eAtlas Charter Builder Incentive Program

April 14th, 2021

Goal:

1. To publish 20 eAtlas Experiences in Chicago IL by April 21st, 2021.

Program Outline:

1. Charter Builders are the first twenty (20) individuals or organizations in the target cities that enroll on the eAtlas Platform.
2. Charter Builders must choose either the eAtlas Bonus or Commission Incentives.
3. Charter Builders are eligible for a Referral Bonus.
4. Charter Builders will not be charged eAtlas platform fees through December 31st, 2021.

Bonus Incentive Details:

1. Charter Builders who publish their first eAtlas Experience by April 21st, 2021 will receive **$75** if the purchase price is **$5.00 to $9.99**, or **$125** if the purchase price is **$10.00 or more**.
2. Charter Builders who publish their second eAtlas Experience by May 28th, 2021 will receive **$50** if the purchase price is **$5.00 to $9.99**, or **$100** if the purchase price is **$10.00 or more**.
3. Charter Builders will receive 70% of the purchase price from the sale of any of their Experiences.

Commission Incentive Details:

1. Charter Builders who publish their first eAtlas Experience by April 21st, 2021 will receive 100% of the purchase price of that 1st Experience (after payment processing fees) through December 31st, 2021.
2. Charter Builders who publish their second eAtlas Experience by May 28th, 2021 will receive 100% of the purchase price of that 2nd Experience (after payment processing fees) through December 31st, 2021.

Referral Bonus Details:

1. $50 will be awarded to any Charter Builder if a Builder Partner they referred to eAtlas publishes an Experience by April 21st, 2021 in the Chicagoland area. Any referral who has not received an eAtlas Builder Invite qualifies.
2. $25 will be awarded to any Charter Builder if a Builder Partner they referred to eAtlas publishes an Experience by May 28th, 2021 in the Chicagoland area. Any referral who has not received an eAtlas Builder Invite qualifies.

To Qualify for Program:

1. Include at least five (5) points of interest in your eAtlas Experience
2. Price your tour at least $5 or higher - $1.00+ per stop is a good rule of thumb.
3. Keep your tour to 3 hours or less – Experiences longer than 2 hours may not get completed, resulting in a negative review.
4. Plan on spending the necessary time to make your Experience the best it can be. If you have photos and videos already prepared, it may take you less than 1 hour to complete an Experience. If you need to shoot photos, video and/or audio, building may take several hours or days.
3. Proofread your submission and ask friends or family members to edit your Experience for errors and content. You may edit what you have completed or submitted at any time. **Experiences are generally approved within 48 hours so be sure to allow enough time for eAtlas admin approval.**
6. Include information in your Experience that is not widely known. Make your Experience stand out by sharing stories, facts and knowledge not known to most locals. Share personal viewpoints or tell the story from a unique perspective.
7. Remember you are responsible for Experience content. Research and double-check to be sure your inclusions are accurate.
8. Credit necessary sources for all media and obtain approval, if needed.
9. Help promote your Experience on social media, email and word-of-mouth. When you bring new users to the eAtlas App, it's helps other Builders and their promotional efforts also help you sell more Experiences!
10. Prior to being published, your Experience will be reviewed by us with a focus on safety, authenticity, accuracy, originality, and good value to the customer. eAtlas reserves the right to reject a submission based on these or any other qualifications.

<u>What to AVOID:</u>

1. Use of foul, offensive language or media content in your tour.
2. Addition of Copyrighted content without permission