LATERALTHINKERS ORIGINAL AMBASSADORS

What the numbers can look like.

Clear, transparent and product-led examples showing how genuine community growth can create both impact and fair reward.

STANDARD MONTHLY PRICE	ORIGINAL AMBASSADOR LAUNCH OFFER
~~£29~~	£14.50
Standard subscription	Reduced launch subscription for qualifying members

Three parts to the reward model

Reward	How it works	Timing
25% direct reward	On qualifying subscriptions from members you personally introduce and support.	Calculated on qualifying subscription value.
10% community growth reward	On qualifying subscriptions from members introduced by your wider Ambassador community, subject to the agreement.	Calculated on confirmed second-level subscription value.
5% staying-power bonus	A potential quarterly bonus based on retained, genuinely active subscriptions.	Assessed quarterly under the qualifying terms.

Important: Rewards come from real qualifying subscriptions, not recruitment. Income is not guaranteed and depends on active subscriptions, retention, cancellations, activity and final Ambassador terms.

WORKED EXAMPLES

Direct communities at different stages.

All examples use the reduced £14.50 monthly subscription and the 25% direct reward. They are illustrations, not forecasts.

Qualifying direct members	Monthly subscription value	Illustrative direct reward
25	£362.50	£90.63 per month
100	£1,450	£362.50 per month
250	£3,625	£906.25 per month
1,000	£14,500	£3,625 per month

The power of ten, shown transparently

An Ambassador supports 100 direct members. If ten supported community connectors each introduce 100 qualifying members, that is 1,000 second-level members. The two reward streams remain separate.

Part of the community	Calculation	Illustrative monthly reward
100 direct members	100 × £14.50 × 25%	£362.50
1,000 second-level members	1,000 × £14.50 × 10%	£1,450
Combined illustration		£1,812.50

This example assumes every stated member has an active qualifying subscription. It does not assume that every person introduced will subscribe, remain active or qualify.

ONE PLATFORM, MANY ROUTES

A community does not have to come from one place.

Start where trust already exists and combine the routes that fit your life.

Route	A practical starting point
Friends, family and neighbours	Everyday conversations with people who already know and trust you.
Nurses, carers and practitioners	Relevant introductions arising naturally from community-facing work.
Clubs, teams and local groups	Players, parents, coaches, volunteers and organisers.
Creators and online communities	An honest personal journey shared with an existing audience.
Small and micro businesses	A conversation with one owner can reach a whole team.
Workplaces and professional networks	Wellbeing conversations across employers, associations and chambers.

What creates long-term value

Strong product use. People experience benefits and keep coming back.
Good support. Members feel looked after rather than sold to.
Retained subscriptions. Longer membership creates value for everyone.
Community trust. Authentic recommendations support healthy, sustainable growth.

Your personal share link

Approved Ambassadors receive a unique URL in their private dashboard. Share it in genuine conversations, posts or community materials. Applications arriving through that link can be attributed to you. A click or application is not automatically a qualifying subscription or reward.

This model only works if the product genuinely helps people. The mission is not to sell harder. The mission is to help better.

Figures are illustrative only. Pricing, qualification rules, reward percentages, payment timing and programme terms may change and remain subject to the final Ambassador agreement. Individual income is not guaranteed.