



Global Partner Program Guide

Fiscal Year 2024



The Carbyne Partner Program Guide (“The Guide”) provides an overview of the Carbyne Partner program framework and associated benefits. Links to additional documentation are included for further details. The Guide should be used to learn about the program competency model and program levels, and the financial, technical, sales and marketing benefits available. Carbyne is committed to growing partnerships and developing opportunities to drive joint success with prospective customers.

Carbyne's growth hinges significantly on its strategic partnerships. With a solid product-market fit and a roster of esteemed clients, Carbyne is poised for rapid expansion. Carbyne alliances aren't just complementary; they're crucial for Carbyne's scalability. Recognizing the pivotal role of cloud technology in shaping Next Generation 911 (NG911), these partnerships highlight how working together is vital to changing the future of the public safety industry.

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1. Carbyne Partner Program Overview

The Carbyne Partner Program (“The Program”) is designed to support Carbyne Partners as they grow their business; sell Carbyne products, solutions, and services; achieve competency in leading-edge Carbyne solutions; and better compete while driving innovation in the marketplace. The Program serves as a template for growing mature partner programs in selected regions globally, following a "crawl, walk, run" methodology.

This innovative, global program allows Partners to differentiate their company in the market and gives access to a set of financial, technical, sales, and marketing benefits. The Program defines distinct tracks; each with streamlined requirements and benefits.

1.1 Program Goals

Carbyne's Partners are highly valued and critical to our success. That's why we make significant investments in the Carbyne Partner Program. Our Program rewards Partners for their commitment to Carbyne and the value our Partners deliver to customers. The Carbyne Partner Program goals include:

- Enabling our Partners to deliver an exceptional customer experience
- Rewarding Partners for value, competency, growth, and customer satisfaction
- Supporting a Partner's go-to-market model based on their targeted customer segments and expertise
- Improving Carbyne coverage, consideration, and closure
- Streamlining requirements and reducing administrative complexity
- Helping Partners grow their business in software, services, and cloud-based solutions
- Create a clear and simple Partner Program intended to be a force multiplier for marketing, sales, operations, and support

1.2 Key Program Benefits

Our Partner Program:

- Offers simple qualification requirements. No complicated certification processes are required.
- Recognizes specific Partner models, including Value Added Resellers (VARs), Service Providers (SPs), and Integration Partners.
- Implements aggressive deals and growth incentives to reward the development of new businesses and customers.
- Delivers discounts that increase with Partner commitment and capability, as measured by Partner-level achievement.

- Gradual success is based on co-investment. Quick and simple guidelines to start prospecting with Carbyne.
- No additional MDF, MOU, or costly contractual annual co-marketing sponsorships.
- Benefit from Carbyne's sales and marketing teams.

1.3 Carbyne Partner Types

Carbyne has several partner types:

- **Referral partners:** Receive basic Carbyne training to qualify initial Carbyne prospects.
- **Reseller partners:** Conduct full reselling of Carbyne-selected products as defined in the specific contract with the partner. Resellers lead customer sales cycles, implementations, and support services.
- **Service providers:** This unique subcategory of partners is sought by Carbyne, as they typically own the local emergency call routing infrastructure and often resell call-taking solutions
- **Technology partners:** This category is broader and includes ECaaS (Emergency Communications as a Service) partners that leverage Carbyne's API to enhance their product portfolio. It also encompasses other PSAP (Public Safety Answering Point) integration partners (CAD, recording) and infrastructure partners such as Google and AWS.

1.4 Program Eligibility

1.4.1 Carbyne Ideal Partner Profile

- The main focus use case for Carbyne is B2G call taking, enabling the modernization of call taking to emergency communication centers globally. We are actively seeking partners that have:
 - A proven track record in selling call-taking solutions to emergency communication centers
 - An existing notable customer base
 - Approved existing contracts we can leverage for Carbyne deals
- B2B partners – We are seeing emerging adjacent B2B use cases that leverage the coverage created by our B2G solutions, such as:
 - Employee safety: Automatic notifications are sent to employers and emergency contacts containing mission-critical information if an employee dials 911.
 - School & Campus safety: This includes closing the loop between students, faculty, campus security, and 911.

- Insurance incident management: Providing solutions for private contact centers for use cases such as property, health, and auto insurance.

