

LateralThinkers
HEALTHIER PEOPLE BRIGHTER FUTURES

FOUNDING AMBASSADOR MODEL

Human Performance • Community • Commercial Opportunity

FOUNDING PARTNER INFORMATION DOCUMENT

Product first. Community led. Built to create healthier people and stronger communities.

WHY THE PLATFORM MATTERS

The health challenge is broad. The Foundation starts with simple behaviours people can actually influence.

31%

of adults do not meet recommended physical-activity levels.

WHO, 2024

80%

of adolescents do not meet recommended physical-activity levels.

WHO, 2024

1 in 7

people worldwide live with a mental disorder.

WHO, 2026

$300bn

estimated global public-health cost of inactivity, 2020-2030, if levels are not reduced.

WHO

PROGRAMME EXPERIENCE: UP TO 21% PRODUCTIVITY UPLIFT

Founder-supplied outcome from earlier programme delivery. Treat as an internal historical result and verify the underlying evidence before external publication.

FROM FACE-TO-FACE PROGRAMME TO DIGITAL COACH

Delivered face-to-face since 2010. Now the Foundation can scale digitally while keeping a human layer through Wheeler AI, community and Founder support.

THE 13-WEEK FOUNDATION

1-2	Hydration • water • energy
3-4	Breath • oxygen • recovery
5-6	Sleep • rhythm • routine
7-8	Movement • sustainable habits
9-10	Mindset • focus • reflection
11-13	Measure • accountability • next steps



WHEELER AI COACH + HUMAN SUPPORT

Daily prompts, progress tracking, hydration, sleep, movement and mindset can sit alongside 'Ask Wheeler' coaching - with weekly Founder calls and community support when a human conversation adds more value.

WHY BUILD THROUGH COMMUNITY?

WE WOULD RATHER REWARD TRUST THAN ONLY BUY ATTENTION.

We can use advertising, but trusted introductions create a different kind of growth.



Instead of spending the whole launch budget on paid media, part of that value can be shared with the people who help introduce, explain and grow the community.

Use it first

Start from personal experience.

Introduce genuinely

Share it with people who may benefit.

Support adoption

Help people understand the Foundation.

Share in the value

Qualifying revenue creates qualifying rewards.

THE PLATFORM WAS DESIGNED TO BE £29 / $29

LAUNCHING AT 50% OFF.

For the first 1,000 Founding places, the headline launch rate is deliberately simple across the UK and USA.

NORMAL PLATFORM

£29 / $29

per month

→

FOUNDING LAUNCH

£14.50 / $14.50

50% off for the first 1,000

WHY LAUNCH LOWER?

1. **Build the first genuine user community**
2. **Create feedback and proof of use**
3. **Develop the first advocate network**
4. **Grow international communities**

If the Founding model creates sufficient scale and sustainable economics, LateralThinkers may choose to maintain or extend the reduced rate for qualifying members.

WHAT DOES THAT MEAN TO YOU?

THE 13 WEEKS ARE THE START - NOT THE END.

The Foundation gives a structured first journey. Continued membership can support ongoing tracking, accountability, tools, education, community and future programmes.



JOIN

Start the 13-week Foundation

USE

Build the foundations

CONTINUE

Keep access to tools & support

EARN

Qualifying subscriptions can recur

RECURRING REVENUE, NOT A ONE-OFF INTRODUCTION FEE

If a person you introduce remains an active qualifying member, the direct commission attached to that subscription can continue while that qualifying subscription continues.

THE LONG-TERM VALUE IS RETENTION.

People stay because the platform continues to support their progress - not because the original 13-week content is endlessly repeated.

TWO WAYS TO PARTICIPATE

MEMBER / REFERRER OR FOUNDING AMBASSADOR.

Keeping these routes separate makes the opportunity easy to understand.

1 MEMBER / REFERRER

Use the programme. Share a personal link. Earn on qualifying direct business. No second- or third-level community reward.

£14.50 / $14.50 monthly

25% DIRECT

2 FOUNDING AMBASSADOR

Unlock the full three-position community model, plus weekly Founder support, digital strategy and network-building resources.

12-month commitment paid upfront

25% + 10% + 5%

HOW DO I BECOME A FOUNDING AMBASSADOR?

THE NUMBERS, ONE STEP AT A TIME.

