

Memorandum of Understanding

Between

Learning while Travelling

&

Club Kaizen

This memorandum of understanding (MOU) sets the terms and understanding between **Learning while Travelling & Club Kaizen**. We are honored to extend an invitation to form an association with “**Learning while Travelling**”. You would be having an alliance with “**Club Kaizen**” pertaining to the **Annual Ecosystem Partner for Club Kaizen - The Official Operations Club of IBS Hyderabad**.

Terms & Scope of MOU:

This MOU is not intended to be legally binding but sets out the understanding reached by two parties in which the parties intend to cooperate and promote the marketing activities jointly. The understandings reached by both parties in the MOU shall comprise only a general scope of rights and obligations of each party and specific scope, initiatives, and deliverables of the cooperation.

This MOU sets forth the T&C scope of the MOU for the successful implementation of the proposed collaboration between **Learning While Travelling** and **Club Kaizen**.

Deliverables from Club Kaizen to Learning while Travelling:

- Online branding for during the event
- Shout out during the event
- Logo space in all promotional materials
- Mentioning Learning while Travelling as our Ecosystem Partner on all branding collateral
- Brand visibility as social media mentions for Learning while Travelling - before, during, and after the event
- Targeted marketing as our event attracts highly interested customers who are more from the younger generation
- Learning while Travelling will be promoted as our Ecosystem Partner on Instagram throughout the event tenure
- Details of the winners as in Ph. no., Email ID post week event completion.

Deliverables from Learning while Travelling to Club Kaizen:

- Flight Ticket Scholarship to Singapore to attend ISET 2024 to Winners + Runners Up (around 10-12 Tickets max)
- Would try to provide Case Study Materials (if required)
- Provide Judges and speakers if required (2 in number related to business/management) for the event.
- LWT will be the Annual Ecosystem Partner of Club Kaizen (i.e. till Feb 2025)
- Collaborating with Club Kaizen is an exclusive deal and we expect exclusivity with regards to the same (Annual sponsorship can only be signed with Club Kaizen)

Contact Details:

Name: Vishal Kumar	Name: Spandana Thurkapally
Position: Founder, LWT Academy	Position: Joint Secretary, External Affairs - Club Kaizen
Signature: <i>Vishal Kumar</i>	Signature:
Learning while Travelling	Club Kaizen

Point of Contact:

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