1.4.2 Carbyne Partner Qualification

- Partners interested in working with Carbyne should fill out [this](#) partner contact form.
- The Carbyne partner team will connect with prospective partners and schedule an exploratory discussion to further qualify the proposed partnership.
- At the end of this discussion, the following data will be collected and synthesized across these buckets:
 - A description of the partner
 - Relevant market/geographies
 - Existing solutions
 - Initial target revenue estimates
 - Additional notes
- Once approved, the Partner will be required to sign the applicable Carbyne partner agreement to join Carbyne's partner program.
- After executing the agreement, the Partner will be assigned a Carbyne Partner Account Manager (PAM) who will execute the partnership and will track progress.



- All Carbyne Resell and ECaaS (Emergency Communication as a Service) Partners are eligible for this program.

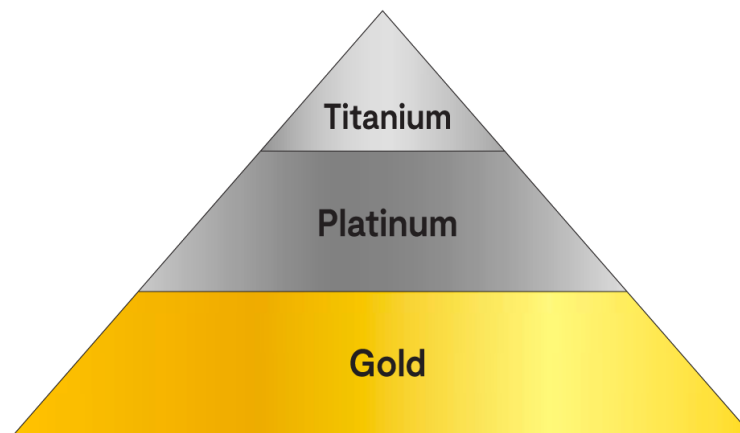
1.5 Potential for Partners

Carbyne has become synonymous with emergency management and public safety modernization. Carbyne is the only i3 cloud-native solution in the market deployed at scale. Predominant leaders like [AT&T](#), [Tyler Technology](#), [Priority Dispatch](#) and [Carousel](#) have chosen Carbyne to diversify their public safety product and services portfolio and further their innovation leadership position with their customers. This enables a new revenue

stream for these Partners into an installed customer base and additional differentiation to win new accounts.

2. Partner Levels

The Carbyne Partner Program offers three program levels to reward Partners for their value and competency. Higher partner levels offer more rewards in terms of resources/benefits. There are three Carbyne Partner tracks as illustrated in the diagram below:



1. Entry Level / Gold Tier:

- Ideal for new Partners or those starting in the program.
- Basic benefits and access to resources like training materials, newsletters, and limited support.
- Minimal requirements or qualifications to join.

2. Mid-Level / Platinum Tier:

- Partners showing moderate commitment and performance.
- Enhanced benefits such as dedicated account management, co-marketing opportunities, and additional training.
- Achievable performance targets to progress to the next tier.

3. Advanced / Titanium Tier:

- Reserved for high-performing Partners demonstrating significant commitment and success.
- Premium benefits, including exclusive access to resources, priority support, specialized training, and higher revenue-sharing opportunities.
- Need to meet specific revenue, sales, or performance targets to maintain this tier.

Typically, Partners enter the program at the Gold level. Higher program levels, Platinum and Titanium, are available to Partners who meet product and service revenue, authorizations, and customer satisfaction thresholds. Partners are required to maintain their revenue, authorization, and CSAT as outlined in the sections below to maintain their desired level and associated program benefits.

Partner requirements vary slightly based on the geography in which they operate. Partner levels are valid for a maximum of six months.

2.1 Partner Level Classification

Carbyne will assess Partners using a number of factors to determine which track best reflects their business model and targeted customer segment. There will be geographic variance in how the criteria are applied.

Below is a list of factors that may be used to determine Partner-level assignments and may not apply in all theaters:

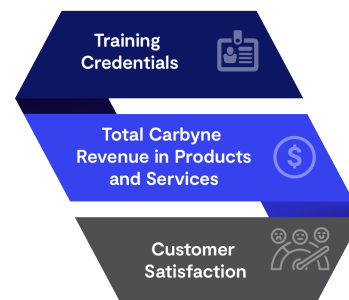
- Total Carbyne product results: Annual Recurring Revenue and Total Contract Value
- Opportunity pipeline size
- Strategic nature of the partner to Carbyne's business

The decision to classify a Partner to a specific track is at Carbyne's sole discretion.