FOUNDING RATE

£14.50 / month

12-MONTH VALUE

£14.50 × 12 = £174

UPFRONT DISCOUNT

30% off = £52.20 saving

YOU PAY

£121.80

£174 = 12-MONTH FOUNDING VALUE

£121.80 = DISCOUNTED UPFRONT PAYMENT | EFFECTIVE COST £10.15 / MONTH

WHAT IF YOU INTRODUCE 10 AMBASSADORS?

A SIMPLE FIRST-MONTH AMBASSADOR EXAMPLE.

Ten introductions in a month is roughly 2-3 per week. This is an activity illustration, not an assumption about what everyone will achieve.

EACH AMBASSADOR PAYS

£121.80

discounted annual upfront payment

YOUR DIRECT REWARD

£30.45

25% of each qualifying £121.80 payment

10 QUALIFYING FOUNDING AMBASSADORS

1	2	3	4	5
£30.45	£30.45	£30.45	£30.45	£30.45
6	7	8	9	10

10 × £30.45 = £304.50 DIRECT COMMISSION

Immediate direct maths before any second- or third-level community activity.

THEN THE RECURRING MODEL CAN BEGIN

AMBASSADORS CAN BUILD CUSTOMERS, NOT JUST MORE AMBASSADORS.

One simple example shows how upfront direct commission can sit alongside recurring community revenue.

YOU INTRODUCE

10 Founding Ambassadors

Immediate direct commission: £304.50

EACH OF THOSE 10 INTRODUCES 10 MONTHLY MEMBERS

100 active members × £14.50 = £1,450 recurring monthly revenue

Your second-level 10% = £145/month while those subscriptions remain qualifying.

ONE COMMUNITY CAN CREATE TWO TYPES OF VALUE

Upfront direct commission from qualifying Ambassadors, plus recurring commission from qualifying monthly customers developed within the community.

CUSTOMERS CREATE THE LONG-TERM BUSINESS

DIRECT CUSTOMER REVENUE CAN RECUR EACH MONTH.

The more people stay because they are receiving value, the stronger the customer base becomes.

1 ACTIVE MEMBER

£3.625

25% direct each month

10 ACTIVE MEMBERS

£36.25

25% direct on £145 revenue

100 ACTIVE MEMBERS

£362.50

25% direct on £1,450 revenue

WHY RETENTION MATTERS

The 13-week Foundation creates the first structured journey. Ongoing value can come from accountability, tools, tracking, community, new content and the wider human-performance ecosystem.

BUILD A CUSTOMER BASE - NOT JUST A SIGN-UP LIST.

HOW THE THREE COMMUNITY POSITIONS WORK

SIMPLE, SHALLOW AND EASY TO EXPLAIN.

YOU - FOUNDING AMBASSADOR

DIRECT COMMUNITY

25%

people you personally introduce

SECOND COMMUNITY

10%

one position beyond your direct community

THIRD COMMUNITY

5%

the next qualifying position

THE COMMUNITY REWARD MODEL IS CAPPED AT THREE POSITIONS.

THE POWER OF A GROWING ACTIVE COMMUNITY

This is the same 100 → 1,000 → 10,000 illustration, redesigned to make the recurring numbers instantly readable on a phone.

DIRECT COMMUNITY

	MONTHLY REVENUE	YOUR 25%
100	£1,450	£362.50

SECOND COMMUNITY

	MONTHLY REVENUE	YOUR 10%
1,000	£14,500	£1,450

THIRD COMMUNITY

	MONTHLY REVENUE	YOUR 5%
10,000	[illegible]	

TOTAL ILLUSTRATIVE MONTHLY COMMISSION

£9,062.50

FROM 3 QUALIFYING POSITIONS

RING-FENCE THE COMMISSION BEFORE YOU SPEND THE CASH

Every transaction is allocated against a maximum 40% community liability, so the business knows what is potentially owed.

EXAMPLE: £121.80 FOUNDING AMBASSADOR PAYMENT

DIRECT	SECOND	THIRD	BUSINESS
25%	10%	5%	60%
£30.45	£12.18	£6.09	£73.08

PAYOUT JOURNEY

RECEIVED → RESERVED → PENDING → CLEARED → PAID

UNUSED 10% OR 5% POSITIONS ARE NOT REDISTRIBUTED

If nobody qualifies for a position, that amount stays with LateralThinkers. The reserve is a maximum exposure, not a promise that 40% leaves the business on every transaction.

