

Smartcat PARTNER PROGRAM



Agency
Partner

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Smartcat Partner Program

Smartcat's Agency Partner Program is for agencies that want to gain more visibility and have their business grow faster and easier.

Add new revenue streams to your business by bringing end customers or translators to the Smartcat ecosystem.

The aim of the Smartcat Partner Program is to empower your business strategies through our ecosystem and create new opportunities in your market.

This document summarizes the minimum partner requirements, partner benefits, and how we can help you grow your business and increase efficiency thanks to the Smartcat ecosystem. Our team will assist Partners on their journey from onboarding to closing deals and projects.

Partner requirements

- You demonstrated a deep knowledge of the translation industry technologies — tools, processes and standards.
- You have a strong reputation in your local market(s) for high quality and reliable delivery, verified by referrals of two Smartcat Partners.
- You translate your current projects in Smartcat.*
- You pay your freelancers via Smartcat.*
- You commit to publish the Smartcat Certified Partner logo & link on your homepage and in the website footer.
- You submit 20 trusted freelancers to the Smartcat marketplace with feedback from your company or add a form for new freelancers to register via Smartcat on your website. You can choose both options or either one of them. You will have operational fee share from payments to these freelancers (see. Revenue streams below).

Marketing Program

Differentiate yourself in the local market as a tech-savvy agency backed by a leading global technological platform.

- We publish your content at least quarterly through our marketing channels.
- We may co-present with you at major industry events.

If you are an LSP:

- We list you in the Smartcat Agency Marketplace among other selected partners.
- We recommend you to other LSPs and end customers looking for vendors in your region or specialization.

* This requirement is for language service providers only.

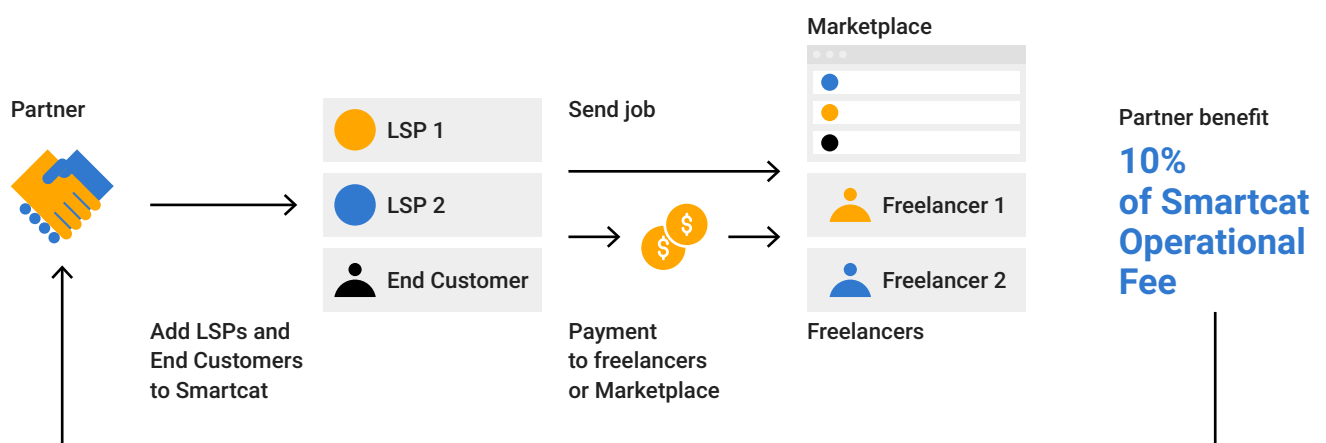
Special Offerings

- Up to 20% discount on payout fees.
- Up to 30% discount on subscription fees.
- Training program.
- Support from the Smartcat team at the pre- and post-sale stages.

Revenue Streams

1. Make money by bringing LSPs and end customers to Smartcat.
2. Add your freelancers to Smartcat and get paid when:
 - a. Someone hires your freelancers;
 - b. Your freelancers invoice their customers;
 - c. Your freelancers buy from the Smartcat App store.

Make money by bringing LSPs and end customers to Smartcat



Payment automation: When you refer an LSP or end customer who decides to automate payments with their freelancers using Smartcat, you earn every time they make payouts to their suppliers. You are entitled to a 10% share of the Smartcat operational fee, which is usually between 3 and 8% of that customer's total spending on the platform.

Marketplace: When you refer an LSP or end customer who automates their translation projects in our ecosystem, you will earn every time they use the Smartcat Marketplace and assign a task to a freelancer or a translation agency. You are entitled to a 10% share of the Smartcat operational fee, which is usually around 10% of that customer's total spending on the Marketplace.

The operational fee sharing terms are valid for a period of at least 36 months and may be prolonged subject to a separate agreement.

