

# **Project: Onboarding a new business/church/membership organization**

At present, our portal access point can be found at [www.velomon.com](http://www.velomon.com). What we are offering accounts, is the ability to have a 'branded' portal entry page that is specific to their company/organization. When this process is complete, we need an efficient way to build that page, and provide the account with a link to it.

The link will be provided to employees/members of that organization or could be embedded into the account's employee website/portal in a way that it is invisible to the user.

The branded portal entry page will include:

- The account's name
- The account's logo
- A "Welcome" message from the account
- The ability for an individual employee/member to set up their own personal login to the portal
- The ability to take the Financial Health Assessment before signing up

To initiate the entire process, we need to produce an online form accessible by the Velomon member agent. It will generate instructions for Velomon Corporate and produce an email, agreement, and (potentially) an invoice to the account.

Following is the information it will need to collect:

- Name of Organization, Address, Phone Number
- Primary Contact Name, email, phone
- Secondary Contact Name, email, phone (not a mandatory field)
- Velomon Account Executive - Name (the Account Executive will receive 10% of any commissions received for sales within that account, whether the Account Executive was the producing agent or not.

When business is sold, we will receive a commission from our FMO - Innovative Brokerage Network. An accompanying commission statement will identify the client's name, the producing agent's name, the carrier, and the commission or target premium. We'll need to match the client name to an account (not sure how we'll do that), which will, in turn, trigger us to remit 10% of the target premium or commission to the Account Executive (the

producing agent will already have been paid the producer's commission directly by the carrier)

- Velomon Financial Wellness Coach - name, email, phone
- Will the portal include retirement education (Y/N) (some accounts who offer a retirement plan may elect not to have us discuss retirement alternatives with their employees so as not to 'compete' against them)
- Okay to charge Branded Portal Fee - check box (this is \$299, and is assessed to the agent. We're looking for them to okay our processing of the charge)
- Generate invoice to account for \$ \_\_\_\_\_

We are allowing the agent to bill a setup fee to the account. The agent has the choice to 1) absorb the charge, 2) recover the charge, or 3) markup the charge to any amount agreed with the client. If this is checked - we need to generate an invoice that is emailed to the account and cc'ed to the agent. When collected, we are agreeing to remit the excess of \$299 - if any - to the agent

- Velomon Agreements - this is a series of check boxes on our informal account agreement (contract) that Velomon commits to the account. For the most part, we will be checking everything, but since this is a document that this process will forward to the account for additional input, we need our Account Executive agent to initiate the process).
- Account Agreements - this is a series of check boxes on our informal account agreement that the account commits to. The agent will check the boxes based on their discussion with the account. This process will product an account-specific variation of the agreement that will be electronically forwarded to the account for their electronic signature.

Following is the paper version of the Agreement we want to electronically execute with the account. You'll see the Velomon commitment check boxes as well as those for the account. This is what we want the agent to complete electronically - online. Then - we want our system to forward this to the account for their e-signature - so we have a record of the two-way commitments we're making to one another.

# **Velomon Financial Wellness Program**

## **Private Branded Portal Agreement**

This agreement outlines a partnership and corresponding commitments between Velomon, LLC, and

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(Partner).

The terms of this agreement are not legally binding. They do, however, outline the steps critical to shared success.

- Partner benefits when their employees or members access the educational information and implement the practices and solutions provided by Velomon, and
- Velomon wins when users improve their financial health - free of charge - and without fear of compromising their privacy.

Both Partner and Velomon understand that they must undertake specific initiatives to implement this program. This document identifies those duties. Each party should initial those elements that represent their commitment to the partnership. Both Velomon and Partner shall exercise their best efforts, in good faith, to perform on these commitments in a timely manner.

### **Commitments of Velomon to Partner**

- Velomon will provide and maintain the Financial Wellness Program at no cost to Partner's constituents, employees, members, and/or friends.
- Velomon will "brand" the portal with Partner's logos and marks, reinforcing to users that the Velomon Financial Wellness Program is made available to them courtesy of Partner.
- Velomon provides a private, secure Financial Health Assessment designed to identify for each user areas of strength and weakness and guide them to relevant learning opportunities.
- Velomon will maintain security protocols that are consistent with industry standards, to protect the privacy and anonymity of users at all times.
- Velomon will never reveal any specific user information collected either through the portal, its usage data, or through interactions with Velomon Financial Wellness Coach(es) unless specifically authorized by the user or compelling legal mandate.
- Partner's portal will include contact information for the Velomon Financial Wellness Coach assigned to service Partner's portal users. Contact information will include coach name, email, and the ability to use forms within the portal to request assistance.

