



# Ideation Compensation Plan 2017

OVERVIEW  
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VOLTAGE PARTNERS, INC.  
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## INCOME AND EARNINGS DISCLAIMER

An Idea Partner's success depends in great part upon his or her desire, dedication, efforts, motivation, and skills. Becoming an Independent Idea Partner is NOT a guarantee of retail income (from the ultimate development of successful applications) or organizational income (from the development of your own Voltage Partner ideation team). Average income from the Voltage Partner Ideation Compensation Plan has not been established. This document is to be used only for general information and illustration purposes.

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## General

Voltage Partners is a new kind of company—a technology company that develops solutions based on pain points, problems, and challenges people have in their personal and professional lives. But these answers to specific problems aren't just accidentally found; they are discovered through a process we call "Ideation."

Voltage Partners has perfected the "ideation process" and has an army of Idea Partners around the world who surveys people to identify pain points, problems, and challenges, which might be reduced or eliminated with innovative software applications.

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*Voltage Partners is a new kind of company—  
a technology company that develops  
solutions based on pain points, problems, and  
challenges people have in their personal and  
professional lives.*

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And, to take this innovative and timely approach to technology solutions and software development one step further, Voltage Partners designed a simple compensation plan that provides an opportunity for you to earn points for implementing the ideation process, and to build your own ideation organization, earning commissions and other compensation when your team conducts qualifying Ideation Surveys using the Voltage Partner Ideation process.

If you are familiar with traditional network marketing, you'll recognize many of the same terms employed by Voltage Partners such as "compensation plan," "retail sales," and "Group Volume (GV)." While these terms and terms like them may sound customary to network marketing, they are used differently in the Voltage Partners Ideation model. These differences are imperative to understand as they make us world changers and difference makers.

The Voltage Partners Ideation Compensation Plan provides a unique opportunity for individuals and team builders to become an Idea Partner and build their own Ideation and niche software company. Every Idea Partner

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pays a monthly retainer in exchange for a variety of benefits and services. Voltage Partners offers three ways to become an Idea Partner. Voltage Partners offers two participation options: the Professional Idea Partner and the Premium Idea Partner — each eligible for earning ideation-team income. (See Table 1 for a summary of the Idea Partner benefits and associated costs.)

	Professional	Premium
Set up, Training, and First Month	\$99	\$99
Cost/Month	\$100	\$125
Number of Idea Submissions	2 Ideas	3 Ideas
Ideation Interviews	Unlimited	Unlimited
GDP Points	10	24
AMP Membership		✓
Back office	✓	✓
Technical Resources	✓	✓
Priority Idea Review		✓

Table 1: Idea Partner Pricing Model

## Opportunities to Earn

The Voltage Partners Ideation Team Income Plan provides a variety of compensation opportunities for you, as an **active** and **qualified** Idea Partner, including: retail income (from developed and cash-flowing technology collateral), organizational income (e.g., one-time Ideation Development Commissions, weekly Binary Ideation Commissions, weekly Check-Match Bonuses, leadership incentives, and expense accounts). Additionally, as a Premium Idea Partner, you can earn from the AMP opportunity (visit [ampstore.io](http://ampstore.io) for more information including the compensation plan). Every active Idea Partner can also participate in the company’s Global Development Pool, as well as several other opportunities (e.g., distribution, affiliate-based income, etc.) that are offered in addition to the organizational Ideation Team Income Plan. See Table 2: Ideation Compensation Plan

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Voltage Partners Ideation Compensation Plan	
<u>Individual Income Plan</u> <i>Active</i>	<u>Ideation Team Income Plan</u> <i>Active and Qualified</i>
<ol style="list-style-type: none"> <li>1. Submitting a successful idea</li> <li>2. Help market, distribute, and sell apps from <a href="#">AMP</a>.</li> <li>3. Global Development Pool Bonus</li> </ol>	<ol style="list-style-type: none"> <li>4. Organizational Income Plan               <ul style="list-style-type: none"> <li>• Ideation Development Commissions (Fast Start)</li> <li>• Weekly Binary Commissions</li> <li>• Check-Match Bonuses</li> <li>• Other incentives and bonuses</li> </ul> </li> </ol>

Table 2: Ideation Compensation Plan

## Individual Income Plan

The ultimate goal for all Voltage Idea Partners is to identify ideas and opportunities to develop viable technology solutions in the form of software and mobile apps.