YOU ARE NOT JUST GIVEN A LINK AND LEFT TO IT

Founding Ambassadors join a support club designed to help them build a real customer community and improve their own capability.



WEEKLY LIVE CALL

Ask questions, review progress and learn what is working.

GROWTH STRATEGY

Build local, digital and community routes to market.

DIGITAL SUPPORT

Social content, messaging, outreach, landing pages and funnels.

COMMUNITY SUPPORT

Learn with other Founding Ambassadors and share what works.

YOUR SUCCESS HELPS BUILD OUR SUCCESS.

FOUNDER CREDIBILITY

DELIVERED IN PREMIUM ENVIRONMENTS. NOW DESIGNED TO SCALE.

The programme was supplied as a high-value face-to-face intervention. It is now being packaged as a scalable digital solution, while keeping the human touch through support, community and coaching.

EXPERIENCE REFERENCED BY THE FOUNDER

Brand marks shown here as experience references, not endorsements.

BENTLEY

Chambers of Commerce

PwC

Corporate strategy / business performance

WARWICK BUSINESS SCHOOL

Lecturing / education

UNIVERSITIES & COLLEGES

Teaching / development

PROFESSIONAL FOOTBALL

Performance environments

CORPORATE PROGRAMMES

Strategy / human performance

WHAT A FOUNDING AMBASSADOR ACTUALLY GETS

A simple package that combines the product, the commercial model and practical support.

£121.80

UPFRONT FOUNDING PAYMENT

30% off the £174 12-month value

25 + 10 + 5

COMMUNITY REWARD MODEL

Three qualifying reward positions

WEEKLY

FOUNDER SUPPORT

Live calls, questions and practical growth

DIGITAL

GROWTH TOOLKIT

Content, outreach, messaging and referral tools

WHEELER AI

PERSONAL COACHING

Digital prompts, tracking and guided next steps

FOUNDING CLUB

COMMUNITY

Learn alongside the earliest Ambassadors

ABOUT £10.15 / MONTH EFFECTIVE COST - WITH A PRODUCT, A MODEL AND SUPPORT.

WHERE COULD YOU TAKE THIS?

START WITH COMMUNITIES YOU ALREADY UNDERSTAND.

An Ambassador does not need one single sales channel. The model can be introduced through trusted communities, workplaces and clubs.



LOCAL BUSINESSES

Teams, staff wellbeing, owner networks

FOOTBALL CLUBS

Players, parents, coaches, supporters

GOLF CLUBS

Members, societies, wellbeing communities

CRICKET CLUBS

Players, families, local sponsors

GYMS & PTs

Existing health-focused customers

COACHES

Clients already seeking improvement

PARENT GROUPS

Trusted peer communities

BUSINESS NETWORKS

Chambers, clubs and local groups

BUILD ONE COMMUNITY AT A TIME

THE ROUTE TO MARKET CAN BE LOCAL, PROFESSIONAL OR DIGITAL.

Think in groups of people with an existing reason to trust each other.



SMALL COMPANY

A team of 10-50 people can become a concentrated wellbeing community.



SPORTS CLUB

A club already has identity, routine and peer support.



COACH / PRACTITIONER

Existing client relationships can reduce the trust barrier.

THE QUESTION IS NOT: 'WHO CAN I SELL TO?'

A better question is: 'Which community do I already understand, where could this create genuine value, and how can I introduce it well?'