2.2 Level Requirements

Carbyne Partner Program has three requirements categories:

- Training credentials
- Revenue
- Customer satisfaction



2.2.1 Eligible Carbyne Training Credentials

To sell Carbyne solutions, there is a minimum number of sales and service credentials required of the Partner. Partner Sales Authorizations or "Right to Sell" is a Partner level requirement of the Carbyne Partner Program. Sales Authorization is generally achieved by earning training credentials.

Carbyne will provide training for sales and other departments, based on the partner's agreement (in case the partner will provide more services and not only sell). The section

below refers to Carbyne's partner academy and details on the credentials available for Carbyne's partner's sales credentials.

2.2.1.1 Sales Credentials

Carbyne's partner's sales team will be equipped with the essential knowledge they will need to be certified and receive their training credentials.

The program is constructed from 3 stages: basic, advanced, and expert.

Each is worth one point of training credentials. To view the full program syllabus [click here](#).

The table below illustrates the minimum levels for credentials required according to the Carbyne Partner Level.

Partner Level	Min # of Partner Sales Authorizations
Gold	0
Platinum	2
Titanium	3

2.2.2 Revenue Requirements for all Tracks

To earn a higher level, Partners must meet minimum revenue requirements. These requirements are based on their product and service revenue on a rolling 12-month basis. With the Carbyne Partner Program, product revenue as well as service revenue count toward the Partner's revenue achievement. Product revenue includes software and services revenue. Services revenue includes maintenance plus subscription upgrades on an annualized contract basis.

Each track revenue requirement will be defined with each Partner individually according to the specific solution sold by the Partner, its revenue potential, and the strategic level of the Partner to Carbyne's go-to-market plan.

2.2.3 Customer Satisfaction Surveys (CSAT) Requirements for all Tracks

Partners are required to produce a minimum number of customer surveys and achieve stated satisfaction scores to earn/maintain a Platinum or Titanium program level. See table below for survey counts and score requirements. CSAT templates will be provided as part of Carbyne Customer Success training.

Partner Level	Number of Survey Response Required	Average Mean Score Required (Scale (1-5))
Gold	0	N/A
Platinum	8	4
Titanium	15	4

2.4 Program Level Promotions, Demotions, and Suspensions

2.4.1 Partner Level Promotion

Carbyne Partner promotions occur on a quarterly basis. The cut-off point for data assessment for a promotion is the third Monday of the first month of each quarter. Revenue data examined for promotions is always for the 12 month period up to the last day of the last month of the quarter.

- For example, if a partner is aiming to be promoted in January
 - Training Credentials; as per the third Monday in January.
 - The partner revenue examined for the January promotions will be for the 12 months up to Dec 31.
 - Examine CSAT

The last Monday of January will be the “effective date” of the new level.

2.4.2 Partner Demotions

The partner level demotion process occurs twice a year—in the October and April cycles (shown shaded grey in table below).

Date By Which Revenue Must Be Met For Promotion	Date By Which CSAT/Credentials Must Be Met For Promotion (Third Monday of each quarter)
12/30/2023	1/15/2024
3/31/2024	4/15/2024
6/30/2024	7/15/2024
9/30/2024	10/21/2024

2.4.3 Partner Suspension

Carbyne partners must consistently maintain all requirements for their desired partner level (or program status) during the fiscal year. Failure to maintain these requirements may result in a review of the partner's status as a Carbyne Partner in Good Standing and possible suspension. Partner in Good Standing is typically a prerequisite of eligibility to participate in Carbyne partner benefits programs, so failure to retain Partner in Good Standing may result in suspension of these benefits.

3. Carbyne Partner Program Benefits

The Carbyne partner program is designed to support and reward Carbyne partners as they grow their business, demonstrate their expertise to sell Carbyne products, solutions, and services, and deliver an exceptional experience to customers. Scaling to reward partners for their increasing levels of competency, benefits fall into three broad categories— financial, technical, and sales and marketing. Benefits are cumulative, so partners receive all the benefits of the preceding partner levels. The table below highlights key benefits and we encourage partners to speak with their Carbyne Account Manager to determine how they can best leverage them.