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*As an active Idea Partner, you participate in each of your successful ideas! Retail income is earned from the sale of developed solutions.*

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Active Professional and Premium Idea Partners can also earn from affiliate income and selling solutions from their virtual storefronts at [ampstore.io](#) and from the Global Development Pool.

## Ideation Team Income Plan

Voltage Partners has implemented a network marketing distribution model that provides an opportunity for you to build a Voltage Partner Ideation team and participate in the Voltage Partners’ organizational Ideation Team Income Plan. Participating **active** and **qualified** Idea Partners can earn commissions for qualifying Ideation Surveys conducted within their ideation organizations.

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*The Ideation Team Income Plan pays active and qualified Idea Partners Ideation Development Commissions, weekly Binary Ideation Commissions, weekly Check-Match Bonuses, and a variety of lifestyle and leadership bonuses.*

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### Ideation Development Commissions (Fast-Start)

You can earn a one-time commission for helping the company develop and expand its Ideation efforts by developing your own Ideation organization (i.e., a team that conducts Ideation Surveys). As an active and qualified Idea Partner you will earn a one-time \$25.00 Ideation Development Commission for each personally enrolled active Idea Partner when they complete their "VIP Initial Fast Start" training located in the back office. Ideation Development Commissions are paid weekly.

### Weekly Binary Ideation Commissions

The term *binary* means two and, as it relates to the Voltage Partners Ideation Team Income Plan, simply means having two teams—a left team and a right team. As an Idea Partner, your left and right teams grow from personal referrals, their personal referrals, and so on. When you, your team members, and their team members, etc., are **active, qualified, and conduct qualifying ideation surveys**, Binary Ideation Commissions are earned from the Ideation Team Income Plan. **Active** and **qualified** Idea Partners earn Binary Ideation Commissions based on their lesser team's (i.e., their Pay Leg's) Group Survey Volume (GSV). Binary Ideation Commissions have a weekly cap of \$25,000.<sup>1</sup>

### Weekly Binary Commission Examples

#### For New Personally Enrolled Idea Partners

Idea Partners who personally enroll new Idea Partners will receive a one-time Ideation Development Bonus of 200 GSV points when each new personally enrolled Idea Partner conducts their first Ideation survey.

For example, if you personally enroll two new Idea Partners, you would receive a one-time bonus of 200 GSV points when each newly enrolled Idea

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<sup>1</sup> Referred to as the *Weekly Binary Cap*

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Partner conducts their first qualifying Ideation survey. In this example, assuming you place one new Idea Partner on your left leg and one on your right leg, and each Idea partner conducts a qualifying Ideation survey, one Binary Cycle (200 GSV points) would be created on your Pay Leg<sup>2</sup>, earning a \$30 commission, in addition to any other compensation to which you may be entitled (e.g., Check-Match Bonuses, leadership bonuses, etc.).

*Group Survey Volume on the Pay Leg*

Each Idea Partner must conduct at least one Ideation Survey<sup>3</sup> each month in order to qualify for earning any Ideation Team Income. An Ideation Survey is worth 66 Personal Survey Points.

For example, an active and qualified Idea Partner who has 264 GSV<sup>4</sup> points on his or her Pay Leg will earn \$30.

As only 200 GSV points are needed to create a Binary Cycle, 264 GSV points would create one cycle. The remaining 64 GSV points would be carried forward on the Pay Leg to be applied to the next pay period.

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*Active and qualified Idea Partners earn \$30  
for every Binary Cycle of 200 points of Group  
Survey Volume (GSV) on their Pay Leg.*

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Note: In order to be eligible to earn Binary Ideation Commissions as an active and qualified Idea Partner, you only need one active Idea Partner on your left leg and one active Idea Partner on your right leg.

**Check-Match Bonuses**

The Voltage Partners Check-Match Bonus program rewards your commitment to expanding the Voltage Partners’ Ideation efforts, developing your own Ideation organization, and helping your team members succeed in building their own Ideation organization. In addition to your weekly Binary Ideation Commissions as an active and qualified Idea Partner, you can

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<sup>2</sup> An Idea Partner’s Pay Leg is their *lesser leg* (also called the *weak leg*).

