

Information Pack

What is Terapad?

Until now only corporate businesses could afford to build and own websites with all the latest web 2.0 features integrated.

Terapad is the next generation of online publishing solution. It allows anyone, including individuals and small businesses, to set up their own website or blog in a matter of minutes and at an unprecedented low cost. No other product comes close to offering a similar feature set or ease of use.

Terapad.com was launched in January 2007 and now hosts over 10,500 websites, with approximately 40 new clients signing up every day.

Our unique technology platform has been in development since 2004 and has been proven to be both stable and highly scalable. Its flexibility makes it well-adapted for repeated distribution via reseller channels.

Become a Reseller

Terapad is the most cost-effective and most powerful online publishing solution on the market today. We want to share the success of the platform and have come up with the ultimate Reseller package. The key to this mutual success is: Win, Win, Win!

The reseller wins because they get an instant 20% commission and the opportunity to sell their own value-add services.

Terapad users win because they receive an automatic 10% discount and gain access to a vast array of talented individuals and organizations with skills that can help them improve their Terapad sites.

Terapad wins because by welcoming talented Resellers, we also welcome new Terapad clients.

Why Become a Reseller?

The Terapad Reseller package offers a series of distinct benefits:

- **Receive a commission on Terapad subscriptions.** The reseller receives a 20% commission on the normal Terapad prices.
- **Offer your clients a discount.** Your clients will be provided with a 10% discount off the normal Terapad prices.

► **Sell your own Value Added services.** Terapad users are interested in the services you provide.

For example:

- Unique design customization – Terapad uses the Internet standard in design – Cascading Style Sheets. If you know CSS you can provide 100% customized Terapad designs at your normal designer rates.
- Your own private library of website templates – Many small businesses are content to use a template rather than a full-blown customized design. Only those that sign up with you will have access to your private template library.
- Domain name registration – If you are a domain name registrar or a design company, assisting and guiding users with their domain registration is a very popular value added service.
- Search engine optimization - help businesses reach the top of Google with your expertise and the SEO tools built-in Terapad.
- Content upload – Some small businesses may be too busy to get their own content uploaded. They may need advice on how to structure their site. Sell your time at your own rates.
- Integration with 3rd party plug ins – Terapad integrates with thousands of 3rd party products from statistics engines to chat rooms. Help your clients use the best ones for their business and integrate them into their Terapad site.
- Support – provide clients with specialist, personalized support. Many organizations are willing to pay a premium to receive that personal touch.
- Regional advice – Terapad has users from almost every country in the world that would like to get in touch with Resellers who speak the same language and share the same culture.
- Consultancy – Personal advice on how to get the most out of Terapad and / or the Internet is invaluable for many small businesses.
- Email & DNS – If your company provides DNS and email services, why not offer them to your Terapad users?

► **Improve Customer Service.** Manage all your clients' websites from your own simple to use management console.

► **Generate New Business.**

- Produce customized websites quickly and easily with hundreds of the latest Web 2.0 Features. No need for extensive development resources and programming knowledge. Terapad's CMS system is amongst the best in the world, but it's a fraction of the cost.
- Terapad's reseller portal introduces new users from all over the world to your services via your own customized profile page.
- Terapad offers a very cost effective solution to provide high-grade websites. Previously many design agencies have struggled to make decent profits servicing small businesses. Thanks to the flexibility and ease of use of Terapad this is no longer the case.

- ▶ **Last website you (or your client) will ever need.** We integrate new technology as it becomes available. A new version of Terapad is released bimonthly, and every release contains new features based on reseller and user feedback. It truly is 'the last website you'll ever need'.
- ▶ **Terapad Support.** Terapad will support you every step of the way, generating you new business, helping with technical problems, offering SLAs, and delivering new features and functionality. We back this up by offering you your own dedicated channel manager to respond to any queries or questions you may have.

Package Details

Our reseller package has been produced as a result of feedback from resellers over the last 12 months, offering a great all-round partnership.

End users can select their Reseller when they sign up. They can choose to sign up via your profile page, or by entering your unique code on the Terapad sign up page. Terapad's strategy has always been to be transparent and to support fair market ethics. To avoid conflicts of interests Terapad will always be more expensive than a Reseller, and we have no intentions in offering our own value added services.

All Resellers will receive:

- Full access to the complete Terapad feature set / product portfolio.
- 20% discount from the Terapad advertised pricing.
- An additional 10% discount for their clients.
- Their own profile page including a private template library.
- Inclusion in the Terapad Reseller directory.
- Lead generation by Terapad.
- White-labeled Control Panel (Your logo on each end users control panel).
- Their own management tools proving key management information.
- Support from Terapad with your own dedicated Channel Manager.
- Joint marketing opportunities. Terapad is coming to a conference or exhibition near you! If you highlight a conference or exhibition you feel will help you sign up more Terapad clients, make sure to let your Channel Manager know. It's possible that Terapad will pay for a stand at the exhibition, will attend with you and you will receive all the leads.

Payment Processing Options

Each Reseller can select which type of payment processing they would like to use:

Option A) Reseller Billing.

Terapad invoices the Reseller for all services and the Reseller handles all billing to end users.

The full 30% discount is given to the reseller (10% end user discount, and 20% reseller discount). The reseller is free to bill whatever value they see fit to their end user.

This is particularly beneficial to web design agencies that may want to bundle in additional services such as white label support or hosting and email.

Terapad will automatically deduct payments monthly in advance from your PayPal account for all subscribed packages.

