

# CRIBLINK STRATEGIC PARTNERSHIP OPPORTUNITY

Dear David Emmanuel Josiah,

We’re excited to explore a strategic partnership between you and CribLink. This document outlines a fair and growth-minded equity structure that recognizes both your high-value contributions and the long-term needs of the company.

## Your Contributions & Role

As a Strategic Partner, you will bring:

- Full initial funding

- Access to early users

- Product expansion ideas

- Warm introductions to future investors

## Equity Structure Proposal

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| --- | --- | --- |
| **Equity Allocation** | **Percentage** | **Details** |
| Base Equity (vesting) | 20% | 4-year vesting, 1-year cliff |
| Performance Bonus | Up to +10% | Based on delivery of key business milestones |

This structure allows you to grow your stake in CribLink as we grow, with equity awarded as you unlock high-impact goals.

## Bonus Equity Milestones

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| --- | --- |
| **Milestone** | **Bonus Equity** |
| Deliver 500 active users in first 6 months  +2.5% equity will vest upon successful onboarding of **500 verified users** within 6 months of agreement. This must include at least **400 Clients**, **80 Agents**, and **20 Agencies**. All users must complete basic profile verification and demonstrate at least one meaningful platform activity (e.g., property saved, inquiry made, listing uploaded, agency created, or agent onboarded). | +2.5% |
| Set up at least 3 verified investor meetings | +2.5% |
| Co-lead new product vertical (e.g. rentals, AI) | +2.5% |
| Facilitate first institutional investment round | +2.5% |

Each milestone reflects areas of high strategic value to CribLink’s growth.

## Governance & Decision-Making

- You will hold a non-executive board seat.

- Major decisions will require mutual board agreement.

- Founder retains executive control over day-to-day operations and product execution.

## Why This Works

This agreement gives you meaningful ownership and influence, while keeping CribLink flexible, focused, and scalable. It ensures alignment while preserving long-term growth potential for both parties.

Looking forward to building something amazing together.

Sincerely,

Matthew Tedunjaiye