<sup>3</sup> An Ideation Survey is the Qualifying Activity for which active and qualified Idea Partners are paid Ideation Team income.

<sup>4</sup> Four Ideation Surveys with each survey being worth 66 Personal Survey Points = 264 points of Group Survey Volume (GSV).

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potentially earn Check-Match Bonus commissions based on a percentage of the total ideation commissions earned by your personally enrolled Idea Partners and their personally enrolled Idea Partners, through five generations! The Check Match Bonus starts at the Consultant rank.

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*As an active and qualified Idea Partner you can earn Check-Match Bonuses based on a percentage of the total ideation commissions earned by your personally enrolled Idea Partners and their personally enrolled Idea Partners, through five generations!*

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For example, if you personally enrolled six Idea Partners, who each earned a total weekly commission check of \$2,000 (for a combined total of \$12,000), as an active and qualified Consultant you would receive a 20% check-match, or \$2,400. See Appendix A for an additional weekly Check-Match Bonus illustration.

## How to Earn from the Income Plans

Earning income from either the *Individual Income Plan* or the *Individual Income Plan* and the *Ideation Team Income Plan* is a simple process. (See Table 2 on page 3 to review the opportunities to earn.)

### Being Active

All Voltage Idea Partners must be Active to earn from either income plan. Being Active requires two things:

1. Pay the Monthly Retainer: Paying the applicable monthly retainer each month. For example, if a Voltage Idea Partner joined as a Premium Idea Partner, they must pay the \$125 monthly retainer each month; and
2. Log an Ideation Survey: Starting with their second calendar month, every Voltage Idea Partner must log at least one Ideation Survey each month. Note: the requirement is not to submit an idea, but to simply log a survey.

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- a. Training Exception: When a person joins Voltage Partners and becomes a new Voltage Idea Partner, they are required to complete a brief online training module. Completing this module during the calendar month that they joined (i.e., their first calendar month) will count as the Ideation Survey for that month.

To recap: New Voltage Idea Partners must 1) pay their monthly retainer and 2) complete their online training during the month they joined Voltage Partners. After their first month, to be Active, a Voltage Idea Partner must 1) pay their monthly retainer and 2) log at least one Ideation survey.

## Being Qualified

All Voltage Idea Partners must be qualified to earn from either the *Individual Income Plan* or the *Ideation Team Income Plan*.

### Earning from the Individual Income Plan

To be qualified to earn from the Individual Income Plan, a Voltage Idea Partner simply needs to 1) be “active.” (See Being Active above.)

### Earning from the Ideation Team Income Plan

To be qualified to earn from the Ideation Team Income Plan, a Voltage Idea Partner simply needs to 1) be “active” (see Being Active above) and 2) have at least two Active Personally Sponsored Idea Partners on their team: at a minimum, a Voltage Idea Partner must have one Active Personally Sponsored Idea Partner on the left binary leg AND at least one Active Personally Sponsored Idea Partner on the right binary leg.

## Just so You Know...

For calculating Ideation Team Income, the Voltage Partners compensation plan looks at a Voltage Idea Partner’s qualified status in the following manner: 1) is the Voltage Idea Partner “active” in the current month: If “no,” not qualified to earn; if “yes,” did the Voltage Idea Partner log at least one survey in the “previous” calendar month: if “no,” not qualified to earn, if “yes,” qualified to earn. (Why the one month look back? This allows Voltage Idea Partners to log their one required Ideation survey on any calendar day of each month.)

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## AMP Opportunity

As mentioned previously, as a Premium Idea Partner, you have additional opportunities to earn from the AMP matrix and subscription opportunities. Yes, you can earn from retail subscriptions, surveys, a binary, and a matrix!

## Lifestyle and Business Builder Bonuses

### All-Inclusive Vacation Packages

Voltage Partners recognizes that it takes effort and energy to grow your business. And, as your business grows, so do your expenses. To recognize the commitment and dedication of leaders and builders, Voltage Partners offers several all-inclusive *annual* vacation packages for active and qualified Idea Partners who meet the applicable organizational growth and survey volume requirements. But relaxing vacations are just the beginning!

