



Affiliate Program Guide Network STARPLAN

Release **APS 12.5**
Vers. 2.0

Presentazione «Affiliate Program»

This Guide aims to offer technical support and practical advice to all Affiliated Partners of the STARPLAN professional network for the correct carrying out of activities.

STARPLAN was born as an "innovative start-up with a social vocation" within the start-up incubator **2i3T** of **University of Turin**, to develop innovative models of sharing and creation of "smart" collaborative networks.



2i3T company shareholders are: University of Turin, LINKS, Metropolitan City of Turin and Finpiemonte.

The STARPLAN Affiliate Program represents an exclusive international network of independent collaborators, which, thanks to the application of innovative digital technologies Web 3.0, guarantees ease of management and total remote control of every activity carried out.

For all Partner collaborators, activities, from customer support management to the promotion of products and services, are remunerated in a transparent manner based on the **“Revenue Sharing Table”**.

Presentation «Affiliate Program»

To join the Partner Network, no specific skills are required: everyone can test themselves by starting with simple PR activities, with their own cultural and relational background.



At the same time, the digital apps developed by STARPLAN represent innovative professional tools that support and at the same time expand the areas of activity of professional partners such as:

Social Media Managers, Bloggers, Influencers, Recruiters, Professional Training Professionals, Account Managers, Brand Managers, Market Research Experts, Auditors/Accounting Experts, Insurance Agents and Actuaries, Sustainability and Environmental Regulatory Certification Experts, Law Firms, Notaries, Quality Managers, etc

Contact portfolio: an exclusive asset of the Partner

Each Partner affiliated with the network manages its own activity independently, which is fundamentally based on sending promotional messages with Referral Link.

Each Partner independently decides the best strategies for sharing Referral Links, which can easily be attached to SMS, messaging platforms, e-mails, videos, blogs and any other digital or non-digital support that facilitates their distribution.



The only limits to the activity are those imposed by the Code of Conduct (see <https://assetpointsuite.com/user/en/#/promoter/affiliate-partner-code-of-conduct>) which strictly prohibits any practice that can be classified as spam activity.

Web Apps STARPLAN

Currently 3 dedicated management Apps are available online in *Beta version*:



E-CV: allows the drafting of a digital Curriculum Vitae, in certified form www.electroncv.com



E-CP: for the drafting and certification of the information published on the digital Company Profile. www.electroncp.com



APS (Asset Point Suite): management system for accounting registration, evaluation, certification and monetization of assets recorded in the balance sheet among intangible assets (intangible assets). www.assetpointsuite.com

Benefits available to all App Users

- **Digital Identity Certification**, with release of NFT ID CARD and Advanced Electronic Signature (EiDas standards <https://eidas.ec.europa.eu/efda/home>)



- **Validation of information:** every data uploaded by the user is automatically subjected to a certified process of verification and validation of veracity.
- **Data Protection:** STARPLAN Apps do not use or exchange data with external search engines and therefore all information/documents uploaded to your profile are not shared in any way with third parties
- **Information Encryption:** the direct deposit of data on the Blockchain by users in advanced encrypted form (256k), guarantees the highest standards of data confidentiality and incorruptibility.
- **Data Sharing:** Sharing of sensitive data and confidential documents in a protected environment and accessible to third parties only with consent.
- **Enhancement and monetization** of one's intangible assets represented by the so-called «Intellectual Capital»

STARPLAN: marketing tool

To support the network of affiliated Partners, STARPLAN provides the following professional tools:

- *Invitation messages to the network (email, sms, whatsapp etc.)*
- *Promotional messages; Market interviews/surveys; Publication of reviews*
- *Publication of informative posts/articles/promotional announcements*
- *PR / event organization / management of private invitations*
- *Merchandising and campaign management with sending products/gifts*
- *Recruitment announcements and collateral activities*



Revenue Sharing Plan

The activity of Affiliate Partners is remunerated with bonuses (as per the Revenue Sharing Plan table), of increasing amounts based on the Bonus Points target achieved.

