

# Ascnd Labs Partnership & Equity Agreement

This Agreement ("Agreement") is made on **[Date]** between:

**Presley Prevost** ("Founder/CEO")

and

**Furqan Afzal** ("Partner/CTO & Operations")

Together referred to as "the Partners."

## 1. Purpose

This Agreement formalizes Furqan's role as a long-term technical and operational partner in Ascnd Labs LLC, contributing to development, marketing, and business execution in exchange for equity ownership.

## 2. Ownership & Vesting

Founder Ownership: Presley Prevost — 85%

Partner Ownership: Furqan Afzal — 15%

### Vesting Schedule:

- 6-month cliff (no equity if Furqan leaves before 6 months).
- After the cliff, equity vests monthly over 24 months (full vesting at 2 years).
- Unvested equity is forfeited if Furqan ceases active contribution.

## 3. Roles & Responsibilities

### Furqan's Role (CTO & Operations Partner):

- Maintain and improve Ascnd Labs' platform infrastructure and tools.
- Oversee technical operations (bug fixes, integrations, hosting, security, updates).
- Actively assist Presley in marketing execution including:
  - Setting up and optimizing ad accounts (Meta, Google, Stripe)
  - Managing analytics dashboards and growth automations
  - Structuring affiliate and creator systems
  - Supporting launches, content, and testing
- Provide technical and operational input for business decisions.
- Act as a hands-on partner for daily operations and launch readiness tasks.

### Presley's Role (Founder/CEO):

- Oversee brand direction, creative vision, and company strategy.
- Lead marketing, community growth, and product positioning.
- Manage finances, partnerships, and all final business decisions.
- Assign Furqan clear technical and operational tasks weekly.

## 4. Intellectual Property

All code, designs, text, and systems built for Ascnd Labs LLC remain the exclusive property of the company. Neither party may reuse or resell these assets outside of Ascnd Labs without written consent.

## 5. Compensation

Furqan's contributions are compensated through vested equity. If Ascnd Labs becomes profitable or secures funding, both parties may agree on a fair monthly payout or profit share.

## 6. Decision-Making

Presley holds final say in strategic, brand, and financial decisions. Furqan holds technical and operational authority within assigned areas. Any major financial, ownership, or legal changes must be mutually approved.

## 7. Confidentiality

Both parties agree to strict confidentiality regarding business plans, source code, data, and all proprietary materials.

## 8. Termination

If Furqan stops contributing or goes inactive for more than 30 consecutive days without prior approval:

- All unvested equity is forfeited.
- All intellectual property remains under Ascnd Labs LLC.

## 9. Governing Law

This Agreement is governed by the laws of Michigan, USA.



Presley Prevost, Founder/CEO

Date: 10-16-25



Furqan Afzal, Partner/CTO & Operations

Date: \_\_\_\_\_