

PARTNER PROGRAM GUIDE

Grow with Enlighty

Three partnership models — each built for a different level of involvement. From white-label integration to referral to active co-selling, choose the track that fits your business.

Enlighty delivers fast, structured, and strategy-ready consumer intelligence for pitch decks, strategy proposals, campaign validation, competitor analysis, market entry, and quarterly business reviews. All three partner models are built on this platform — structured for different kinds of engagement and commercial relationships.

MODEL 01

Do It Yourself

WHITE-LABEL

Powered by Enlighty

You position Enlighty as a white-labeled part of your own solution. You manage the client relationship and invoice them directly.

You invoice Enlighty. Your brand is front and center.

MODEL 02

Advocate

DO IT FOR YOU

Referral & earn

You refer and introduce Enlighty. We take over the sales process and invoice the client directly. You earn a commission.

Enlighty invoices the client. You receive a referral commission.

MODEL 03

Ambassador

DO IT WITH YOU

Co-sell & grow

You refer and stay involved in the selling process. Either Enlighty or you can invoice the client — agreed case by case.

Flexible invoicing. You co-drive the deal alongside Enlighty.

Powered by Enlighty

You integrate Enlighty into your own offering under your brand. You control the client relationship, the pricing, and the experience. Enlighty powers the intelligence layer invisibly behind your solution.

- What this enables for your clients

Pitch decks

Strategy proposals

Campaign validation

Competitor analysis

Market entry

Quarterly business reviews

- Key benefits



Full brand ownership

Your clients see only your brand. Enlighty powers the platform invisibly — "Powered by Enlighty" attribution only if desired.



You control pricing

Set your own margins. You invoice Enlighty at platform cost and bill your clients at your rate.



Scalable differentiation

Embed AI-powered consumer intelligence into your service offering without building the data infrastructure yourself.



Recurring client revenue

Build ongoing insight-based retainers for clients — turning Enlighty's platform into a continuous revenue stream for your business.

- How it works

1

Agree on a white-label arrangement

Align with Enlighty on access scope, platform configuration, and any branding requirements for your use case.

2

Integrate into your solution

Embed Enlighty's intelligence layer into your existing product, service, or reporting framework under your brand.

- 3 **Sell to your clients your way**
You manage the client relationship, pricing, and delivery. Enlighty remains in the background as your platform provider.
- 4 **Invoice Enlighty directly**
You pay Enlighty at the agreed platform rate and invoice your clients at your own pricing — keeping the margin.

- **Revenue model**

YOUR ROLE	YOU INVOICE	YOU PAY
Reseller	Your clients	Enlighty at cost

- **Enablement & support**

INCLUDED

Platform access & setup

Full access to Enlighty's product environment, configured for your white-label use case.

INCLUDED

Technical onboarding

Product knowledge, integration guidance, and use-case enablement for your team.

INCLUDED

Dedicated partner contact

An Enlighty contact for platform questions, configuration support, and ongoing relationship management.

PROGRAM 02 — ADVOCATE · REFERRAL PARTNER

Introduce & earn

You refer and introduce Enlighty to your network. We take over the entire sales and invoicing process. You earn a commission for every deal that closes — with zero sales or delivery responsibility.

- **What Enlighty enables for your network**

Pitch decks

Strategy proposals

Campaign validation

Category & competitor analysis

Market entry

Quarterly business reviews

● Key benefits



Attractive commissions

Earn competitive referral fees for each closed deal resulting from your introduction.



No sales effort required

Enlighty manages all sales, negotiation, and implementation steps — start to finish.



Marketing resources

Ready-to-use pitch decks, one-pagers, and success stories to introduce Enlighty confidently.



Dedicated partner manager

A single named contact for opportunity validation and ongoing relationship support.

● How it works

1

Submit a qualified lead

Register the opportunity via Enlighty's designated referral channel. Leads should have confirmed budget, authority, need, and timeline.

2

Enlighty takes over

The sales team runs discovery, demos, proposals, negotiation, and contracting — entirely independently.

3

Enlighty invoices the client

Once the contract is signed, Enlighty manages the client relationship and billing directly.

4

You earn your commission

Once revenue is collected, your referral commission is processed automatically — no chasing, no ambiguity.

● Revenue model

COMMISSION TYPE

Fixed %

PAYMENT TRIGGER

On collected revenue

SALES RESPONSIBILITY

None

● Enablement & support

INCLUDED

Introductory training

Short onboarding on Enlighty's core offerings and market positioning.

INCLUDED

Dedicated partner manager

Support for opportunity validation and relationship management throughout the program.

INCLUDED

Marketing collateral

Ready-made pitch decks, one-pagers, and customer success stories.

● Partner requirements

To join

- Submit leads via the designated referral channel
- Ensure leads meet qualification criteria (budget, authority, need, timeline)

To stay active

- Participate in brief quarterly updates with the partner team
- Comply with Enlighty's branding, confidentiality, and ethical guidelines

PROGRAM 03 — AMBASSADOR · SALES PARTNER

Sell & co-grow

You refer and stay actively involved in the selling process alongside Enlighty. Either you or Enlighty can invoice the client — agreed on a case-by-case basis. This model is designed for partners who want to co-drive deals and grow Enlighty's market presence together.

● What Enlighty enables for your clients

Higher pitch win rates

Stronger strategy backbone

Recurring insight revenue

Differentiation vs competitors

Multilingual market expansion

Improved client retention

● Key benefits





Revenue growth

Earn attractive commissions and margin-based incentives for new deals and renewals.



Strategic co-selling

Mutual account mapping, warm introductions, and joint meetings to reach decision-makers faster.



Sales acceleration

Direct support in demos, pricing strategy, proposal creation, and live client meetings.



Co-marketing visibility

Joint webinars, events, customer stories, and co-branded campaigns to amplify your market presence.



Dedicated success team

A Partner Manager and Sales Manager guide the entire partnership lifecycle and pipeline growth.



Flexible invoicing

Either Enlighty or you can invoice the client — agreed case by case, depending on what works best for the deal.

• How it works

- 1 Refer & align on the opportunity**
Introduce the prospect and align with Enlighty on the account. Together you map the opportunity and define roles in the sales process.
- 2 Co-sell together**
Joint meetings, product demos, pricing support, and proposal creation — Enlighty works alongside you throughout the sales cycle.
- 3 Agree on invoicing**
Decide case by case whether Enlighty or you will invoice the client. Either path is supported by the partnership agreement.
- 4 Close, onboard & grow**
Earn a defined margin on each deal. Partner and Sales Managers support onboarding and help drive continued pipeline growth.

• Revenue model

COMMISSION TYPE	INVOICING	MODEL
Defined margin	Enlighty or partner	Co-sell

• Enablement & support

INCLUDED

Materials access

Marketing materials, training resources, and deal registration tools.

INCLUDED

Training & certification

Product knowledge, technical configuration, and use-case enablement to sell with confidence.

INCLUDED

Demo environment access

Access to Enlighty's product portal to build hands-on knowledge and run live client demos.

INCLUDED

Partner & sales manager

Guidance on business development, pricing, and client onboarding from dedicated team members.

INCLUDED

Joint marketing

Shared visibility through joint promotions, co-branded campaigns, and brand amplification efforts.

• Partner requirements

To join

- Submit leads via the designated sales channel
- Maintain a dedicated sales contact for the partnership

To stay active

- Meet monthly sales targets and provide periodic business updates
- Adhere to Enlighty's brand, pricing, and communication guidelines

Ready to explore which partnership model is right for you? Reach out to your Enlighty contact or let us know below.

Do It Yourself ↗

Advocate ↗

Ambassador ↗