The Affiliate Partner has the right to request the monetization of the Bonus Points (BP) accumulated with the various activities of the Affiliate Program, with 3 simple rules:

1. Each activity with an objective achieved, as established by the Operating Instructions, determines the crediting of the relevant Bonus Points on the Partner's BP Counter.

Affiliate Dashboard

Referral Link

Start now your independent Affiliate Partner business with the following referral links: send referral links to your network of contacts and earn Bonus Points

Referral Link

- **Referral Link E-CV:** reward N°3 Bonus Point for each new registered user "FREE PLAN" [Operating Instruction](#) [Share](#)
- **Referral Link E-CP:** reward N°3 Bonus Point for each new registered user "FREE PLAN" [Operating Instruction](#) [Share](#)
- **Referral Link "CARD NFT DIGITAL ID – Crowdfunding Special Offer":** reward N°25 Bonus Point Points for each purchase of "Crowdfunding Special Offer" (CARD NFT DIGITAL ID) + 10 Bonus Points for each subsequent purchase using the discount code of Platinum DISCOUNT CARD for a period of 5 years. [Operating Instruction](#) [Share](#)

Revenue Sharing Plan

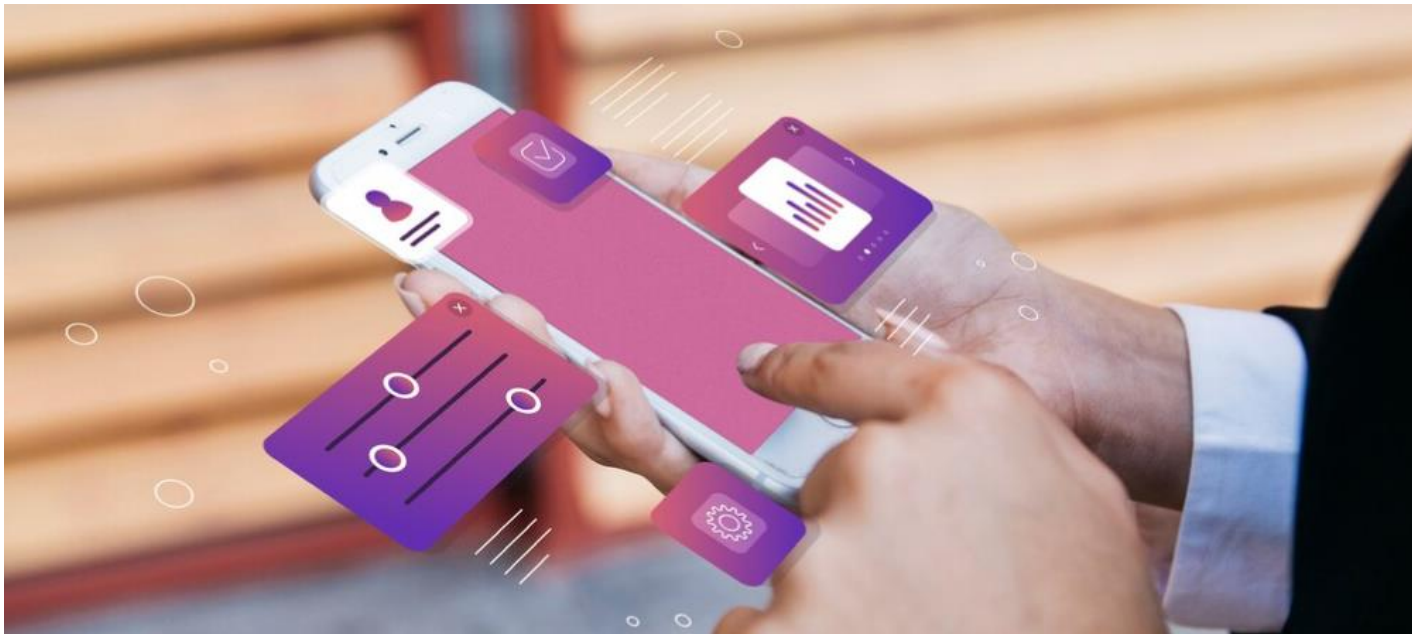
2. Upon reaching the chosen Target, the Partner can request payment of the fee indicated in the Revenue Sharing Plan table, with direct credit to the electronic purse (Wallet) of their E-CV/E-CP profile: there are no expiry dates for accumulating Points Bonuses and to achieve various objectives.



