



**Introduction
&
Onboarding Guidelines**

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Introduction to GPoint

WELCOME TO GPOINT

GPoint is a multiservice conglomerate that offers business and payment solutions. Our mission is to place you at the forefront of emerging trends and introduce you to services specially designed to move your business ahead of competitors.

OUR PLATFORMS

GPoint Wallet is an alternative payment solution-based platform offering digital and mobile wallets for online and in-store purchases. Each purchase made at a GPoint affiliated business rewards shoppers with points. Send, receive & pay for purchases with the GPoint Wallet.

GPoint Market is an open market E-commerce platform that empowers business owners to scale their businesses through increased exposure and unique campaigns. GPoint's *Affiliate Seller* service is available for GPoint members and partners who own a business that offers physical goods. Enrollment is quick, easy, and, most importantly, free. Register your business at www.GPointMarket.com/affiliated-brands/, fill out the application and obtain your GPoint Market storefront.

THE GPOINT

The GPoint is a global point with cash value and can be used as a digital form of currency. Within the GPoint Ecosystem, 1 GPoint equals USD 1.

THE GPOINT COMMUNITY

Being a part of the GPoint Community comes with many perks and benefits. The GPoint Community has access to deals and promotions from GPoint affiliated businesses available exclusively to the GPoint community.

THE GPOINT PROMOTERSHIP PROGRAM

GPoint welcomes individuals, businesses, and organizations in partnership with GPoint. Through the **GPoint Promotership Program**, any GPoint Wallet account holder can introduce businesses to the GPoint Wallet and gain commissions for every business onboarded.

Key Roles within GPoint Wallet & the Promotership Program.

- **Personal Account Holder:** An individual enrolled in GPoint wallet, eligible to send, receive, and pay for purchases with the GPoint Wallet.
- **Business Account Holder:** An individual account holder who has enrolled his/her business into GPoint Wallet and is eligible to receive payment for goods and services with the Gpoint Wallet.
- **Promoter:** A personal or business account user who introduces other businesses to GPoint as affiliates.
- **Partner:** A group or organization that is in partnership with GPoint, under agreement or contract, who introduces affiliate businesses to GPoint.
- **Affiliate Business:** A business affiliated with GPoint Wallet, GPoint Market, or both.
- **GPoint Reward Percentage:** This percentage is split amongst customers (as cash-back rewards), your selected media service package which covers your marketing and advertising benefits, and your promoter (if applicable)

Services & Features

GPOINT SERVICES

GPoint offers a range of services designed with the future in mind. Build your brand and introduce it to an already established community of over 50,000 users worldwide. With state-of-the-art photo & video equipment and media campaigns built to target a broad audience, you can position your business at the forefront of payment and business solutions within an emerging cashless society.

GPOINT SERVICE MENU

GPOINT MARKET	GPOINT WALLET
SEO	YOUTUBE COMMERCIAL
BRAND DEVELOPMENT	PRODUCT SHOOTS
GRAPHIC DESIGN	INFLUENCER CAMPAIGNS
WEBSITE ADD CAMPAIGNS	SOCIAL MEDIA ADVERTISING

→ **GPoint Market Affiliate Seller Program:** Eligibility is limited to businesses with physical and digital goods at this moment. A merchandise team provides your business with SEO tools and back-end support to optimize all your products. Other features include:

- Introductory brand campaigns
- Your very own storefront on GPoint Market
- Unlimited product uploads from anywhere, any time.
- Logistic support
- Affiliate Seller Assistance
- Homepage brand features
- Graphic Design for your banners and marketing material.
- Brand Development and Strengthening

→ **Fulfillment by GPoint:** All businesses enrolled in the GPoint Affiliate Seller service are eligible for the Fulfillment by GPoint Service (storage fees may apply)

- Effortless Shipping and Logistics: GPoint does all the work for you.

- **Return Management:** In addition to sales, Fulfillment by GPoint also handles returns and refunds because they are considered part of the fulfillment process- this takes one more thing off your plate.
 - **Customer Service Management:** GPoint offers customer service for Fulfillment by GPoint sellers.
- **GPoint Wallet Media/ Marketing Kit:** GPoint offers four media kit tiers at onboarding. Each package includes tools and teams that provide your business with increased exposure and conversion. As an affiliate business owner, you can decide which tier is best for your business within your welcome email. Best of all, your selected marketing package is covered entirely by your GPoint Reward percentage as part of a 'pay as you' go benefit. For just cents on the dollar, a fraction of your Gpoint reward percentage is set aside for your business marketing and advertisement services, only after a transaction is made from your affiliated business..

GPoint Affiliate Marketing Product Percentage Pricing

	Restaurant	Product		Service Provider
		Low Profit Margin	High Profit Margin	
Platinum	10%	15%	20%	20%
<ul style="list-style-type: none"> ✓ YouTube Commercial ✓ Product Shoot ✓ Influencer Campaign ✓ Social Media Advertising 	(1) 1-3 min. video 3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week	(1) 1-3 min. video 3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week	(1) 1-3 min. video 3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week	(1) 1-3 min. video 3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week
Gold	7%	10%	15%	15%
<ul style="list-style-type: none"> ✓ Product Shoot ✓ Influencer Campaign ✓ Social Media Advertising 	3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week	3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week	3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week	3 products per month 10k influencer(s) shout-out 1 post + 2 stories per week
Silver	5%	5%	10%	10%
<ul style="list-style-type: none"> ✓ Influencer Campaign ✓ Social Media Advertising 	10k influencer(s) shout-out 1 post + 2 stories per week	10k influencer(s) shout-out 1 post + 2 stories per week	10k influencer(s) shout-out 1 post + 2 stories per week	10k influencer(s) shout-out 1 post + 2 stories per week
Bronze	3%	3%	5%	5%
<ul style="list-style-type: none"> ✓ Social Media Advertising 	1 post + 2 stories per week	1 post + 2 stories per week	1 post + 2 stories per week	1 post + 2 stories per week

GPoint Benefits

CUSTOMER BENEFITS

Shopping with the GPoint Wallet offers shoppers a ton of perks; the best one is cashback points on all purchases made with the GPoint Wallet at an affiliated store. These points are transferable to your bank and can also be spent on more purchases. Affiliated stores and businesses grant GPoint Wallet users special offers and promotions available exclusively to the GPoint community for shoppers to enjoy.