### Automobile and Expense Account Bonuses

Voltage Partners also offers a generous automobile and expense account bonus, up to a combined total of \$1,500 per month, rewarding your efforts as a successful leader and builder while simultaneously helping you offset the cost of building your Voltage Partner Ideation business. The automobile bonus and the expense account bonus are paid monthly to active and qualified Idea Partners who meet the applicable organizational growth and volume requirements. Automobile and expense account bonuses are paid one month in arrears in accordance with the following schedule:

Qualifying Ranks	Auto	Expense	Total Paid
National Consultant	+ \$300	+ \$200	\$500
Global Consultant	+ \$100	+ \$400	\$1000
Executive Consultant	+ \$100	+ \$400	\$1500

Table 3: Auto and Expense Bonuses

## Other Bonuses and Incentives

### Thank You Bonuses

Voltage Partners understands that Idea Partners who have significant others or families don't build their Ideation businesses alone. While you are building your business, someone is most likely managing the home life, taking care of children, and family matters, in addition to a myriad of other activities. For that, we want to say THANK YOU. In recognition of the commitment and

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support made by these important people, as an active and qualified Idea Partner, you can designate a significant other or family member you would like to thank who then receives a monthly Thank You Bonus from Voltage Partners and you! The Thank You Bonus is available for all active and qualified Idea Partners at the leadership levels.<sup>5</sup> Thank you bonuses are paid one month in arrears in accordance with the following schedule:

Qualifying Ranks	Bonus	Total Paid
National Consultant	+ \$50	\$50
Global Consultant	+ \$50	\$100
Executive Consultant	+ \$50	\$150

Table 4: Thank You Bonuses

## Promotions

From time to time, Voltage Partners initiates promotions that may reward organizational growth (i.e., increases in Group Survey Volume). While some of these promotions may include cash-based awards, incentives, and prizes, many consist of non-cash awards and prizes, such as travel and vacations. Such promotions are designed to help you promote your Voltage Partners business and grow your organization, fostering participation, and teamwork at every level.

## Advancing in Rank and Growing Your Organization

As you meet the personally enrolled active Idea Partner requirements and your Group Survey Volume (GSV) on your lesser team (i.e., your *Pay Leg*) grows, you advance in rank (see below) and the level on which you are eligible for Check-Match Bonuses increases. Once an active Idea Partner is qualified as and meets the GSV requirements of *Executive Consultant*, they earn maximum Check-Match Bonuses (i.e., five levels).

<sup>5</sup> Thank You Bonuses are paid at the election of the Idea Partner to either the Idea Partner themselves or another party which may be designated by the Idea Partner (e.g., spouse, significant other, etc.).

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## Rank and Title Qualifications

Ranks	Personally Sponsored <sup>6</sup>	R / L <sup>7</sup>	Group Survey Volume	Leg Minimum <sup>8</sup>
Representative	0	0	N/A	N/A
Consultant	2	1 / 1	2,500	1,250
Regional Consultant	4	2 / 2	10,000	5,000
National Consultant	6	3 / 3	20,000	10,000
Global Consultant	8	4 / 4	40,000	20,000
Executive Consultant	10	5 / 5	80,000	40,000

Table 5: Rank, Title, and Maintenance Qualifications

## The Global Development Pool

Every month, Voltage Partners sets aside a portion of its gross receipts to support the scaling of future technologies and applications. Every active Idea Partner, regardless of their rank or title, earns points in the Global Development Pool (GDP points). GDP points accumulate indefinitely, pro rata to your monthly retainer option.

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*The longer you are an active Idea Partner, the more GDP points you will accumulate.*

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When the company earns retail income from its share of successful solutions and applications, a portion of the company's income is deposited in the Global Development Pool and subsequently shared with all active Idea Partners, based upon each active Idea Partner's GDP points.<sup>9</sup> Idea Partners begin accumulating GDP points immediately upon becoming an active Idea Partner. Professional Idea Partners earn 10 GDP points each month they are

<sup>6</sup> Personally enrolled must also be active

<sup>7</sup> Personally sponsored and active left and right binary leg requirements

<sup>8</sup> The lesser binary leg

<sup>9</sup> Idea Partners who are Inactive for more than 60 consecutive days lose their accumulated GDP points.

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active. Premium Idea Partners earn 24 GDP points each month they are active. Idea Partners who are inactive for more than 60 days lose their accumulated GDP points.