If the Partner does not request monetization for previous objectives, upon reaching 50,000 Bonus Points he will directly receive the credit of the prize equal to **50,000 euros**.

Revenue Sharing Plan

3. The Electronic Wallet can be used for: payments for all Starplan products and services (e-CV/e-CP subscription plan, NFT ID Card, Platinum Card, Discount Card, Discount Voucher), including on behalf of third parties, request the transfer of the relevant prize to your bank account*. After each prize transfer request, or upon reaching the maximum target of 50,000 BP, the Bonus Points counter is reset, immediately allowing a new collection of Bonus Points!



** At the time of the transfer, STARPLAN Srl will issue a regular accounting document relating to the transfers in compliance with the different tax and currency regulations of each country. For bank transfer requests of at least 150.00 euros Starplan will NOT charge any accounting costs except for bank transfer costs and any legal withholding taxes and/or fiscal taxes.*

Revenue Sharing Plan

Important: the Bonus Point = Euro Conversion Rate increases as the targets increase until reaching the maximum of 1 Bonus Point = 1 Euro with the accumulation of 50,000 Bonus Points.

Target Bonus Point (N°)	Remuneration Bonus (Euro)	Conversion Rate BP=€
1000	60 €	0,06
2000	140 €	0,07
3000	244 €	0,08
4000	378 €	0,09
5000	543 €	0,11
7000	1.006 €	0,14
10000	2.036 €	0,20
15000	4.570 €	0,30
20000	8.078 €	0,40
25000	12.522 €	0,50
30000	18.106 €	0,60
35000	25.691 €	0,70
40000	31.848 €	0,80
45000	40.300 €	0,90
50000	50.000 €	1,00

Revenue Sharing Plan – Referral Link

Referral Link E-CV: reward N°3 Bonus Points for each new registered User E-CV “FREE PLAN”

Operating Instructions:

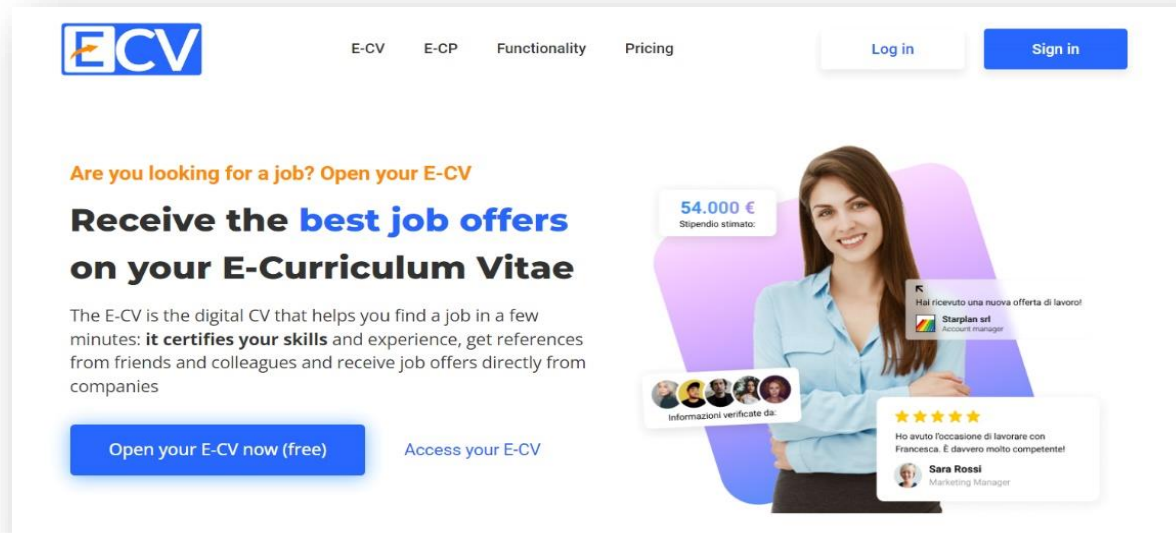
marketing tool = special referral Link “E-CV Link”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = opening new account Electron CV “FREE PLAN”