BUSINESS BENEFITS

Businesses are propelled forward with the GPoint Wallet in numerous ways. The benefits members get as a part of the GPoint community help build customer loyalty. Custom-tailored media kits provide a boost in traffic and conversion for businesses who opt for additional services.

BENEFITS OF GPOINT MARKET SERVICES

Selling through GPoint Market can propel your business forward in an oversaturated market of independent sellers. What makes GPoint Market different from the rest is the benefits that come with enrollment. Your business automatically qualifies for social media advertisement across all platforms. A team of dedicated merchandise specialists equip your products with SEO optimization and offer logistic support to all Affiliate sellers free of cost.

PROMOTERSHIP PROGRAM BENEFITS (PROMOTERS & PARTNER BUSINESSES AND ORGANIZATIONS)

If you know and love a business, introduce them to the GPoint Wallet. As a promoter, you can earn commissions from each business you onboard with no limit to the number of businesses you bring on.

COMMISSION RATE WHEN ONBOARDING A BUSINESS TO GPOINT WALLET AS A PROMOTER FOR WCL OR ANY OTHER PARTNER ORGANIZATION

This affiliate bonus pool commission or the “**Partner Commission**” is scheduled for pay-out to the rank earners on the 10th of the month (1 star to 7 stars)

Scenario:

Mark is a Regular at **Bruno's Cafe**. Bruno notices he can't use his phone to pay for his daily cup of joe. After learning all the benefits, he decides to introduce the GPoint Wallet to the business owner and immediately onboard **Bruno's Coffee**.

Suzie sees an ad for **Bruno's Cafe**, now a Gpoint-affiliated business with a contract of 2.5%. Suzie stops by to purchase her coffee with her GPoint Wallet; her total is \$7 for her iced macchiato. Suzie scans the QR code at the counter, and **Bruno's Cafe** processes her purchase instantly.

For this transaction, **Bruno's Cafe** has a profit of \$6.83, while Suzie gets \$0.09 back in customer rewards. Not only has Bruno's Cafe paid \$0.09 for his ad with this one transaction, but he has also paid Mark, who introduced the business to GPoint Wallet.



Affiliate business Contract Fee

An affiliate business onboards GPoint with a default contract of 2.5 %.



Point of Sale

When a GPoint Wallet Holder makes purchases at an affiliated business, the Contract fee is applied as customer rewards, promoter commissions, and company commissions.



Customer rewards

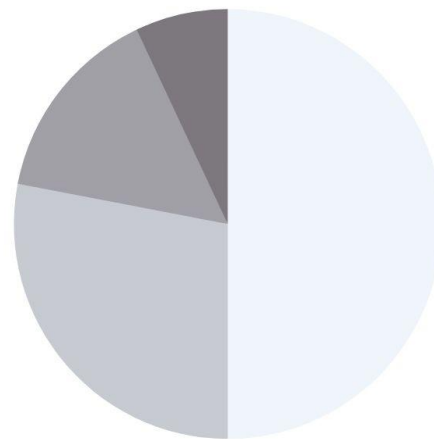
50 % of the contract fee goes toward the customer at the point of sale for each purchase made as customer rewards.



Promoter & Partner Make Commissions

15% of the contract fee goes toward the promoter at the point of sale for each purchase made. 7% of the contract fee goes toward partner organization

Contract Fee Breakdown



- Customer 50% of contract fee (in rewards)
- Company 35% of contract fee
- Promoter Commissions 15% of contract fee
- Partner Commissions : 22% of 35% (company commissions) =7% of contract fee

Getting Started:

AFFILIATE ONBOARDING CHECKLIST & STEP BY STEP

The following tools will empower you as a promoter to navigate the process of introducing GPoint and the benefits it has to offer affiliate businesses. Successfully onboard businesses and reap the rewards.

AFFILIATE ONBOARDING CHECKLIST

GPOINT WALLET

- ✓ The promoter must be enrolled into GPoint Wallet prior to onboarding affiliate businesses.
- ✓ The owner of the affiliate business must download the GPoint Wallet app or access the website to create an account.
- ✓ The owner of the affiliate business must include the promoter's username at the point of registration to lock in promoter commissions.

GPOINT MARKET

- ✓ The affiliate business must offer physical/ shippable goods to sell through GPoint Market.
- ✓ The affiliate business owner must enroll into GPoint Wallet prior to applying to become a GPoint Market Affiliate Seller.
- ✓ The affiliate business must complete the affiliate seller application & registration process on GPoint Market to activate their storefront.





Step By Step:

Affiliate Onboarding

- 1 Create your account on GPoint Wallet
- 2 Introduce GPoint to businesses.
- 3 Onboard affiliate business onto GPoint Wallet by creating a business account via the app or website.
- 4 Input your own GPoint Wallet username at the point of affiliate business registration to lock in commissions as a promoter.
- 5 Reap the rewards!
- 6 Repeat.