## Definitions

Active	An Active Idea Partner is one who 1) is current with their Monthly Retainer (current means paid as of the most recent monthly due date, i.e., the monthly payment anniversary), and 2) has submitted or logged at least one Ideation survey in the previous calendar month.
Binary Cycle	Every 200 points of Group Survey Volume (GSV) equals one Binary Cycle, paying 15%, or \$30.00 (200 GSV points x 0.15 = \$30.00).
Binary Tree	Your Binary Tree is the organizational structure that determines your Binary Ideation Commissions. It consists of two legs or teams – a left team and a right team (the larger of those teams will be your Strong Leg and the lesser of those teams will be your Pay Leg). When you enroll a new Idea Partner, you will have the option to place them at the bottom outside of either of your teams. When new Idea Partners are placed under you by your enroller or anyone in their up line, they will also be placed on the bottom outside of one of your binary teams.
Business Center	An Idea Partner’s position in a Binary Tree is considered a Business Center. Every Business Center must be associated with a unique Social Security Number (SSN), Employer Identification Number (EIN), or other applicable tax identification number. Idea Partners who achieve the rank of National Consultant will be authorized to initiate a second Business Center.
Carryover Volume	Active Idea Partners are allowed to <i>bank</i> unused Group Survey Volume (GSV) from either leg, from week to week, provided they remain Active. Any Idea Partner who becomes Inactive for more than 60 days forfeits all their Carryover Volume and any associated commissions or other compensation for which they may have been eligible. See Inactive.
Enroller	An Idea Partner who <i>personally sponsors</i> another Idea Partner. See Personal Sponsor.
Enrollment Genealogy	An Idea Partner’s Enrollment Genealogy consists of their first generation of Personally Enrolled Idea Partners, those Idea Partners Personally Enrolled by the first generation (i.e., second generation), those Idea Partners enrolled by the second generation (i.e., third

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	generation), and so on, regardless of any Placement Genealogy.
Enrollment Tree	An Idea Partner’s Enrollment Tree is the organizational structure used to determine their rank within the Voltage Partners’ Ideation Team Income Plan. It is also used to determine an Idea Partner’s Check Match Bonuses. An Enrollment Tree consists of the Idea Partners who you have personally enrolled and the Idea Partners that they have personally enrolled and so on. See Enrollment Genealogy.
Gross Payout Cap	The company imposes a gross payout cap of 50.0% of all the compensation paid throughout the entire commission plan; this includes Binary Ideation Commissions, Check-Match Bonuses, Leadership Bonuses, Pools, other compensation, awards, etc. The Gross Payout Cap is applied to the sum of all compensation paid through the Ideation Compensation Plan to all Idea Partners each pay period. If a pay period exceeds the Gross Payout Cap, the payout is adjusted in accordance with the then current Ideation Compensation Plan adjustment policies and procedures. Note: <i>Retail Income</i> and <i>Global Development Pool</i> payments are not subject to the Gross Payout Cap.
Group Survey Volume	Group Survey Volume (GSV) is all the Personal Survey Points in an Idea Partner’s organization (i.e., their left and right binary legs through an infinite depth).
Ideation Survey	Any fact-finding survey conducted by an Idea Partner. Only Ideation Surveys generate Personal Survey Points which, in turn, generate Group Survey Volume. Idea Partners may conduct more than one Ideation Survey in a given month; however, only one Ideation Survey is required each calendar month and Personal Survey Points can only be earned for one Ideation Survey each month.
Inactive	Any Idea Partner who is not Active. Inactive Idea Partners are Ineligible to earn compensation for which they may otherwise be qualified to earn as an Active Idea Partner. Idea Partners who remain Inactive for more than 60 consecutive days (which also means they failed to complete their Qualifying Activity and thus were Ineligible during said 60 day window) lose their Group Survey Volume and their accumulated Global Development Pool points. Note: While Idea Partners who remain Inactive for more than 60 days lose their Group Survey Volume, they do not lose their position in the Binary Tree, and they may at any time become Active and assume their previous position, minus accumulated points and earnings.