product description = subscription Electron CV “FREE PLAN” <https://electroncv.com/>

Price offer = free



The screenshot shows the Electron CV website homepage. At the top left is the ECV logo. Navigation links include E-CV, E-CP, Functionality, and Pricing. On the right, there are 'Log in' and 'Sign in' buttons. The main content area features a headline: 'Are you looking for a job? Open your E-CV' followed by 'Receive the best job offers on your E-Curriculum Vitae'. Below this, a paragraph explains that the E-CV is a digital CV that helps find jobs quickly, certifies skills, and provides references. A blue button says 'Open your E-CV now (free)'. To the right, there is a 'Access your E-CV' link. A central image of a smiling woman is surrounded by several callout boxes: one showing a salary of '54.000 € Stipendio stimato:', another from 'Starplan srl' stating 'Hai ricevuto una nuova offerta di lavoro!', a third with 'Informazioni verificate da:' and five profile icons, and a fourth with a five-star rating and the text 'Ho avuto l'occasione di lavorare con Francesca. È davvero molto competente!' attributed to 'Sara Rossi Marketing Manager'.

Revenue Sharing Plan – Referral Link

Referral Link E-CP: reward N°3 Bonus Points for each new registered User E-CP “FREE PLAN”

Operating Instructions:

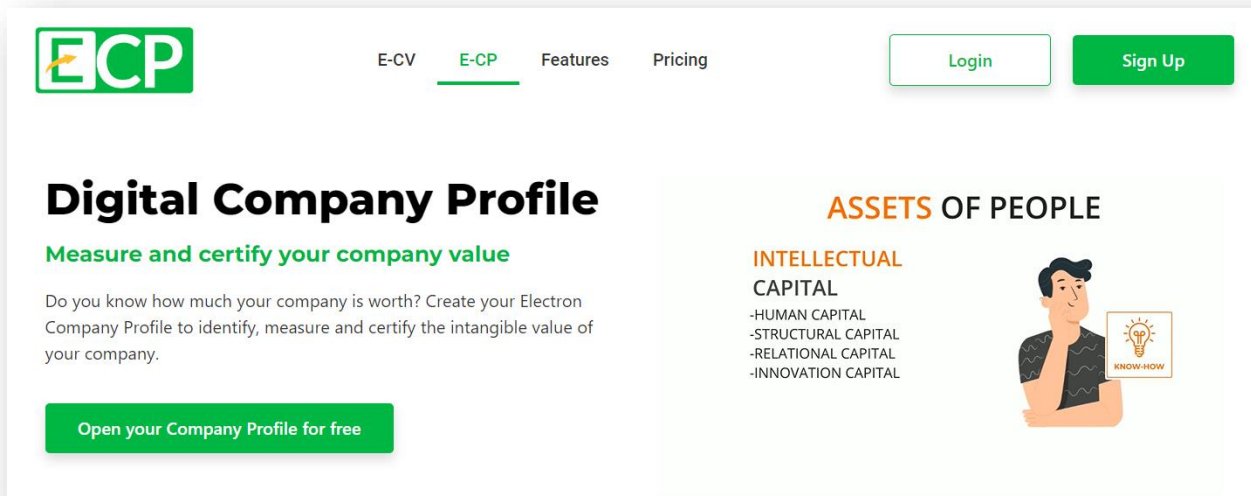
marketing tool = special referral Link “E-CP Link”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = opening new account Electron CP “FREE PLAN”

product description = subscription Electron CP “FREE PLAN” <https://electroncp.com/>