- Velomon Financial Wellness Coach will make themselves available to assist users with any financial matter upon request.
- Your Velomon Financial Wellness Coach will offer live, and online topic-specific learning opportunities to users on a regular basis (Lunch & Learn, Business after Hours, Webinars, etc.).
- Velomon will work with Partner to resolve any issues that arise due to feedback from users. This includes technical issues and personal support issues.
- Velomon will provide messaging, graphics, emails, posters, and other materials that can be used to promote availability of the Portal and/or any live or online learning opportunities.
- Velomon will continually update and add to content and solutions available in the Velomon Financial Wellness Program.
- Velomon will cultivate, train, and certify third-party service providers in special areas of expertise, and make them available to users where/when/if circumstances dictate.
- Portal users will never be solicited by Velomon or any related third party agents. Portal users will have the ability to request individual assistance, that will be the only time a Velomon Wellness Coach will begin an engagement with them.
- If/when Velomon does recommend a product or solution to meet a specific need, it will be leading-edge, properly vetted, fully supported, and offered by a financially sound partner.
- All Velomon services, including a Financial Wellness Coach will be made available to users regardless of their geographic proximity, either in-person, or by electronic access.
- Velomon will indemnify and hold Partner harmless, for any claims brought by a user, and will make every attempt to resolve issues with any user dissatisfied with their Velomon experience.
- Your Velomon Financial Wellness Coach and/or Account Executive will meet with you quarterly - and on-demand, to review the program's effectiveness, share summary usage data, provide updates on new content, and attend to such other matters as may exist.

## **Commitments of Partner to Velomon**

- Partner will actively promote the Financial Wellness Program to its employees, members, constituents, and friends.
- Partner will provide an internal advocate for the program, who will also act as the central point of contact regarding administration and coordination of the program.
- Partner will, in concert with Velomon, design a 'front-end' communication strategy to get the word out about the program's availability, and encourage user engagement.
- Partner will assist in scheduling and promoting a (series of) live events (such as Lunch & Learn or Business after Hours) to introduce the Financial Wellness program to employees, members, constituents, and friends. Event(s) will be hosted/presented by your Velomon Financial Wellness Coach. Following the introductory/kickoff events, Partner will provide similar assistance with an ongoing series of (at least) quarterly events on topics of general, or specific financial interest. 'Assistance' will include:
  - \_\_\_\_\_ Provide a venue for events with A/V capabilities,
  - \_\_\_\_\_ 'Stagger' events to meet the needs of the business, and ensure availability to all,
  - \_\_\_\_\_ Distribute emails, place posters, other promotional assistance.
- Partner will place a linked banner graphic on their employee website, intranet, or other electronic communication facility, promoting the availability of the Velomon Financial Wellness program.
- Partner will assist in the distribution of additional materials and learning opportunities made available by Velomon from time-to-time. These include informational emails, podcasts, newsletters, etc.
- Partner may refer individual employees or members to their Velomon Financial Wellness Coach when Partner becomes aware of a specific situation of financial need or distress.
- Partner will include the Velomon Financial Wellness program in its new employee orientation package/process and promote the program during the onboarding process.
- Partner will provide electronic logos/marks and a 'Welcome' message so that Velomon can 'brand' the portal to Partner exclusively.

## Program Costs and Engagement

The cost of the Velomon Financial Wellness Program is \_\_\_\_\_ per \_\_\_\_\_.

Velomon will invoice the program fee which is payable in advance of building a branded portal.

Both the Velomon Financial Wellness program, as well as this agreement, will remain in effect until/unless discontinued by either party - which may do so at their discretion.

Upon notification of Partner's desire to discontinue the program, Velomon will deactivate Partner's link and send an email to any registered users notifying them of the continued availability of the program on a non-sponsored basis.

All of us at Velomon look forward to going to work for you and those you will include in this program.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_\_\_\_

\_\_\_\_\_  
On behalf of Velomon, LLC  
above)

\_\_\_\_\_  
On behalf of Partner (identified

representative

\_\_\_\_\_  
Printed name of Partner

In addition to forwarding a copy of the 'agreement' for the account's e-signature, we'll also want to allow the account to add the following information somehow:

- Upload a copy of your Logo (for branding the portal entry page)
- Welcome Message (allow the account to write a free-form welcome message to their employees/members. Limit to XX number of characters/words so we can easily fit it on the portal entry page.)
- Pay the invoice (if included)

