

In a Nutshell: When a guru purchases an item, they pay a *discounted price*, and if they successfully complete their end of the deal by [REDACTED] before the “expiration date” (currently defaults to 20 days from requesting the product but can be extended by appeal) we take 15% of the discounted price and pass on the other 85% of the brand. If they fail to complete the deal successfully and *do not appeal* then we charge the guru the full amount and take 15% of the *full price*, passing the remaining 85% on to the brand. If a guru knows they will not be able to complete a deal within the allotted time they can *appeal*, which grants them another week to do so, and then may get approved for a further extension or have the case dropped.

Technicals: We charge a guru for the *discounted price* $= (1 - d) \times p$ of the item via Shopify or Stripe when they request it, passing the entirety of that money onto the brand. When the deal is past the expiration date *or closed* we then charge the brand 15% of the discounted price if successful (marked “closed”):

$$\text{charge to brand} = .15 \times (1 - d) \times p$$

Or if unsuccessful (past expiration date and not marked “closed”), we charge the guru for the remainder of the price of the item and then charge the brand 15% of the total price:

$$\begin{aligned}\text{charge to guru} &= (1 - d) \times p \\ \text{charge to brand} &= .15 \times p\end{aligned}$$

We run the handler every 30 minutes, collecting all the deals expired in the past 30+ minutes each time and summing the fees and sending them through as a single charge to the brand (though obviously multiple charges to separate influencers). We set a variable on deals so we know that they’ve been dealt with (so we can include in the next batch any that might have expired while the handler is running but not strictly in the 30 minute period).

We will keep track of expiration dates and email gurus daily starting three days before their deal expires if it has not yet been completed or appealed. This will be run daily.

Tech: Deal Successful/Unsuccessful will be handled by one AWS Lambda function FeeHandler (defined below in pseudocode section). Tracking expiration dates and emailing gurus will be handled by Lambda function ExpirationNoticeHandler (defined below).