Price offer = free



The screenshot shows the Electron CP website interface. At the top left is the ECP logo. The navigation menu includes E-CV, E-CP (highlighted), Features, and Pricing. On the right, there are Login and Sign Up buttons. The main content area is titled "Digital Company Profile" with the subtitle "Measure and certify your company value". Below this, a paragraph explains the purpose of the profile. A green button at the bottom left says "Open your Company Profile for free". To the right, there is a section titled "ASSETS OF PEOPLE" with a sub-section for "INTELLECTUAL CAPITAL" listing HUMAN, STRUCTURAL, RELATIONAL, and INNOVATION CAPITAL. An illustration of a person thinking is shown next to a lightbulb icon labeled "KNOW-HOW".

Revenue Sharing Plan – Referral Link

Referral Link “Crowdfunding Pack Offer” = reward N°25 **Bonus Points** for each purchase of “Crowdfunding Pack Offer” (CARD NFT DIGITAL ID + Platinum DISCOUNT CARD + NFT ID Gadget) + reward **10 Bonus Points** for each subsequent purchase using the discount code of Platinum DISCOUNT CARD for a period of 5 years.

Operating Instructions:

marketing tool = special referral Link “CARD NFT DIGITAL ID”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = sale CARD NFT DIGITAL ID + Platinum DISCOUNT CARD + NFT ID Gadget

product description = on the occasion of the crowdfunding campaign Starplan, with the purchase of the NFT CARD, delivers the PLATINUM DISCOUNT CARD as a gift which offers a 70% discount on all purchases of Starplan products, for the Card's validity period of 5 years.

Price offer crowdfunding = 25,00 Euro



Revenue Sharing Plan – Referral Link

Referral Link “CARD NFT DIGITAL ID”: reward N°25 **Bonus Points** for each purchase of CARD NFT DIGITAL ID (**status Stand-By Beta version: operational from 01/01/2024**)

Operating Instructions:

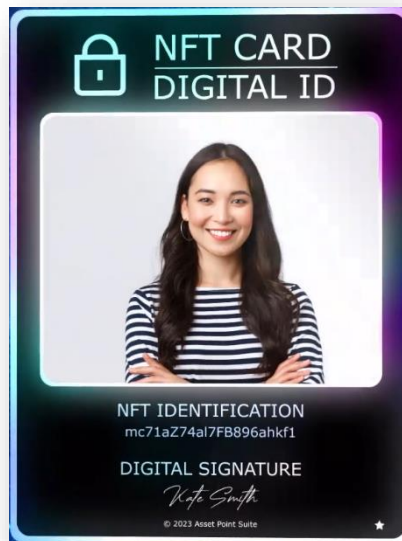
marketing tool = special referral Link “CARD NFT DIGITAL ID”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = sale “CARD NFT DIGITAL ID”

product description = “CARD NFT DIGITAL ID” for e-signature (on electronic identification and trust services for electronic transactions, provides a regulatory environment for electronic identification of natural and legal persons and for trust services). Card's validity period of 5 years.

Price offer = 25,00 euro



Revenue Sharing Plan – Referral Link

Referral Link “GOLD NFT DISCOUNT CARD”: reward **10 Bonus Points** for each subsequent purchase using the discount code of Gold DISCOUNT CARD for a period of 1 years. **(status Stand-By Beta version: operational from 01/01/2024)**

Operating Instructions:

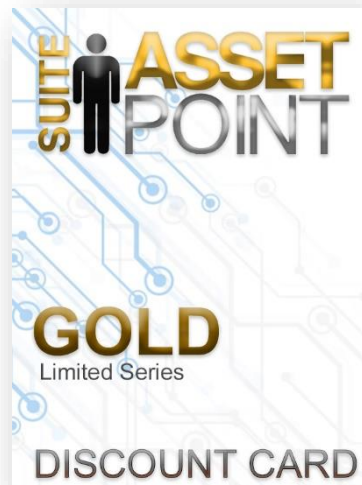
marketing tool = special referral Link “GOLDEN DISCOUNT CARD”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = sale GOLDEN DISCOUNT CARD

product description = GOLDEN DISCOUNT CARD offers a 70% discount on all purchases of Starplan products (Card, subscriptions, voucher promo), for the Card's validity period of 5 years.

