



Startup Venture Partnerships

Startup Venture Partnerships (SVP) is offering sweat equity (via sweat equity agreement) to partners accepting the Chief Marketing Officer (CMO) and Chief Financial Officer (CFO) positions. Sweat equity allows SVP to raise funds without raising debt levels, as a non-monetary contribution valued in terms of each partner's effort, hard work, and time in building our collective success as a technology company. Sweat equity is just as valuable as cash equity once SVP becomes profitable. At that point in time, ownership percentages will be converted to stock options equal to the value of the work performed. For example, if SVP values the work performed at \$50,000 and our share price is \$5, then payout will be 10,000 shares of stock.

Valuation Factors:

SVP utilized 3 primary factors / characteristics when calculating (and determining the value of) sweaty equity:

1. **Commitment:** Are you committed to being a partner for the long haul?
2. **Unique Contribution:** Does you bring specialized knowledge, skills, leadership ability or experiences?
3. **Hopes and Dreams:** Are your hopes and dreams for personal wealth, business success and autonomy the same as ours? If not, are the differences substantial enough that they'll impact our ability to succeed?

Terminology:

The following terms (defined below) are used in our sweat equity agreements.

- **Vesting Period** – The vesting period for partners and early-stage employees is decided based on their expertise and extent of commitment to SVP.
- **Type of Equity** – The allotment of percentages and/or the type and quantity of shares align with the vesting period decision. These terms will vary in the sweat equity agreement based on the partner's expertise and value-add to SVP.
- **Performance Criteria** – Earned sweat equity percentage or shares are strictly based on final satisfactory approval by CEO, of pre-determined milestones, to include submission, review, and approval of deliverables, for all partners that accept a SVP job role or position.
- **Separation Criteria** – SVP accommodates fair exit planning for all sweat equity agreements.

About Startup Venture Partnerships (SVP):

Welcome to Startup Venture Partnerships (SVP), a technology company over 15 years in the making, focused on equity, inclusion, and diversity in the global mobile application market. SVP supports the evolution and growth of individuals, businesses, and communities with limited (or devoid) access to



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technology resources; by forging key relationship with strategic partners to design, develop, monetize, and launch successful mobile applications. The SVP mission is simple — enable, educate, and empower others to create successful mobile app startups. Please visit us on the web for more information, <http://svpapps.com>

To learn more about our equity model, pls [contact us](#). Thank you