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Ineligible	An Idea Partner is Ineligible to earn any commissions (e.g., Binary Ideation Commissions, Check-Match Bonuses, other bonuses, etc.) or any other compensation (e.g., retail income, affiliate fee income, Global Development Pool payments, etc.) if 1) they are either Inactive or 2) have not conducted any Qualifying Activity within the previous 30 days or the prior calendar month.
Lesser Leg	See Pay Leg.
Monthly Retainer	Idea Partners pay a monthly retainer in exchange for a variety of services (e.g., guaranteed idea evaluations, market validation assistance, project planning, development, management, sales and marketing, service and support, etc.).
Pay Leg	An Idea Partner's Pay Leg is the leg with the least amount of Group Survey Volume (GSV), regardless if it's the right or left binary leg. An Idea Partner's Binary Ideation Commissions are based on the GSV points of their Pay Leg (sometimes referred to as the <i>lesser leg</i> or <i>weak leg</i> ).
Personal Survey Points	Idea Partners earn Personal Survey Points when they conduct an Ideation Survey. One Ideation Survey equals 66 Personal Survey Points.
Personal Sponsor	A <i>Personal Sponsor</i> is the Enroller of an Idea Partner. If Adam personally enrolls Bill, then Adam is Bill's Enroller and Personal Sponsor.
Personally Enrolled	An Idea Partner's first generation (i.e., their <i>first level</i> ) are those Idea Partners whom they personally brought into the Voltage Partners business opportunity.
Personally Sponsored	See Personally Enrolled.
Placement Sponsor	A Placement Sponsor is the person who is directly above an Idea Partner in the Binary Tree.
Qualified	An Idea Partner who, during the applicable pay period 1) has, at a minimum, at least one Active Personally Sponsored Idea Partner on the left binary leg AND one Active Personally Sponsored Idea Partner on the right binary leg, and 2) is current with their Qualifying Activity (i.e., current meaning at least one Ideation Survey within the previous 30 days or the prior calendar month).
Qualifying Activity	A qualifying Ideation service is a qualifying activity, (i.e., an Ideation Survey) for which an Idea Partner earns Personal Survey Points. Currently, the qualifying activity is conducting an Ideation Survey. Only Active Idea Partners can conduct Qualifying Activity. Note:

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	Recruiting other Idea Partners does not constitute a Qualifying Activity.
Qualifying Survey	See Ideation Survey
Strong Leg	Every pay period, whichever leg of your Binary Tree (left or right) generates the most Group Survey Volume (GSV) is your Strong Leg. Any GSV amount in your Strong Leg that is greater than the Pay Leg amount for a pay period carries over (forward) to the same leg for the following pay period.
Weekly Binary Cap	An Idea Partner cannot earn more than \$25,000 per weekly Binary Ideation Commission period through the binary component of the Ideation Compensation Plan. Note: The Weekly Binary Cap does not apply to any Check-Match Bonus or other components of the Voltage Partners Ideation Compensation Plan.

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## APPENDIX A

### Check-Match Bonus Example

Check-Match Bonuses are the real power of the Voltage Partners Ideation Team Income Plan. As an active and qualified Idea Partner, you can potentially earn additional commissions, through five generations, that include a 20% check-match of your personally enrolled Idea Partners (i.e., your first generation), a 10% check-match of your second and third generation Idea Partners, and a 5% check-match of your fourth and fifth generation Idea Partners.

#### Weekly Check-Match Bonus Example

Weekly Check-Match Bonuses, determined using a one month look-back period, are available through five levels for active and qualified<sup>10</sup> Idea Partners. Weekly Check-Match Bonuses are not included in the Weekly Binary Cap.

#### Earn Check-Match Bonuses through 5 Generations!

Level / Generation	Sponsored / Downline	Combined Income <sup>11</sup>	Check Match
1 (20%)	10 *	\$1,350	\$270.00
2 (10%)	25	\$3,375	\$337.50
3 (10%)	50	\$6,750	\$675.00
4 (05%)	150	\$20,250	\$1,012.50
5 (05%)	250	\$33,750	\$1,687.50
<b>Total Weekly Check-Match</b>			<b>\$3,982.50</b>

\* Personally enrolled Idea Partners (i.e., First Generation)

Table 6: Executive Consultant Check-Match Example

<sup>10</sup> Qualified by rank

<sup>11</sup> For the example, an average check size of \$135 for each sponsored/downline Idea Partner was used.

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