TrustWeave Partner Program

> **Empowering Partners to Build the Future of Decentralized Trust**

Version: 1.0
Last Updated: 2025
Program Owner: Geoknoesis LLC

Executive Summary

The TrustWeave Partner Program enables organizations and individuals to monetize their networks while helping enterprises adopt decentralized identity and trust infrastructure. Partners receive competitive compensation for introducing commercial customers to TrustWeave's commercial licensing and professional services.

Why Partner with TrustWeave?

- **High-Value Market**: Decentralized identity market growing at 88.2% CAGR
- **Multiple Revenue Streams**: Commercial licensing, professional services, and future SaaS
- **Competitive Compensation**: Industry-leading commission structure
- **Growing Ecosystem**: Join a community building the foundation for decentralized trust
- **EO Community Focus**: Special benefits for Entrepreneurs' Organization members

Program Overview

What is TrustWeave?

TrustWeave is a production-ready Kotlin library for building decentralized identity and trust systems. Built on W3C standards (Verifiable Credentials and DIDs), TrustWeave provides the foundational infrastructure that enterprises need to:

- Verify data provenance and integrity
- Issue and verify verifiable credentials
- Manage decentralized identifiers (DIDs)
- Anchor trust relationships to blockchains
- Build interoperable identity systems

Target Customers:

- Enterprises building production SSI systems
- SaaS companies embedding TrustWeave
- Government agencies
- Healthcare organizations
- Financial institutions

- Insurance companies (parametric insurance use cases)
- Supply chain companies
- Earth Observation (EO) data providers

Commercial Offerings

Partners can refer customers for:

1. **Commercial Licensing**

   - Enterprise licenses for production use
   - Multi-year agreements available
   - Custom licensing for large deployments

2. **Professional Services**

   - Implementation consulting
   - Custom plugin development
   - Training workshops
   - Architecture reviews
   - Support contracts

3. **Future SaaS Platform** (Coming 2025-2026)

   - Managed hosting
   - Enterprise features
   - Premium support

Partner Tiers & Benefits

Bronze Partner

Requirements: 1-2 qualified deals per year

Benefits:

- 15% commission on first-year commercial license revenue
- 10% commission on professional services revenue
- Partner portal access
- Marketing materials and resources
- Deal registration and tracking

Compensation:

- Minimum deal size: $25,000 ARR
- Payment within 30 days of customer payment

Silver Partner

Requirements: 3-5 qualified deals per year

Benefits:

- 20% commission on first-year commercial license revenue
- 15% commission on professional services revenue
- 5% recurring commission on annual renewals (2 years)
- All Bronze benefits
- Dedicated partner manager
- Co-marketing opportunities
- Priority deal support

Compensation:

- Minimum deal size: $25,000 ARR
- Bonus: $2,500 for deals over $50,000 ARR
- Payment within 30 days of customer payment

Gold Partner

Requirements: 6+ qualified deals per year OR $500,000+ annual referred revenue

Benefits:

- 25% commission on first-year commercial license revenue
- 20% commission on professional services revenue
- 10% recurring commission on annual renewals (3 years)
- All Silver benefits
- Executive sponsorship
- Custom partner agreements
- Joint go-to-market opportunities
- Partner summit invitations
- Case study development support

Compensation:

- Minimum deal size: $25,000 ARR
- Bonus: $5,000 for deals over $100,000 ARR
- Multi-year contract bonus: $2,500 per additional year
- Payment within 30 days of customer payment

EO Community Special Benefits

Entrepreneurs' Organization members receive:

- **Fast-track onboarding** (24-hour approval)

- **Enhanced commission** (+2% on all tiers)
- **EO-exclusive events** and webinars
- **Co-marketing opportunities** with other EO members
- **Referral network access** to other EO partner programs

Remuneration Structure

Standard Commission Model

Commercial License Revenue:

- First-year revenue: Tier-based percentage (15-25%)
- Annual renewals: 5-10% (based on tier)
- Multi-year contracts: Full commission on all committed years

Professional Services Revenue:

- Implementation consulting: 10-20% (based on tier)
- Training workshops: 10-20%
- Custom development: 15-20%
- Support contracts: 10-15%

Bonus Structure

Deal Size Bonuses:

- $50,000 - $99,999 ARR: +$2,500 (Silver/Gold)
- $100,000+ ARR: +$5,000 (Gold)
- $250,000+ ARR: +$10,000 (Gold)

Contract Term Bonuses:

- 2-year contract: +$2,500
- 3-year contract: +$5,000
- 4+ year contract: +$7,500

Annual Performance Bonuses:

