

The Cygnusoft Authorized Partner (CAP) Program

Cygnusoft Authorized Partners are motivated professionals, operating as independent consultants, and getting paid to make "sales connections." Our industry is full of very technically sophisticated professionals who frequently have conversations that include a phrase like, "do you know anybody who can do this really odd software thing?" Usually, these people are not talking to a professional software developer at the time, so the answer is "no," or "I know someone I can ask. Let me get back to you on it."

If they do know someone who knows someone who can really do the job and do it well, they are not in a position to get paid for the introduction. On the other hand, a full-time sales staff in the software development industry finds it very difficult to be in the right place, at the right time, to offer their services when the opportunity arises. So the dedicated sales professional needs to spend their time on the local Fortune 500 crowd, in the hope of being able to cast a large enough net, that they might locate a viable project!

Cygnusoft fixes all that. As a Cygnusoft Authorized Partner, you can present yourself any way that makes you comfortable. If you have a full-time job, or run several businesses, or just don't ever want to be perceived as a salesperson, and you hear one of those "do you know someone who can..." phrases in a conversation, you can jump right in and make the connection happen, impress your friends and neighbors with how fast you can solve a problem, and get paid for it, without ever having to act as a salesperson.

Or you can make it your full-time vocation, to contact people and proactively nurture opportunities, and build a career around your "sales pipeline," and Cygnusoft will support and back that effort, building a complete infrastructure around your operation. If you want to be a full-time Cygnusoft Sales Professional, we will pay your expenses, and help you do whatever you need to become effective in achieving your goals. With luck, you will be a gifted seller, and we'll all make a good living creating great software systems.

The mechanics of the relationship are simple.

1. We sign a "Consulting Services Agreement" that is as short as the lawyers will allow. It says that you are an independent consultant, and not an employee of Cygnusoft. And it says that we agree to pay you a specific amount in return for generating projects or other business-building relationships.
2. We sign a mutual confidentiality agreement. This keeps us both focused on each other's valuable business secrets, and keeping them secret. We are trying to accomplish a high-speed merging of our professional networks, looking for cross-connections and opportunities. The faster and deeper we can trust each other, the better.
3. We pay 10% of all revenues on the relationships you create. In fact, if you just introduce the deal finder, you get 5% on THEIR new relationships.
4. We pay these commissions as soon as revenues are collected, every time revenues are collected.

Beyond that, we just try to keep it simple and honest. Of course, you will see that there are some things that need to be defined more clearly, like just what constitutes a "Highly Qualified Lead." That's spelled out in the agreements we use, and it adds up to a super-simple, but very fair

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definition that we're sure you will like, and we know that everybody can work with, and feel that we are dealing fairly with each other. We could use huge contracts, but we don't. We could try to define every term to the finest degree possible, but we don't. We could spend a lot of time hammering out changes to the contracts to satisfy new parties, but we won't. We assume that all parties involved are working together to get a job done, according to the highest possible standards of quality and professionalism. Ethics are important, and we expect all parties to "avoid even the appearance of impropriety." That's the standard by which we try to live, and if the parties involved should ever come to a real impasse that can not be debated and resolved to everyone's satisfaction, we will pay a professional judge to hear us all out and make the call.

In short, keep it simple, and focus on the job. We feel that if we can do that, then our Cygnusoft Authorized Partners should be able to shine at whatever they are trying to accomplish. We hope you will join us, and we can work together on some useful, interesting projects.

And our Cygnusoft Authorized Partners are not limited to making introductions and generating new business project opportunities. We also have a long list of old customers, and piles of software we wrote and now own. And we are largely under-represented in our vendor partner programs. We would love to send someone to all the Microsoft events, if it's someone with the right mojo to make that channel blossom. They have HUGE resources we can use. There is vast, rich ground for new business to be generated from these any of assets, for a partner with the right vision.

To get more information, and a copy of the agreements we use, please visit our site, register your name, and download them from our Cygnusoft Authorized Partner page at <http://www.cygnusoft.com>, then go to the Partners menu, and the Cygnusoft Authorized Partners page beneath that. When you register, you will only be asked for your name and email address. And we will never share this information with anybody else.

Thanks for working with Cygnusoft. *We're virtually there!* You will get that joke later, we promise.

Sincerely,

A handwritten signature in black ink that reads "Emerson Swan". The signature is written in a cursive, flowing style.

Emerson W. "Chip" Swan II
CEO, Cygnusoft Inc.