YOU DON'T NEED TO BE A NETWORK MARKETER

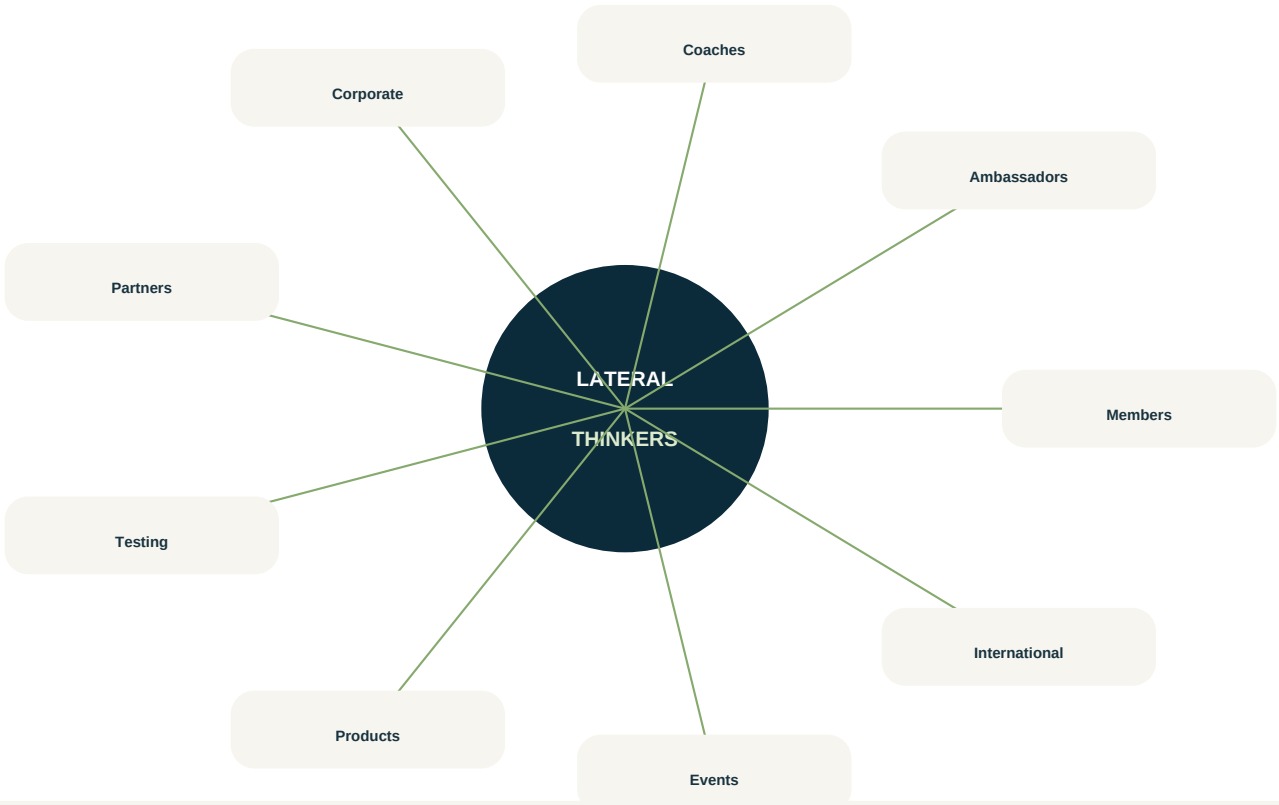
DIFFERENT PEOPLE CAN BUILD IT DIFFERENTLY.

NETWORKER	Community growth
COACH	Existing clients
PT / FITNESS	Health audience
ENTREPRENEUR	Recurring revenue
CREATOR	Audience value
COMMUNITY LEADER	Trusted groups
BUSINESS OWNER	Teams & networks
ORDINARY USER	Personal referrals

YOU CAN BUILD THIS AROUND THE COMMUNITY YOU ALREADY KNOW.

THIS IS BIGGER THAN AN AMBASSADOR PROGRAMME

THE AMBASSADOR NETWORK IS ONE DISTRIBUTION CHANNEL.



The long-term business comes from genuine subscriptions, services, partnerships and products. The Ambassador model helps those things reach people efficiently.

THE WHOLE MODEL IN 30 SECONDS

SCREENSHOT THIS PAGE.

NORMAL PRICE

£29 / $29

FIRST 1,000

£14.50 / $14.50

MEMBER / REFERRER

25% DIRECT

12-MONTH VALUE

£174 / $174

PAY UPFRONT

30% OFF

FOUNDING AMBASSADOR

£121.80 / $121.80

COMMUNITY MODEL

25% → 10% → 5%

EFFECTIVE COST

£10.15 / MONTH



BUILD SOMETHING OF YOUR OWN

FOR ABOUT £10 A MONTH.

The effective Founding Ambassador cost is £10.15 per month when the discounted £121.80 year is paid upfront.

GET HEALTHIER

Use the same 13-week Foundation you introduce.

BUILD RECURRING INCOME

Create a customer base that can continue month to month.

BUILD COMMUNITY

Start with people, clubs, businesses and networks you know.

GET SUPPORT

Use weekly calls, growth strategy and digital support.

USE IT. IMPROVE. INTRODUCE. BUILD.

Product first. Community led. Transparent rewards.