- $250,000+ annual referred revenue: +$10,000
- $500,000+ annual referred revenue: +$25,000
- $1,000,000+ annual referred revenue: +$50,000

Payment Terms

- **Payment Schedule**: Within 30 days of customer payment to Geoknoesis
- **Payment Method**: Wire transfer or ACH (US), international wire for international partners
- **Reporting**: Monthly partner statements via partner portal

- **Disputes**: 30-day window to dispute commission calculations

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Deal Qualification Criteria

Qualified Deals

A deal qualifies for partner commission if:

1. **Partner Introduction**: Partner must make the initial introduction (not inbound leads)
2. **Deal Registration**: Deal must be registered in partner portal before first customer meeting
3. **Minimum Deal Size**: $25,000 ARR (annual recurring revenue) or equivalent
4. **Commercial Customer**: Must be a commercial license customer (not open source users)
5. **Timeline**: Deal must close within 12 months of partner introduction
6. **Active Involvement**: Partner must maintain active involvement in the sales process

Deal Registration Process

1. **Register Deal**: Submit deal registration form in partner portal

   - Customer name and contact information
   - Estimated deal size and timeline
   - Use case and requirements
   - Partner's relationship with customer

2. **Approval**: Geoknoesis reviews and approves within 48 hours

   - Confirms deal is not already in pipeline
   - Validates partner relationship
   - Assigns deal ID for tracking

3. **Sales Process**: Geoknoesis sales team works with partner and customer

   - Regular updates via partner portal
   - Partner involvement in key meetings (optional)
   - Joint proposal development (if applicable)

4. **Deal Closure**: Commission calculated and paid upon customer payment

   - Commission statement provided
   - Payment processed within 30 days

Non-Qualified Deals

The following do NOT qualify for partner commission:

- Inbound leads (website, content marketing, etc.)
- Existing customers (renewals, expansions)

- Deals not registered before first customer contact
- Deals below $25,000 ARR
- Open source users (AGPL license)
- Government contracts requiring special terms
- Deals where partner has conflict of interest

Partner Resources & Support

Marketing Materials

Partners receive access to:

- **Sales Presentations**: Pitch decks, product overviews, use case presentations
- **One-Pagers**: Product summaries, ROI calculators, comparison sheets
- **Case Studies**: Customer success stories (as available)
- **Technical Documentation**: Architecture diagrams, integration guides
- **Demo Videos**: Product demonstrations, use case walkthroughs
- **Brand Assets**: Logos, templates, social media graphics

Training & Enablement

- **Partner Onboarding**: Comprehensive program overview and training
- **Product Training**: Deep-dive sessions on TrustWeave capabilities
- **Sales Training**: How to identify opportunities, handle objections
- **Technical Training**: Architecture, integration patterns, use cases
- **Quarterly Updates**: Product roadmap, new features, market trends

Partner Portal

All partners receive access to:

- Deal registration and tracking
- Commission statements and payment history
- Marketing materials library
- Training resources and recordings
- Support ticket system
- Partner community forum

Sales Support

- **Dedicated Partner Manager** (Silver/Gold): Single point of contact
- **Sales Engineering Support**: Technical pre-sales assistance
- **Joint Sales Calls**: Partner can participate in customer meetings
- **Proposal Support**: Help developing custom proposals
- **Contract Negotiation**: Geoknoesis handles all contract negotiations

How to Join

Application Process

1. **Submit Application**: Complete partner application form

   - Company/personal information
   - Relevant experience and network
   - Target market and customer base
   - Expected deal volume

2. **Review**: Geoknoesis reviews application (typically 48-72 hours)

   - EO members: 24-hour fast-track review

3. **Onboarding**: Approved partners receive:

   - Partner agreement for signature
   - Partner portal access
   - Initial training session
   - Marketing materials access

4. **Activation**: Partner can begin registering deals immediately

Partner Agreement

All partners must sign a Partner Referral Agreement that includes:

- Commission structure and payment terms
- Deal qualification criteria
- Confidentiality obligations
- Non-compete provisions (limited scope)
- Term and termination conditions
- Dispute resolution process

Agreement Term: Typically 1 year, auto-renewing unless terminated

Termination: Either party can terminate with 30 days written notice

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Program Policies

Deal Conflicts

If multiple partners claim the same deal:

- First registered deal wins (timestamp-based)
- Geoknoesis will investigate and make final determination

- Partners may be asked to provide evidence of introduction

Territory & Exclusivity

- **Non-Exclusive**: Partners can work with other companies
- **No Territory Restrictions**: Partners can refer customers globally
- **Channel Conflicts**: Geoknoesis will work to resolve any conflicts fairly