Price offer = 25,00 euro



Revenue Sharing Plan – Referral Link

Referral Link “Promotional Message”: reward N°1 **Bonus Points** for each click. (status Stand-By Beta version: operational from 01/01/2024)

Operating Instructions:

marketing tool = special referral Link “Promotional Message”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = opening new account Electron CV “FREE PLAN”

product description = promo message from Starplan and other partner companies (event invitations, fundraising, commercial promotions, market surveys, ...)

Price offer = free



Revenue Sharing Plan – Referral Link

Referral Link E-CV PREMIUM: reward N°20 Bonus Points for each new subscription “E-CV PREMIUM PLAN” (status Stand-By Beta version: operational from 01/01/2024)

Operating Instructions:


marketing tool = special referral Link “E-CV PREMIUM Link”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = subscription E-CV PREMIUM PLAN

product description = subscription E-CV PREMIUM PLAN (<https://electroncv.com/>)

Price offer = 49,00 Euro / year



<p><input type="radio"/> Unlimited free plan Beta Version 000,00 \$ No credit card required</p> <ul style="list-style-type: none">✓ Create your e-CV✓ Measure your worth✓ Certify your information✓ View your e-CV (with watermark)✓ Affiliate Program✗ NFT ID Card/Digital Signature✗ Deposit on Blockchain✗ Sharing your e-CV✗ Monetize your Intellectual Capital	<p><input checked="" type="radio"/> Premium/year 49,00 \$ Credit card required</p> <ul style="list-style-type: none">✓ Create your e-CV✓ Measure your worth✓ Certify your information✓ View your e-CV✓ Affiliate Program✓ NFT ID Card/Digital Signature✓ Deposit on Blockchain✓ Sharing your e-CV✓ Monetize your Intellectual Capital	<p><input type="radio"/> Lifetime 189,00 \$ Credit card required</p> <ul style="list-style-type: none">✓ Create your e-CV✓ Measure your worth✓ Certify your information✓ View your e-CV✓ Affiliate Program✓ NFT ID Card/Digital Signature✓ Deposit on Blockchain✓ Sharing your e-CV✓ Monetize your Intellectual Capital
Plan	TOTAL AMOUNT	
Premium/year	49,00 \$	

Revenue Sharing Plan – Referral Link

Referral Link E-CP PREMIUM: reward N°100 Bonus Points for each new subscription “E-CP PREMIUM PLAN” (status Stand-By Beta version: operational from 01/01/2024)

Operating Instructions:


marketing tool = special referral Link “E-CP PREMIUM Link”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = subscription E-CP PREMIUM PLAN

product description = subscription E-CP PREMIUM PLAN (<https://electroncp.com/>)

Price offer = 29,00 Euro / month



<input type="radio"/> Unlimited free plan Beta Version 000,00 \$ <small>No credit card required</small> <ul style="list-style-type: none"> ✓ Create your Company Profile ✓ Measure your worth ✓ Certify your information ✓ View your Company Profile ✗ Profile visible to the public ✗ NFT ID Card/Digital Signature ✗ Deposit on Blockchain ✗ Sharing your e-CP ✗ Monetize your Intellectual Capital 	<input checked="" type="radio"/> Premium/month 29,00 \$ <small>Credit card required</small> <ul style="list-style-type: none"> ✓ Create your Company Profile ✓ Measure your worth ✓ Certify your information ✓ View your Company Profile ✓ Profile visible to the public ✓ NFT ID Card/Digital Signature ✓ Deposit on Blockchain ✓ Sharing your e-CP ✓ Monetize your Intellectual Capital 	<input type="radio"/> Premium/year 243,00 \$ - 30% discount <small>Credit card required</small> <ul style="list-style-type: none"> ✓ Create your Company Profile ✓ Measure your worth ✓ Certify your information ✓ View your Company Profile ✓ Profile visible to the public ✓ NFT ID Card/Digital Signature ✓ Deposit on Blockchain ✓ Sharing your e-CP ✓ Monetize your Intellectual Capital
Plan	TOTAL AMOUNT	
Premium/month	29,00 \$	

