

# VPM & VC - Commercials

## Overview

This document aims to set out commercials for a strategic relationship between VoxPopMe (VPM) and Vision Critical (VC) based on conversations between Dave Carruthers, Andrew Reid and Mike Stevens. This follows a successful three month pilot phase in which VPM was successfully tested with a variety of VC clients worldwide.

VoxPopMe will provide integrated video capture and analytics that allows VC to sell an advanced video solution to their end clients through either full service consulting projects or integration into the VC platform.

## Commercials

Following on from discussions with Andrew and Mike it became clear that a dual pricing was required to support two scenarios anticipated by VC.

### UPDATED 11th August

Following further discussion and email it was discussed that the community licensing was a viable proposition but it would need to be well integrated, packaged up into various propositions and the pricing was potentially a barrier to large scale adoption/usage so would need to be reviewed based on a typical VC client subscription of \$7,000.

AR and DC to work together over coming weeks following next weeks demo to try and move this forward.

We also discussed at this stage the idea of monthly subscriptions per office was not viable because with the consulting arm of the business cost needs to be billed against individual clients, moving forward regional licensing maybe more appropriate once we see wider adoption.

Both parties are still very excited about working together and see the bigger picture so an agreement on rates is needed as clients on both sides are wanting to use the combination of VC and VPM.

It was decided that VPM would look at its current rate card pricing and put forward a suggestion that has substantial discounts built in based on volumes that could work in the interim, see below for further details.

**1. Discounted Partner Rate Card - Based on Subscription Rates**

Based on number of approved videos per month, billed in arrears monthly. Allows unlimited offices, users and projects and assumes self setup, valid until April 2016.

Up to Videos	Agency Rate Card	\$ per Video	VC 2015 Price	\$ per Video	Discount
100	\$2400	\$24.00	\$1680	\$16.80	30%
150	\$3200	\$21.33	\$2240	\$14.93	30%
200	\$4200	\$21.00	\$2940	\$14.70	30%
300	\$6000	\$20.00	\$4200	\$14.00	30%
500	\$9500	\$19.00	\$6175	\$12.35	35%
1000	\$18200	\$18.20	\$10920	\$10.92	40%
2500	\$38500	\$15.40	\$21175	\$8.47	45%

**For example:**

734 approved videos across multiple projects and offices.

Item	Amount	Quantity	Total
Videos - Upto 1000 Rate	\$10.92	734	\$ 8,015.28
		<b>Monthly Total</b>	\$ 8,015.28

2400 approved videos across multiple projects and offices.

Item	Amount	Quantity	Total
Videos - Upto 2500 Rate	\$8.47	2400	\$ 20,328.00
		<b>Monthly Total</b>	\$ 20,328.00