Benefits by Partner Level

Benefit	Gold	Platinum	Titanium
Designated Partner Account Manager (PAM)		✓	✓
Designated Carbyne Partner Technical Support		✓	✓
Partner Onboarding	✓	✓	✓
Partner HelpDesk	✓	✓	✓
Partner Customer Success Training		✓	✓
Partner Opportunity Registration	✓	✓	✓
Partner Demo Licenses	Up to 2 free licenses of APEX/ Universe/ECaaS	Up to 5 Licenses APEX/Universe/ ECaaS	Up to 10 Licenses APEX/Universe/ ECaaS

Marketing Benefits

Benefit	Gold	Platinum	Titanium
Joint Press Release		✓	✓
Co-promotion at Industry Events		✓	✓
Co-Branded Webinars and Podcasts		✓	✓
Guest Blogs		✓	✓
Co-branded flyers	✓	✓	✓
Social Media Promotion	✓	✓	✓
Co-Branded Digital Ads		✓	✓
Email Campaigns		✓	✓
New Customer Announcements/Customer Testimonials		✓	✓
Partner Logo on Carbyne.com		✓	✓
Co-Selling with Partners	✓	✓	✓

3.1 Partner Demo Purchase Program

Partners will be trained gradually on demonstration capabilities, depending on the engagement stage and agreement with the partner (see full training details). To enable the partner with demonstration capability, the partner will have to install Carbyne's products on their computers, supporting the following [computer requirements](#).

- PAM will work with partners to obtain a defined list of people who will have an option to demo.
- The Carbyne operations team will install Carbyne products on their computers.

Partners can purchase Carbyne products for demonstration purposes at a significant discount. This program offers access to new systems and upgrades for Carbyne strategic solutions, to demonstrate Carbyne solutions to end customers.

3.2 Partner Opportunity Registration

All partners are eligible to participate in the Carbyne Opportunity registration process.

- Opportunities are identified together with the Carbyne PAM/RSM or brought to Carbyne by the Partner.
- The Partner will leverage the following [form](#) to register an opportunity.
- Customer Registration must meet the timeline of 90 days to MOU, 24 months to sign the contract.
- Partner opportunity registration requests will be evaluated by the Carbyne team and will be accepted or rejected for collaboration depending on the current opportunity status. Collaboration may include support, acknowledgment of collaboration with Carbyne etc.
- Note: Carbyne may have multiple partners that will be pursuing the same opportunity, even if the partner has registered that specific opportunity first with Carbyne.
- Carbyne will make a best effort to be transparent when an opportunity is being worked on with multiple partners, but it will not share confidential deal information across partners.
- When the opportunity is accepted, the Partner proceeds through the purchasing process with the Customer, issuing a PO to Carbyne for the licenses.

3.3 Technical Benefits

3.3.1 Carbyne Partner Technical Support

A designated Carbyne technical partner account manager will be assigned to Platinum/Titanium partners. Typically, a cross-company Slack channel will be created to enable ongoing feature functionality questions.

3.3.2 Carbyne Proposal Support

During the Partner onboarding training, Carbyne will provide training to all partners on our discovery process. For a designated number of deals, Carbyne's Sales and Pre-sales teams will attend onsite customer meetings to assist with solution development. Once the architecture and solution have been agreed upon, Carbyne will create a Partner Quote for review. The Partner will then take that information and create a customer quote in their format for customer presentation.

In the event discounting is required to win a registered opportunity, the partner shall work with their assigned PAM to evaluate if it's appropriate.

3.3.3 Customer Solicitation Support

Through their PAM partners, Carbyne will assist with responding to customer solicitations. Our team will leverage use case specific templates with always-current responses to customer requirements, FAQs, and executive summaries. The Carbyne team may request a solicitation meeting with Partner resources to ensure roles and responsibilities are defined and timelines are agreed upon and met.

3.3.4 Collaborating on Cooperative Agreements

Carbyne and our partner network hold several Cooperative Agreements, such as NPP Gov, HGACBuy, TX DIR, etc. Carbyne will work with the Partner to ensure accurate pricing is provided for submission to the Cooperatives.

