

Product Tiers & Pricing - Detailed

Features	Basic	Pro	Executive
	\$49 / month	\$99 / month	\$149 / month
Your own VIDEO AI Twin – that speaks in your voice in 150 languages – you give it a script or have AI write one for you	YES	YES	YES
Support multiple businesses with multiple AI profiles, unique to your brand and your voice	One Business	Multiple Businesses	Multiple Businesses
Build your social presence with AI tools that help you get unstuck & build your brand in 150 languages .	YES	YES	YES
Your own AI Avatar with easy setup – that learns your voice & tone for written and video communication	YES	YES	YES
AI Pilot, your daily focus to stay consistent with recommended actions	YES	YES	YES
CRM with screenshot import and easy connections to your accounts	YES	YES	YES
Join a team to get mentorship from a leader	YES	YES	YES
Access to AI and business building courses, personalized support	YES	YES	YES
Build a website in seconds with the support of AI and marketing pros		YES	YES
Build professional lead funnels in seconds with real-time alerts & recommended verbiage based on personality profiles of contacts		YES	YES
Access to over 2.2 Billion qualified leads		Up to 25 leads / month	Up to 100 leads / month
Lead a team by sharing business profiles with others			YES
Create courses & share documents			YES
Train a team INTERACTIVE avatar for use by your team	BY INVITATION BASED ON RANK		YES



Market Opportunity

Social Entrepreneur Growth:

- \$556B gig economy (2024) projected \$2.15T by 2033

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A streamlined, simplified structure based entirely on number of legs with a minimum volume requirement. For compliance & risk management, advanced ranks require Member (non-Partner) accounts.

Rank #	Rank Name	Structure Requirement
1	Diamond Dir.	5 legs with at least \$20k each
2	Platinum Dir.	5 legs with at least \$10k each
3	Gold Director	4 legs with at least \$5k each
4	Director	4 legs with at least \$2.5k each
5	Exec. Partner	3 legs with at least \$1k each
6	Adv. Partner	2 legs with at least \$500 each
7	Sr. Partner	1 leg with at least \$250
8	Partner	None Required

Ranks Director + require at least 4 active Members (non-Partner)

Ranks Adv. & Exec. Partner require at least 2 active Members.

SUBJECT TO REVISION BEFORE LAUNCH FOR COST & PARTNER PAYOUT OPTIMIZATON



Compensation Plan – Unilevel

Allows depth in the org with dynamic compression.

Your personally referred Partners and Members earn 20% commission.

All other levels earn 4%. Move up a rank, unlock a level...

Rank #	Title	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8
1	Diamond Dir.	20%	10%	10%	10%	10%	10%	10%	10%

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Compensation Plan – Customer Rewards

Applies to acquisition & account maintenance for any “Member” (Customer) and personally-enrolled “Partner.”

Each Partner must pay an annual \$49 license, which is non-commissionable, to earn in the comp plan.

ALL OF THE VOLUME FROM SUBSCRIPTIONS GOES INTO THE PLAN AT FULL BV = \$

THERE IS NO REDUCTION IN OVERRIDES TO FUND A NEW CUSTOMER BONUS!

	Basic	Pro	Executive
MEMBER/PARTNER PAYS	\$49 / month	\$99 / month	\$149 / month
WE GIVE YOU 30% OF THE FIRST MONTH'S FEES AS A BONUS!	\$15	\$30	\$45
PLUS FIRST MONTH (20%) CUSTOMER/PARTNER COMMISSIONS	\$10	\$20	\$30
FOR A TOTAL OF APPROX. 50% of ENROLLMENT TRANSACTION	\$25	\$50	\$75
AND YOU KEEP EARNING WHEN YOUR MEMBER/PARTNER MAINTAINS THEIR SUBSCRIPTION			
YOU EARN EACH MONTH	\$10	\$20	\$30

INITIAL PLAN STRUCTURE FOR DEVELOPMENT – RATES SUBJECT TO REVISION BEFORE LAUNCH



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Compensation Plan – Rank Structure

A streamlined, simplified structure based entirely on number of legs with a minimum volume requirement. For compliance & risk management, advanced ranks require Member (non-Partner) accounts.

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Compensation Plan – Infinity Bonus

Infinity Bonus pays on ALL downline volume for which you are the first upline Director at each Director rank.

For example, if you are a Gold director, you will earn 1% on all volume down to the next Gold AND 1% down to the next Director throughout your downline.

Rank #	Title	∞
1	Diamond Dir.	1%
2	Platinum Dir.	1%
3	Gold Director	1%
4	Director	1%

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Compensation Plan – Leverage Bonus



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Compensation Plan – Unilevel

Allows depth in the org with dynamic compression.

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All other levels earn 4%. Move up a rank, unlock a level...

Rank #	Title	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8
1	Diamond Dir.	20%	4%	4%	4%	4%	4%	4%	4%
2	Platinum Dir.	20%	4%	4%	4%	4%	4%	4%	
3	Gold Director	20%	4%	4%	4%	4%	4%		
4	Director	20%	4%	4%	4%	4%			
5	Exec. Partner	20%	4%	4%	4%				
6	Adv. Partner	20%	4%	4%					
7	Sr. Partner	20%	4%						
8	Partner	20%							

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Compensation Plan – Infinity Bonus

Infinity Bonus pays on ALL downline volume for which you are the first upline

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Competitive Landscape

LevAI vs Others:

- AICE (\$50–\$150): AI prompts, lacks funnels
- GoHighLevel (\$9–\$497): Full CRM, steep curve
- Boards (\$9.99): Sharing tool, lacks CRM
- HubSpot (up to \$800+): Robust but costly



Brand Vision, Community & Identity

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Brand Vision, Community & Identity

Brand Personality:

- Trusted, approachable, grounded

Voice:

- Supportive, mentor-like, no fluff

Community Model:

- Basic Users: Tools + mentorship
- Pro Users: Mentor & earn

Compensation Plan – Customer Rewards

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ALL OF THE VOLUME FROM SUBSCRIPTIONS GOES INTO THE PLAN AT FULL PRICE



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Compensation Plan – Example Earnings

Examples DO NOT INCLUDE Acquisition Bonuses.

If I have \$15k in downline volume, how much would I earn?	If I want to earn \$20k/month, what does my team need to look like?	If I want to earn \$40k/month, what does my team need to look like?	If I want to earn \$100k/month, what does my team need to look like?
Our live simulation indicates that with \$15k in total team volume, you would earn about: \$1,000 per month	TO EARN: A simulated example account earns \$22k + infinity of about \$4k YOU NEED: <ul style="list-style-type: none">• \$400k team volume• 992 on team	TO EARN: A simulated example account earns \$34k + infinity of about \$6k YOU NEED: <ul style="list-style-type: none">• \$600k team volume• 1,600 on team	TO EARN: A simulated example account earns \$92k + infinity of about \$16k YOU NEED: <ul style="list-style-type: none">• \$1.6M team volume• 4,000 on team

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Appendix: Summary of Bonus Types

Volume = \$1 USD for all bonus types



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Compensation Plan – Leverage Bonus

This is the check-matching bonus paid on the total earnings, including acquisition, unilevel and Infinity, for each personally-enrolled "Partner"

Rank #	Title	Personally Enrolled	Level 2	Level 3	Level 4
1	Diamond Dir.	5%	5%	5%	5%
2	Platinum Dir.	5%	5%	5%	
3	Gold Director	5%	5%		
4	Director	5%			

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Compensation Plan – Example Earnings



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