

The microFunding® Exchange: Guidance Notes for Introducers

What do I have to do

You will need to register by completing your personal and contact details on the 'my account' page of the microFunding® Exchange and agree to the microFunding® Terms and Conditions, the Website Terms and conditions, the Introducer Agreement and Confidentiality. For a list of Partner websites through which you can do this, see www.microFunding.co.uk

Many Introducers also distribute Innoventique magazine, which both promotes their business and drives traffic to their website. See www.innoventique.com.

Then, you need to link your website to the microFunding® Exchange so that introduced Inventors Investors and Managers can access it directly through **your** website.

There are two ways to create a microFunding Partner site, which portals to the microFunding® Exchange:

- Do it yourself using the 'How to link your website' notes to be found on <http://www.11webhost.co.uk/microfunding/docs/HowtoLinkYourWebsite.pdf>
- Subcontract the task to pcesystems ltd, the web designers responsible for designing the microFunding® Exchange. Two major advantages of this are a contingency payment system available to allow Partners to adapt their sites at no cost, and it includes promotional activity. See <http://www.11webhost.co.uk/microfunding/docs/PartnerSites.pdf>

Partner site portals to the microFunding® Exchange can be designed to look however you want: most Partners want to 'white label' them to look like their own site and use 'own branded' Guidance notes for their clients, but this is optional.

You might also wish to consider what added value you can give to Inventors in helping them post their ideas, and you will need to advise microFunding of your fees. microFunding will take £15.00 plus VAT per posting, to be added to your charges.

microFunding® does all the transactions, and accounts to you for your fee and your VAT so you have just one account, and one VAT entry. microFunding automatically keeps a detailed record of all the introductions arising from your site, and you automatically get all the credits. It couldn't be simpler.

The Introducer Terms and Conditions that we ask you to agree are entirely standard. That's all.

How does it work between microFunding and the Introducer?

The basic contract for Inventors is with microFunding Ltd who is responsible for hosting and maintaining the Exchange and administering the microFunding process. microFunding also collect all the fees payable for posting ideas. The fees due to the Introducer and microFunding are accounted for separately. microFunding sends its VAT invoice by email to the Inventor, together with a summary of the Introducer's fees and VAT. The Introducer must send a separate VAT invoice.

Which ideas will I be able to see?

You will be able to see and edit all the ideas posted by your introduced Inventors, and follow their progress as Proof of Concept Projects develop. It is possible, for example, that you will wish to help with the wording and disclosures. There is also a space on the posting specifically for 'Introducer

Comment', where you may wish to add a recommendation or support your Inventor in some way. Inventions with such Introducer recommendations are highlighted for extra visibility. This 'Introducer Comment' is visible to Managers and Investors, but not Inventors; if your Inventors wish to know what you have said you will have to tell them yourself.

You will also be able to see the progress of any Projects that your introduced Managers and Investors are involved in.

Everyone will have signed a Confidentiality Agreement; and for your added security microFunding keeps a record of who sees what and when.

What does it cost a User?

There are currently no charges for anyone to register on the microFunding® Exchange.

The cost of posting an Invention depends on the website through which the microFunding® Exchange is being accessed, so how much an Inventor pays for this is entirely up to you. Some Partners also charge extra for adding the high visibility Introducer comments.

The process – in detail from the Introducer's point of view

- The Introducer registers with the microFunding® Exchange.
- The Introducer agrees to the microFunding® Terms and Conditions, the Website Terms and conditions, Confidentiality and the Introducer Agreement.
- The Introducer links his website to the microFunding® Exchange using the protocols provided by microFunding®, see 'Link your Website', including 'own branding' the Guidance notes.
- The Introducer familiarises himself as appropriate with the respective guidelines.
- The Introducer promotes the microFunding® Exchange to his Inventor, Manager and Investor contacts, and is rewarded by microFunding Ltd on both quantity and quality of introductions.
- The Introducer's new introductions and Postings through his website are automatically picked up and credited to the Introducer by the microFunding® Exchange
- The Introducer assists his Inventors when they post their New Inventions on the microFunding® Exchange through his web site, and is encouraged to add comments to his Inventors' posted Inventions.
- Once an Inventor, Manager or Investor is registered as being introduced by an Introducer, the Introducer is credited with any success that the Introducee might enjoy irrespective of any website he might later use to access the microFunding® Exchange. In other words, the microFunding® Exchange's system picks up who the introducee 'belongs' to and ensures credit is given where it is due.
- The microFunding® Exchange will send the Introducer one monthly simple VAT account and payment for all introductions and fees.

What other information should I read?

- **Introducer Reward Scheme**
- **microFunding Partner Sites**
- **The microFunding process**
- **microFunding Terms and Conditions**
- **Website Terms and Conditions**
- **Confidentiality Agreement**
- **Introducer Agreement**
- **Link your Website: How to Link your Website: Part I Marketing and Part II Technical**
- **Frequently Asked Questions**

- **What is a Good Invention?**
- **What is wanted? - What does an Inventor look for in a Manager?**
- **Notes of Caution**
- It is also recommended that you read the **Notes of Guidance for Managers**, the **Notes of Guidance for Inventors**, and the **Notes of Guidance for Investors** in order to see microFunding from their perspectives too.

What documentation is required?

None