

To: **SplashPlay Agents**  
 From: **Thomas Banks, CEO**  
 Date: **May 3, 2017**  
 Subject: **Building a Team**

Here is a question: **“Consider this. Let’s assume a Sponsoring Agent that builds a team at the rate of one (1) producing agent each month. In turn, each agent books \$1,500 per month in software sales representing \$350 per week, or \$68.41 per say” What would be the Sponsoring Agent’s Commission in Year 1?”**

Let’s take a look:

**Software License Sales:**

If we assume each agent sells 5 monthly, 1 annual and 1 life-time software license each month. In year one, Sponsoring Agent Override would be \$11,739.

**AGENT SOFTWARE LICENSE COMMISSIONS**

Sales / Month	5	3	1	1	Average
Mean Sale Value	\$301	\$210	\$699	\$1,499	\$301
Monthly Sales	\$1,505				

AGENTS	MONTHS												Totals	
	1	2	3	4	5	6	7	8	9	10	11	12		
1	\$602												\$602	\$7,224
2		\$602											\$602	\$6,622
3			\$602										\$602	\$6,020
4				\$602									\$602	\$5,418
5					\$602								\$602	\$4,816
6						\$602							\$602	\$4,214
7							\$602						\$602	\$3,612
8								\$602					\$602	\$3,010
9									\$602				\$602	\$2,408
10										\$602			\$602	\$1,806
11											\$602		\$602	\$1,204
12												\$602	\$602	\$602
	\$602	\$1,204	\$1,806	\$2,408	\$3,010	\$3,612	\$4,214	\$4,816	\$5,418	\$6,020	\$6,622	\$7,224	\$46,956	
													Sponsoring Agent %	25%
													Sponsoring Agent Commission	\$11,739

**Game Play Royalties:**

This is a little more complicated, but it illustrates that the real income is from game usage. The table to the right assumes that the average Game Sponsor has a direct reach of 1,500 people (e.g. customers, etc.). In turn we assume only 25% will play the games, and of them only 10% will share the games with their 275 friends in Social Media. If this occurs 3 times (Tier 1, Tier 2 and Tier 3) the Game Sponsor will have 142,534 game players. If each only answers 10 questions per month, your Sponsoring Agent Override would be \$78,171

**ADVERTISING ROYALTY SHARING**

Average Social Media Reach	275
Average Sponsor’s Direct Reach	1,500
Engagement %	25%
Social Media Sharing %	10%
Questions / Month / Player	10
Average Sponsor Royalty %	30%

Players	PROJECTED PLAYER ENGAGEMENT				
	Direct	Tier 1	Tier 2	Tier 3	Total
	375	2,578	17,725	121,857	142,534

AGENTS	MONTHS												Totals	
	1	2	3	4	5	6	7	8	9	10	11	12		
1	\$481												\$481	\$37,522
2		\$962											\$962	\$37,041
3			\$1,443										\$1,443	\$36,079
4				\$1,924									\$1,924	\$34,636
5					\$2,405								\$2,405	\$32,712
6						\$2,886							\$2,886	\$30,306
7							\$3,367						\$3,367	\$27,420
8								\$3,848					\$3,848	\$24,053
9									\$4,329				\$4,329	\$20,204
10										\$4,811			\$4,811	\$15,875
11											\$5,292		\$5,292	\$11,064
12												\$5,773	\$5,773	\$5,773
	\$481	\$1,924	\$4,329	\$7,697	\$12,026	\$17,318	\$23,572	\$30,787	\$38,965	\$48,105	\$58,207	\$69,272	\$312,685	
													Sponsoring Agent %	25%
													Sponsoring Agent Commission	\$78,171

**Commission Summary:**

The table below summarizes the total Sponsoring Agent Commission from 12 active agents. In this case, the Sponsoring Agent would earn \$89,910 in the first year, and it would more than double in the second year.

**SPONSORING AGENT COMMISSION SUMMARY**

	MONTHS												Totals	
	1	2	3	4	5	6	7	8	9	10	11	12		
Software License	\$602	\$1,204	\$1,806	\$2,408	\$3,010	\$3,612	\$4,214	\$4,816	\$5,418	\$6,020	\$6,622	\$7,224	\$46,956	
Game Royalties	\$481	\$1,924	\$4,329	\$7,697	\$12,026	\$17,318	\$23,572	\$30,787	\$38,965	\$48,105	\$58,207	\$69,272	\$312,685	
<b>Total Agent Commissions</b>	<b>\$1,083</b>	<b>\$3,128</b>	<b>\$6,135</b>	<b>\$10,105</b>	<b>\$15,036</b>	<b>\$20,930</b>	<b>\$27,786</b>	<b>\$35,603</b>	<b>\$44,383</b>	<b>\$54,125</b>	<b>\$64,829</b>	<b>\$76,496</b>	<b>\$359,641</b>	
Sponsor Agent Commission	\$271	\$782	\$1,534	\$2,526	\$3,759	\$5,232	\$6,946	\$8,901	\$11,096	\$13,531	\$16,207	\$19,124	\$89,910	
<b>Cumulative Sponsor Agent Commission</b>	<b>\$271</b>	<b>\$1,053</b>	<b>\$2,587</b>	<b>\$5,113</b>	<b>\$8,872</b>	<b>\$14,104</b>	<b>\$21,051</b>	<b>\$29,952</b>	<b>\$41,048</b>	<b>\$54,579</b>	<b>\$70,786</b>	<b>\$89,910</b>		