Revenue Sharing Plan – Referral Link

Referral Link RECHARGE CARD “100 DEPOSIT CREDIT”: reward N°8 Bonus Points for each purchase of RECHARGE CARD “100 DEPOSIT CREDIT”. (status Stand-By Beta version: operational from 01/01/2024)

Operating Instructions:

marketing tool = special referral Link RECHARGE CARD “100 DEPOSIT CREDIT”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = purchase RECHARGE CARD “100 DEPOSIT CREDIT”

product description = purchase RECHARGE CARD “100 DEPOSIT CREDIT” Starplan: recharge on-line N° 100

Deposit Credit

Price offer = 25,00 Euro



Revenue Sharing Plan – Referral Link

Referral Link RECHARGE CARD “250 DEPOSIT CREDIT”: reward N°12 Bonus Points for each purchase of RECHARGE CARD “250 DEPOSIT CREDIT”. (status Stand-By Beta version: operational from 01/01/2024)

Operating Instructions:

marketing tool = special referral Link RECHARGE CARD “250 DEPOSIT CREDIT”

customer channel = Phone (SMS, Whatsapp, Live Chat), E-mail, Social Media, Video Chat, Blogs & Forums

objective achieved = purchase RECHARGE CARD “250 DEPOSIT CREDIT”

product description = purchase RECHARGE CARD “250 DEPOSIT CREDIT” Starplan: recharge on-line

N° 250 Deposit Credit

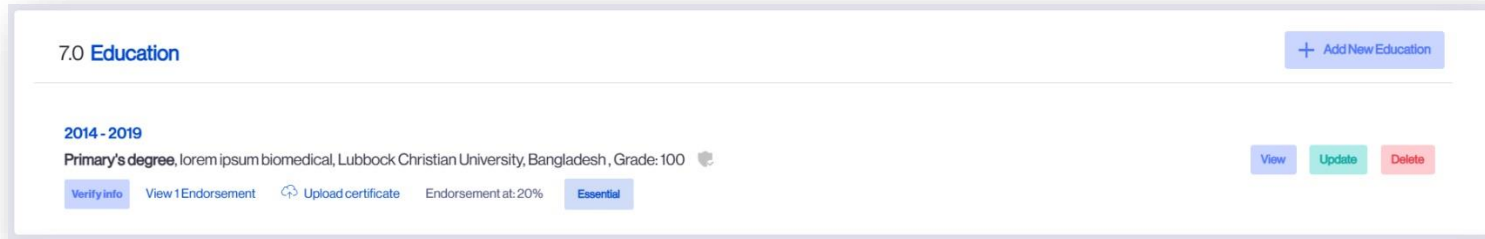
Price offer = 50,00 Euro



Register your contact network with the E-CV App

Our life is an opportunity to meet thousands of people, but we often lose contact with them over time.

Simply filling out your Electron CV allows you to easily rebuild your relational network, which will always remain updated in real time.



The certified information verification procedure uses Starplan's innovative VERIFY algorithm and involves the collection of testimonials through a simple click on the VERIFY INFO button: the source of confirmation of the information will be recorded on your E-CV as an Endorsement.

Sending requests to confirm information is therefore an opportunity to get back in touch with old school friends, work friends, and people you met during recreational, social, sporting activities and events.