Make money by adding your freelancers to Smartcat

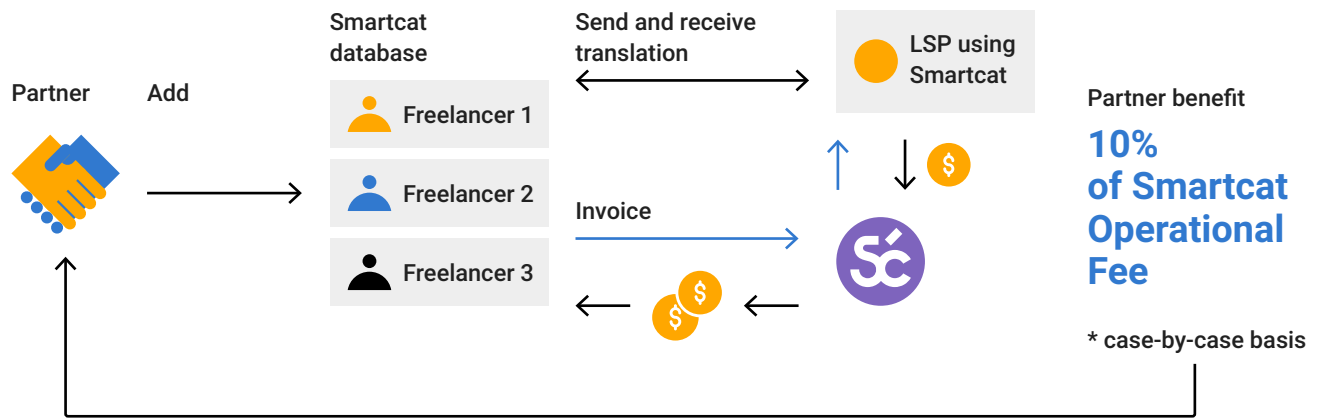
a. Someone hires your freelancers



This scenario works best when you add experienced freelancers and leave positive and accurate feedback in their profiles. In this case, their ranking goes up immediately and other users are more likely to hire them. You will start generating some operational fees from each of the jobs they get in the Marketplace. To increase visibility of your best freelancers, you can ask your customer success manager to add a "Verified by [YOUR LSP NAME]" badge to their profiles. These profiles will attract a lot of attention quickly, plus we will write about it in our blog, press releases and email campaigns, attracting even more users. You will also gain exposure for your brand in front of a large audience of end customers and larger LSPs.

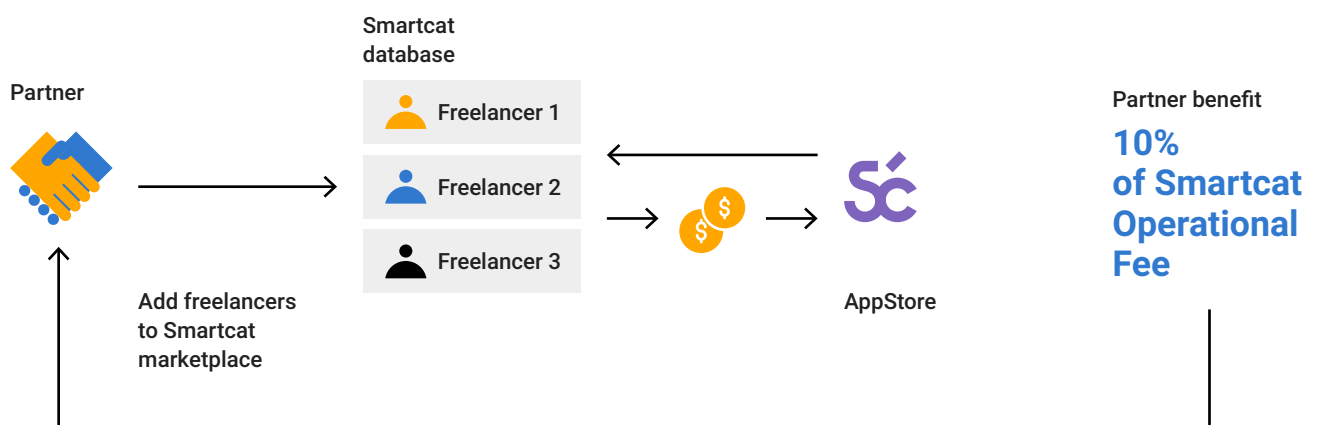
Be aware that if you add positive feedback to freelancers providing poor quality translations, it could have a negative impact as users will become disappointed quickly and the freelancers will lose their rank, and you may also damage your brand reputation by doing so.

b. Your freelancers invoice their customers



Your freelancers can invoice their other customers using the Smartcat Payment Automation Solution – any freelancer can invoice anyone, be they LSPs, end customers, or other freelancers. Invoices are generated on behalf of Smartcat or its partners in different countries and with different currencies. Smartcat charges a small service fee for that, usually on payments made to the ecosystem and then about the same amount on withdrawal and then about the same for withdrawal. A seller who added these freelancers to the ecosystem is entitled to operational fee sharing.

c. Your freelancers buy from the Smartcat App store



Any freelancers who have profiles on the Smartcat Marketplace can buy third-party services from Smartcat Partners, which are available from the [App Store](#). This includes MT services which are used quite often. So, you can have a share of Smartcat's operational fees when such services are bought by freelancers added by you.

- You are entitled to a 10–15% share of the Smartcat operational fee, which is different in all three cases. The lowest is around 3–5% of the total amount of money paid (in *Section b*). It is usually around 10% for *Section a* and maybe 20–50% for *Section c*. Smartcat provides you with a transparent operational fee sharing report every month for all the freelancers, so

you will know how much you and Smartcat earned from each payment made to or from the freelancers added by you.

- The basic share for referral of a freelancer to the Marketplace will be 10% of Smartcat's fee, and it goes up to 15% for those freelancers with a "Trusted by [YOUR LSP]" badge.
- Up to an additional 10% share is possible for all types of payments in the Smartcat ecosystem if you can be the party collecting operational fees from users via regular bank transfers through your local legal entity and in the local currency.
- The operational fee sharing terms are valid for 36 months.

Estimation of operational fees

For your convenience, Smartcat shares a draft calculation of estimated operational fees broken down for each major value. You can use [this document](#) as a basis for ROI calculation and setting KPIs to dedicated sales people from your team during the project kick-off.

Contact us

Don't hesitate to contact us with your questions.

Smartcat Partner Team

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