

# The Curve Referral Programme

*Rewarding great introductions that lead to real work.*

## What is The Curve's Referral Programme?

The Curve's Referral Programme is a simple and transparent way to reward individuals or organisations who connect us with new clients. If your introduction turns into paid work, you'll receive a commission based on the value created.

We love working with people who know people - whether you're part of the tech ecosystem, a professional advisor, or someone who's just well-connected, we want to make it easy (and worthwhile) to refer great opportunities our way.

## Who it's for

- People with strong networks in industries we serve
- Tech consultants, advisors, or community builders
- Existing clients or partners who want to recommend us
- Anyone who knows someone with a software challenge worth solving

## Who We're Looking to Meet

- Companies with **30-300 employees**
- Sectors: Manufacturing, Engineering, Automotive, Healthcare, Legal, Retail, Finance, Insurance, Utilities
- Scaling businesses slowed down by poor tech

## The Problems We Solve

- Systems that don't talk to each other
  - Reliance on spreadsheets / off-the-shelf tools
  - Needing to scale without hiring more people
  - Tech projects that keep stalling or getting too complex
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## Great People to Intro Us To

- **Founders / CEOs / Boards** – focused on growth
  - **COOs / Ops & Finance Leads** – chasing efficiency & visibility
  - **CTOs / Tech Leads** – needing extra delivery muscle
  - **Investors / Advisors** – driving digital maturity in portfolio companies
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## What We Do

- Custom software development
- Systems integration
- Data, analytics & insights
- Cloud migration & management
- IoT- hardware and software
- Consulting & guidance

If they're a growing business held back by tech it'd be great to intro them to The Curve.

## How it works

1. **Make the Introduction**

Connect us to someone who might need our help via email, LinkedIn, or in person. The introduction just needs to be made to us before a sales conversation starts.

2. **We Qualify the Opportunity**

We'll explore whether it's a good fit for The Curve and keep you in the loop. If we're already in conversation with the client, we'll let you know upfront.

3. **We Win the Work**

If your introduction leads to a signed contract for paid services, we'll calculate your 10% commission based on gross profit received within the first 12 months.

4. **You Get Paid**

Once we've been paid by the client, we'll transfer your commission within 30 days of receipt of funds.

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## What You'll Earn

We calculate the 10% commission we will pay, based on the **gross profit** of the work won, meaning revenue minus direct costs (like contractors, licensing, or third-party tools).

## What Counts as a Direct Cost?

Direct costs may include:

- The costs incurred by any resources (internal or external) used to deliver the work
- Software licences or tools passed through to the client
- Hosting /third-party platforms

This ensures commissions are fair and sustainable. If there's ever uncertainty, just ask, we're happy to walk through it with you.

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## Payment Terms

- You'll be notified once your referred deal is signed and work is underway.
  - Commission is paid within 30 days after we receive cleared payment from the client.
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## What Qualifies?

To be eligible for commission:

- The referral must be clearly attributable to you
- The introduction must happen before we've had any prior direct contact with the client/prospect
- We reserve the right to assess fit and feasibility