for **3 years**.
- 8.3** Aleph may reference ISH as a client in its portfolio, provided no confidential commercial information is disclosed.

## 9 Data Protection (POPIA)

- 9.1** Both parties comply with the Protection of Personal Information Act (POPIA). ISH is the responsible party (data controller) for lead data. Aleph is the operator (data processor). All personal information is processed solely for service delivery and is not shared with third parties.

## 10 Term, Renewal & Termination

- 10.1** This agreement commences on the date of signature and continues for an initial term of **24 months**. It auto-renews annually unless terminated with 90 days written notice.
- 10.2** Either party may terminate with immediate effect if the other commits a material breach and fails to remedy within 30 days of written notice.
- 10.3** If ISH terminates before the 24-month term expires without cause, ISH shall pay an early termination fee equal to **3 months of average commission earned to date or R10,000, whichever is greater**. Full system handover still applies per clause 6.3.
- 10.4** If Aleph terminates or fails to deliver, ISH owes no termination fee and receives immediate system handover per clause 6.4.
- 10.5 Tail commission:** Any lead generated through the System before termination that converts within **6 months after termination** remains commissionable at the agreed rate.
- 10.6** Upon completion of the 24-month term or any termination, Aleph shall provide ISH with all login credentials, source code, domain registrations, hosting account details, and lead data within **14 days**.

## 11 General Provisions

- 11.1 Governing Law:** Republic of South Africa.
- 11.2 Disputes:** Good-faith negotiation (14 days), then mediation, then arbitration under the Arbitration Act.
- 11.3 Force Majeure:** Neither party is liable for failures caused by events beyond reasonable control, including platform outages, algorithm changes, or infrastructure disruptions.
- 11.4 Entire Agreement:** This document constitutes the entire agreement and supersedes all prior negotiations and representations.
- 11.5 Amendments:** No amendment is effective unless in writing and signed by both parties.

## Acceptance & Signatures

Both parties confirm they have read, understood, and agree to the terms of this agreement.

### Agreement Summary

ITEM	DETAIL
Total Investment	R 40,000
Deposit Received	R 20,000 (50%)
Balance Payable	R 20,000 on acceptance of deliverables
Commission	5% of net profit on Aleph-generated leads
Commission Period	24 months from first conversion
Scope	Social media, search visibility, client engagement, lead management
Target Region	Kuruman, Northern Cape & surrounding areas
Year 1 Hosting	Included in R40,000
Year 2+ Hosting	R14,500 per annum
Ownership	Full ownership transfers to ISH after 24 months
Initial Term	24 months, auto-renew annually

**Balance Payment:** By signing below, ISH confirms acceptance of the deliverables and KPIs outlined in this agreement and agrees to pay the remaining balance of R20,000 within 7 days of signature.

CLIENT - ISGCAWU SOMNOTHO HOLDINGS (PTY) LTD

SERVICE PROVIDER - ALEPH CREATIVE-HUB

Authorised Signature

Print Name & Title

Date

Authorised Signature

Print Name & Title

Date

SERVICE PROVIDER

**ALEPH Creative-Hub**

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CLIENT

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