Develop your network of contacts

All social digital platforms encourage contact with people who, even if not personally known, share common experiences, activities and interests: they certainly represent an excellent opportunity to acquire new contacts and take the opportunity to present the opportunities of the APS platform and send referral links.

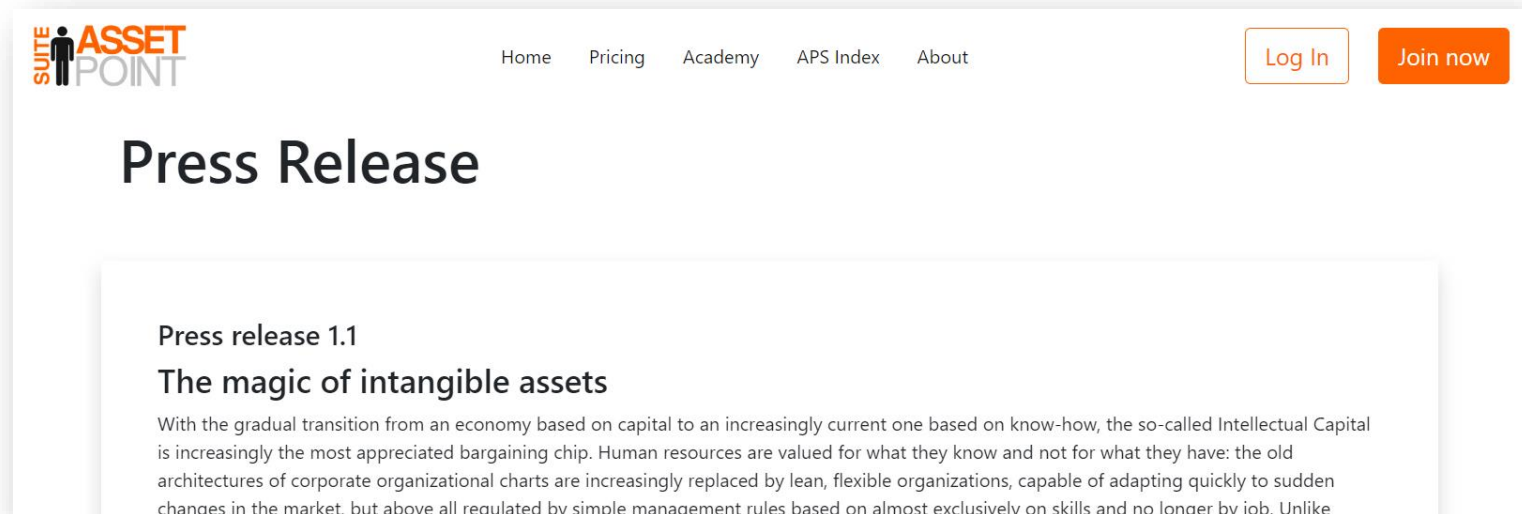


Similarly, signing up to groups and participating with posts in Forums and Newsletters, as well as sharing your positive testimony and practical advice with self-videos to best use the Starplan Apps, encourage clicks on your attached referral links.

To begin with, Starplan provides all Affiliate Partners with videos and information material in different languages, ready to be published and shared: the simple publication of translations in your own language can lead to thousands of views and consequent clicks!

Contact portfolio: publication of articles/newsletters

- Publication in magazines, blogs, forums of articles/newsletters with referral links attached, preferably with images and videos, to share content with your network of contacts and at the same time create the opportunity to meet new ones.
- On the Press Release page (<https://assetpointsuite.com/press-release.html>) you can find informative material to write your articles.



- Remember to record each publication on your E-CV: the quantity of followers will increase your intangible assets «Intellectual capital»

Contact portfolio: Event organization

- All event represents an opportunity to create new contacts and promote Starplan Apps: divulging referral links at private parties, social and sporting events, anniversaries and conferences increases the crediting of Bonus Points and earnings.



- Insert referral links in invitations, brochures, business cards, leaflets, videos, posters and in any other paper or virtual medium: transform every new contact into an immediate earning opportunity!