3.3.5 Post-Sales Support

Carbyne partners own the relationship with the customers and therefore are responsible for Tier 1 support. Carbyne will typically handle escalations for Tier 2 and 3.

- Carbyne's SLA can be found here: <https://carbyne.com/legal/> Partners in North America should refer to the US Support Terms and Service Level Agreement, while all other partners should refer to the LATAM/ROW Support Terms and Service Level Agreement.

- Carbyne has a 24*7 NOC that monitors all production sites for network and server errors.
- Partners are required to provide 24*7 Help Desk with Tier 1 & 2 support to their customers and to work closely with Carbyne's NOC and Technical Support team to mitigate and resolve all production issues, according to Carbyne's SLA.
- Carbyne will work to provide the partner with access to its monitoring tools and will notify them of planned and unplanned maintenance activities, system degradation, and system downtime.

The Partner shall inform Carbyne of all customer complaints, requests, and concerns and work together to mitigate them.

3.3.6 Customer Win Partner Handoff to Implementation

Carbyne is looking for strong collaboration with the partners to increase customers' experience of the product while providing an exceptional deployment experience and high touch support capabilities.

Carbyne built a template for the Roles and Responsibilities (RACI) of its partners and it should be discussed with the partner as part of the qualification process.

Carbyne identified a few areas for collaboration with its partners:

- Customers' onboarding including product deployment and employee training.
- Customers' support and success.

Each partner will work closely with the Carbyne Operations team on the detailed RACI towards an agreement on the exact working procedures, best practices, and escalation procedures to support the customer deployment and support activities.

Carbyne implemented an onboarding process that will help on board and train both the partner 'sellers' as well as its deployment and support teams.

As part of the technical discussion Carbyne and the partner will agree on resource allocation, collaboration, and dependencies for all deployment and training activities and the required resources from both sides (including project managers, technical resources, and trainers) and will provide the required materials to onboard and support the partners activities. In addition, Carbyne will work with the partner on all the support-related activities, including but not limited to tier-1 responsibilities, ticket escalation process, ticketing management, and monitoring capabilities.

Carbyne will orchestrate the deployment and support activities and will work with the partners on a weekly/monthly basis to ensure the prioritization and satisfaction of the customers are reached.

3.4 Partner Onboarding

After Carbyne's partner signs the partner agreement, they will receive a training program designed to onboard and certify them to sell and support Carbyne's products. The purpose is to train the partner's different audiences (Sales, pre-sales, support, deployment). The training is designed to be gradual and match the stage of engagement the partner is on with Carbyne. The training will be tailored to suit the specific business agreement with Carbyne and meet the minimum requirements of the partner's sales credentials, depending on the partner's level. For the entire training program [click here](#)

3.5 Partner Customer Success Training

- The partner's customer-success team will be trained by Carbyne. For the first 3 deals, Carbyne will shadow the partner's customer-success team to ensure customer success, Carbyne and the Partner will establish an ongoing communication methodology to collaborate and exchange learning on an ongoing basis.
- It is the sole responsibility of the Partner to manage customer success, including building the Project Plans, staffing the right resources to deliver the project, and coordinating the project delivery both with Carbyne and the Customer.
- The official Project kickoff meeting should take place to sync all the internal and external participants on the project plans, milestones, timelines, and risks, and to manage the project weekly.
- The Partner's Customer Success Manager (CSM) / Project Manager should coordinate the deployment activities and dates with Carbyne Global Operations. The Partner Project Manager will coordinate with Carbyne Global Operations the delivery dates according to Carbyne's Waves methodology and resource availability.
- Project synchronization should keep both parties aligned and shall include weekly reports and monthly meetings between CSMs. Partners' delivery resources should pass Carbyne's certification/training program and be eligible to deploy and support Carbyne's products.
- Engage in strategic discussions to identify growth opportunities, explore new markets, or expand product offerings.
- Conduct periodic performance reviews to evaluate the partner's performance against agreed-upon metrics and KPIs.
- It has to be agreed that the Partners' Project Manager and other technical resources participate in a quarterly training refresh to gain knowledge and stay up to date with Carbyne's new developments.
- The Basic Training Program for certification shall include Initial training, OJT with Carbyne, and Certification.

- Keep partners informed about product updates, webinars, and Carbyne articles. Share relevant one-pagers, case studies, and success stories to empower partners with valuable insights.