Option B) Terapad Billing

Terapad invoices end users directly with their 10% discount included, and receives payment direct from end users via PayPal. The process is automatic, and each reseller will receive their 20% discount paid direct to their accounts within 30 days of the client paying.

This is useful for clubs and associations, who do not want to get involved in the billing process, yet would like to see a continual revenue stream being generated.

Common Benefits

Terapad has three products: Free, Standard, and Pro. All products share a baseline feature set, detailed below alongside their benefits.

Following a Software as a Service (SaaS) model, all our products are updated with new features as we develop them, establishing Terapad as 'the last website you'll ever need'.

| FEATURE | BENEFIT |
|---|--|
| Complete website or blog creation and management tools. | Reach today's demanding Internet audiences and extend your individual or commercial presence to the Web. |
| Fully integrated features set with everything you need from an online | Save time, money and headaches by not having to use any other online publishing software |

presence

Cost: between \$0 and \$50/month

Get the online presence you previously thought unaffordable. Save thousands of pounds compared to traditional bespoke development costs, without compromising on the feature set

Hosted

Your website 'just works'. You don't need to hire anyone technically minded to set it up, develop or maintain it.

Monitored 24/7

Worry-free online presence that grows with your needs

Updated bi-monthly

Never buy another website again. Your site is updated to the latest technologies as they become available

Choose your design from a template library, edit it or create your own.

Your image and branding are well represented by a professional design and have a real impact on your visitors

Full UTF8 compliance

Edit your content in any language and alphabet, from any country

Accessibility 'out of the box'

Get a site that automatically complies with accessibility laws and is consultable by disabled audiences

WYSIWIG editor

Never have to call a designer again. Anyone who can use a word processor can now edit the website.

Embed streaming video or podcasts

Leverage multimedia content that will engage your audience across all mediums, including iPods.

Paypal-ready shop

Sell your products, services, or subscriptions within minutes of signing up. Generate revenue from monetising your blog or establish a large online store

Pro blogging tools with post scheduling

Immediately become more efficient at updating your website and rank higher in search engines

Built-in ping aggregator. Terapad notifies the search engines whenever you update your site

Receive increased traffic and raise the online profile of your content

Macros

Save time by auto-generating signatures, links or even podcast audio content for each blog post

Industrial-strength content management

Get a professional results from advanced publishing tools,

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|---|---|
| system | so far reserved to large companies due to cost |
| Audit trail | Know who's editing what on your website |
| Versioning – Terapad remembers the previous 25 versions of your content | Never lose web content again |
| Discussion forums | Gain loyal visitors by engaging with your audience or fan base. Provide support, receive feedback from your users |
| Image gallery | Publish family pictures, software screenshots, product photographs or images from past events - all as part of your own website |
| Event calendar | Organise more successful events, gigs or meetings. Publish video summaries of anything from conferences to birthday parties |
| News and RSS Feed | Syndicate your content and allow visitors to subscribe to it. Eliminate the need for yesteryear's newsletters now seen as spam |
| Advanced career tools and CV search | Your candidates will never have to leave your very own site whether you're advertising a few positions or operate a recruitment agency. Their profiles and resumes can be reviewed from an easy interface |
| Support for multiple editors and access rights | The access rights to your site can mirror your company's or organisation's hierarchy |
| Collaborative editing | Your team can work together on content regardless of their geographical location |
| Password-protection | Various sections of your site can be restricted to registered visitors or even specific users |
| Global site search | Your site visitors can search the content you made available - including multimedia items - regardless of its location on your site |
| Visitor tracking and access control | You can track who posted what and where in your site's forums, who bought what in the shop or who applied for any position, at any time |

| | |
|--|---|
| Built in search engine optimisation | Your site appears higher in search engines results and receives extra visitors within a few days of entering content |
| Support for thousands of third party widgets | Leverage free third party web 2.0 widgets such as MyBlogLog, Snipperoo, Meebo, etc |
| Google Analytics integration | Learn who is visiting your site with one of the most powerful web statistics engine. Write better ads, strengthen your marketing initiatives and create a higher converting website |
| Support for third party applications | Get even more functionality out of your site with third party applications including chat rooms and form creation tools |
| Use your own domain name | Increase the professionalism of your site, improve your search engine ratings and gain additional traffic |
| Participation in the Terapad Community | Receive increased traffic to your blog and image gallery and build your online audience. Meet other Terapad users, get inspired by what others are doing |
| Participation in the Terapad Shopping Channel | Receive increased traffic to your online shop and increase your chances to find new customers |
| Participation in the Terapad Job Boards | Receive increased traffic to your job board and raise your chances to find a suitable candidate |
| 24/7 email support | Never get stumped again by a web-related technical problem |
| 20GB of bandwidth/month (subject to meeting Ts and Cs) | Enough high-speed bandwidth to serve tens of thousands of visitors a month |
| 2GB of storage space | Enough storage space to store hundreds of music files, videos, pictures, documents, etc |

Terapad Products

Terapad Free

Price: Free, with a target to upsale to our standard or pro offering
Includes the baseline feature set.

Terapad Standard

Price: \$15 a month
As Terapad FREE, plus:

- Terapad's adverts are removed (logo and branding remains)
- Additional 20GB of bandwidth/month
- Additional 2GB of storage
- Accessed to tiered supplemental storage and bandwidth paid on account
 - \$5/month per 40GB of bandwidth
 - \$5/month per extra 2GB of storage

Terapad Pro

Price: \$50 a month
As Terapad STANDARD; plus

- Terapad's logo and branding are removed
- Basic Service Level Agreement

More Information

Please visit our website at <http://www.terapad.com>

terapad.com