Confidentiality

Partners must maintain confidentiality of:

- Customer information
- Deal terms and pricing
- Geoknoesis proprietary information
- Competitive intelligence

Code of Conduct

Partners must:

- Represent TrustWeave accurately and professionally
- Comply with all applicable laws and regulations
- Avoid conflicts of interest
- Maintain high ethical standards
- Respect customer relationships

Success Stories & Case Studies

(To be populated as partners close deals)

Example Partner Success

Partner Profile: EO member, technology consultant
Deal: $150,000 ARR commercial license + $50,000 professional services
Timeline: 4 months from introduction to close
Commission: $45,000 (first year) + $5,000 (renewal year 1) + $2,500 (deal size bonus)
Total Partner Compensation: $52,500

Frequently Asked Questions

General Questions

Q: How quickly can I start earning commissions?
A: Once approved and onboarded, you can register deals immediately. Typical sales cycle is 3-6 months.

Q: Do I need to be technical to be a partner?

A: No. While technical knowledge helps, we provide all necessary training and sales support.

Q: Can I partner if I'm not in the EO community?

A: Yes! The program is open to all qualified partners. EO members receive additional benefits.

Q: What if I'm already working with a competitor?

A: We allow non-exclusive partnerships, but please disclose any potential conflicts.

Commission Questions

Q: When do I get paid?

A: Within 30 days of customer payment to Geoknoesis.

Q: What if the customer doesn't pay?

A: Commission is only paid when Geoknoesis receives payment from the customer.

Q: Do I get commission on renewals?

A: Yes, based on your partner tier (5-10% for 2-3 years).

Q: What if the deal size changes after registration?

A: Commission is calculated on the final contract value.

Deal Process Questions

Q: How do I register a deal?

A: Log into the partner portal and complete the deal registration form.

Q: What if the customer already knows about TrustWeave?

A: If they're already in our pipeline, the deal may not qualify. Contact your partner manager to discuss.

Q: Can I participate in customer meetings?

A: Yes, we encourage partner involvement in the sales process.

Q: What if the deal takes longer than 12 months?

A: Contact your partner manager to discuss extensions on a case-by-case basis.

Contact Information

Partner Program Inquiries

Email: partners@geoknoesis.com
Website: https://www.geoknoesis.com/partners
Partner Portal: https://partners.trustweave.io (access provided upon approval)

Sales & Support

Commercial Licensing: licensing@geoknoesis.com
Professional Services: services@geoknoesis.com
General Inquiries: info@geoknoesis.com

Geoknoesis LLC

Address: [To be updated]
Website: https://www.geoknoesis.com

Appendix

A. Partner Agreement Template

(Separate legal document - contact partners@geoknoesis.com)

B. Commission Calculation Examples

Example 1: Bronze Partner, $50,000 ARR Deal

- First-year commission: $50,000 × 15% = $7,500
- Total Year 1: $7,500

Example 2: Silver Partner, $100,000 ARR, 2-Year Contract

- First-year commission: $100,000 × 20% = $20,000
- Second-year commission: $100,000 × 5% = $5,000
- Deal size bonus: $5,000
- Multi-year bonus: $2,500
- Total: $32,500

Example 3: Gold Partner, $150,000 ARR + $50,000 Services, 3-Year Contract

- License Year 1: $150,000 × 25% = $37,500
- License Year 2: $150,000 × 10% = $15,000
- License Year 3: $150,000 × 10% = $15,000
- Services: $50,000 × 20% = $10,000
- Deal size bonus: $5,000
- Multi-year bonus: $5,000
- Total: $87,500

C. Target Customer Profiles

Ideal Customer Characteristics:

- Enterprise or mid-market company
- Building identity/trust systems or verifiable credentials
- Need for blockchain integration or DID support

- Budget: $25,000+ annually
- Technical team or willingness to engage professional services

Common Use Cases:

- Healthcare credential verification
- Supply chain provenance tracking
- Insurance (parametric insurance)
- Government identity systems
- Education credentialing
- IoT device identity
- Earth Observation data verification

D. Competitive Advantages

Why Customers Choose TrustWeave:

- **Standards-Compliant**: W3C Verifiable Credentials and DID Core
- **Chain-Agnostic**: Works with any blockchain
- **Production-Ready**: Battle-tested in real deployments
- **Type-Safe**: Kotlin-based with compile-time safety
- **Pluggable Architecture**: Flexible integration options
- **Commercial Support**: Enterprise-grade support and licensing

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This document is subject to change. Partners will be notified of material changes with 30 days notice. For the most current version, visit the partner portal.