3.6 Carbyne/Partner Implementation Services

- With the current success of Carbyne, the company is actively seeking partners capable of providing top-notch implementation services for Carbyne deployments.
- Following receiving implementation credentials, Carbyne will perform the first two installations, with partners shadowing the activity, followed by a train-the-trainer session and eventually supporting the partner's implementation teams remotely.
- At this moment, all backend configurations will be done by Carbyne's Professional Services teams; hence, close communication and planning are required. Carbyne will hand over the system credentials to the Partners' technical staff with clear installation instructions.
- The Partner has to sign off that the customer's technical prerequisites have been fully met to roll out the deployment process.
- Installation might involve third parties (i.e. Cloud providers, CAD providers). In this case, the Partner should maintain the relationship and plan the required activities with Carbyne's supervision and support.

3.7 Co-Selling with Partners

Carbyne is committed to working with partners to ensure success.

- The Carbyne partner and sales team will work closely together to secure the first 2-3 deals.
- The Carbyne PAM is responsible for the ongoing success and continuous education of the partner team.
- There are two types of opportunity flows:
 - Partner initiated
 - Deal is registered
 - Salesforce opportunity is opened
 - Counterpart Regional Sales Manager (RSM) is assigned
 - Partner works the deal with Carbyne's support
 - Carbyne Sales Initiated
 - Partner will be added to Salesforce opp by a Carbyne RSM
 - Counterpart RSM's intro will be facilitated
 - Partner works the deal with Carbyne's support

- Partner Ongoing Cadence –Carbyne PAM will develop a regular cadence with the Partner to ensure success across all work streams including review of the specific opportunity pipeline. As part of the definition of the partnerships workstreams, owners, and cadence for each company will be defined and monitored on the regular cadence calls.

3.8 Co-Marketing with Partners

Our Partner Marketing Program is designed to empower our partners with comprehensive marketing strategies that will enhance brand awareness, generate leads, and drive sales initiatives.

3.8.1 Collaborate on Press Release

- Platinum and Titanium Partners can work with Carbyne to create a joint press release announcing the partnership.

3.8.2 Collaborate on Industry Events

Collaborate with Platinum and Titanium partners on co-promotion plans at shared industry events ensuring a unified presence that amplifies both brands – can include:

- Co-promotional materials like flyers and videos
- Joint speaking opportunities

3.8.3 Collaborate on Creation of Co-Branded Content:

- Collaborate on webinars and podcasts to share industry insights and expertise.
- Contribute guest blogs on each other's platforms, showcasing thought leadership and collaborative efforts.
- Co-branded partnership flyers – collaboratively develop to showcase the partnership and highlight key offerings.
- Social Media promotion – regularly share partner content celebrating milestones, welcoming new clients, and showcasing success stories.
- Co-branded digital ads
- Content support for Partner Email campaigns targeting existing and potential customers.

3.8.4 Collaborate on new Customer Announcements and Customer Testimonials

- Create compelling success stories in various formats (video, blog, press release) highlighting joint achievements and positive outcomes.
- Partner and Carbyne will promote success stories across social media platforms and website.

3.8.5 Global Branding

Partners can enhance brand presence globally by featuring the Carbyne logo on various promotional materials to showcase their relationship and industry expertise. Partners can obtain logo images and usage guidelines from their Partner Account Manager.

- **Partner logo on Carbyne.com:** Carbyne will feature the partner's logo on the Carbyne.com Partner Page to identify them as one of our valued partnerships.

4. Partner Pricing and Discount

- All North American (NA) partners will leverage the Carbyne NA price list for pricing. This price list may be updated periodically by the Carbyne team.
- All ROW Partners will leverage the Carbyne ROW price list for pricing. This price list may be updated periodically by the Carbyne team.
- Partner discounts will be defined in the specific partner agreement with each partner. Partner revenue commitments and tiered aggregated sales volumes may enable deeper partner discounting

4.1 Partner Billing and Invoicing

After the Partner has received a Customer Purchase Order, or the Contract has been executed between the Partner and the Customer, the Partner will need to execute the Partner Quote provided during the Customer Proposal stage of the sales cycle. Once Carbyne receives the signed Partner Quote, we will countersign and initiate the invoicing process based on the Payment Terms included in the Partner Quote.