

## The 'translation' of the Demobiz Terms

- 2 wide, 10 deep non-recycling matrix
- 12 member types: Affiliate Reseller, Affiliate Reseller 1, Affiliate Reseller 2... Affiliate Reseller 12
- \$89 monthly recurring membership fee
- \$20 commission to sponsor, first and all recurring transactions
- \$5/level upline commission, first and all recurring transactions
- Must have a personal volume of \$89 to start earning commissions (to initially qualify), meaning that \$89 must have been processed either by member or he/she must have signed 1 person up who paid \$89
- Each Affiliate Reseller is considered a higher level
- Only qualified members advance
- Can only advance 1 level up
- With each level advancement, a new position is created in the matrix under themselves
- Advancement occurs only at the end of the month
- Following qualifications are to be met for advancement

Affiliate Reseller Level 1	\$89 PV	
Affiliate Reseller Level 2	\$178 PV	\$1,424 GV
Affiliate Reseller Level 3	\$267 PV	\$2,848 GV
Affiliate Reseller Level 4	\$356 PV	\$5,696 GV
Affiliate Reseller Level 5	\$445 PV	\$11,392 GV
Affiliate Reseller Level 6	\$534 PV	\$22,784 GV
Affiliate Reseller Level 7	\$623 PV	\$34,176 GV
Affiliate Reseller Level 8	\$712 PV	\$45,568 GV
Affiliate Reseller Level 9	\$801 PV	\$56,960 GV
Affiliate Reseller Level 10	\$890 PV	\$68,352 GV
Affiliate Reseller Level 11	\$979 PV	\$79,744 GV
Affiliate Reseller Level 12	\$1,068 PV	\$91,136 GV

**In reality, only the above part of this document was what we needed from the client.**

This is how we did this:

- **2 wide, 10 deep non-recycling matrix**
- **13 member types: Affiliate Reseller, Affiliate Reseller 1, Affiliate Reseller 2... Affiliate Reseller 12 + Pending Affiliate Reseller.**

This is necessary, because we need to start the member off in the program structure, but we need to have him a kind of a member type, that is not going to be receiving commissions.

- **\$89 shopping cart product, with a \$20 commission going to the Member (the person on whose site the product is sold), and an Upline commission of \$5 / level for all 10 levels. All of the transactions are recurring monthly.**

Cannot use Membership fees, as the Affiliate Reseller is not forced to pay a membership fee. An Affiliate Reseller can simply start recruiting and earning commissions for free. This also gives more freedom in the amounts and transactions for future changes to this membership fee.

- **12 triggers, each of them advancing a member type from one level to the next.**

1. 'When Affiliate Reseller Level 11 qualifies for level 12 -> qualify Affiliate Reseller'
2. 'When Affiliate Reseller Level 10 qualifies for level 11 -> qualify Affiliate Reseller'
3. 'When Affiliate Reseller Level 9 qualifies for level 10 -> qualify Affiliate Reseller'
4. 'When Affiliate Reseller Level 8 qualifies for level 9 -> qualify Affiliate Reseller'
5. 'When Affiliate Reseller Level 7 qualifies for level 8 -> qualify Affiliate Reseller'
6. 'When Affiliate Reseller Level 6 qualifies for level 7 -> qualify Affiliate Reseller'
7. 'When Affiliate Reseller Level 5 qualifies for level 6 -> qualify Affiliate Reseller'
8. 'When Affiliate Reseller Level 4 qualifies for level 5 -> qualify Affiliate Reseller'
9. 'When Affiliate Reseller Level 3 qualifies for level 4 -> qualify Affiliate Reseller'
10. 'When Affiliate Reseller Level 2 qualifies for level 3 -> qualify Affiliate Reseller'
11. 'When Affiliate Reseller Level 1 qualifies for level 2 -> qualify Affiliate Reseller'
12. 'When Pending Affiliate Reseller qualifies for level 1 -> qualify Affiliate Reseller'

These triggers are run once via an automated script on the first of the month, and they all look back at the previous month. They each go through the database, look at the member and see what kind of a member type he/she is (Affiliate Reseller Level 1,2,3,etc). When the member type is determined, the trigger that matches the particular member type is run on the member. The trigger checks the member for the qualifications stored in the trigger. If the qualifications (has enough PV and GV) are met, then the trigger is fully executed and the member advances to the next level. Since the triggers are run once a month and executed backwards, there is no chance that a member can advance more than one level at a time.

The PV and GV qualifications are more easily counted, if they are converted into commission amounts. This is how we converted them:

$\$89 \text{ PV} = \$20 \text{ in Member commissions}$

This means that if either the Affiliate Reseller has purchased the membership him/herself, then he/she will have earned \$20. This \$20 is more easily traceable. This also means that his Personal Volume was \$89.

$\$178 \text{ PV} \ \& \ \$1,424 \text{ GV} = \$40 \text{ in Member commission} + \$320 \text{ total of Member commissions earned in the downline of the Affiliate Reseller}$

The \$40 in Member commissions is obvious.  $2 \times \$20 = \$40$

The \$320 came from  $\$1424 / \$89 = 16$  . Then  $16 \times \$20 = \$320$

We simply looked at the total volume of Member commissions earned in the downline, which if equaled \$320, then it means that the total downline volume was \$1424.

When both these criteria are met, the trigger completes execution and advances the member one level.

The other triggers worked with the same calculations and idea behind them.

All of these triggers were customized.

- **With each level advancement, a new position is created in the matrix under themselves**

We simply created all the Affiliate Reseller member types with the attribute of a position in the matrix. This means, that whenever an Affiliate Reseller changed into another Affiliate Reseller type, they got a new position in the matrix.

- **advancement occurs only at the end of the month**

A small custom script was written, which runs in the crontab, on the first of the month and executes the triggers.

- **only qualified members advance**

The triggers took care of this.

- **can only advance 1 level up**

Again, the triggers and the fact that we execute them backwards took care of this.

- **\$89 monthly recurring membership fee. Not compulsory for placement in matrix.**

Simple shopping cart product with a Member and Upline commission attached to it.

- **following qualifications are to be met for advancement**

Here is the converted chart. We took care of this before hand, and put the fixed amounts into the triggers. The triggers don't calculate this on-the-fly.

	Volume		=	Commission	
	Personal	Team		Member	Downline
Affiliate Reseller Level 1	\$89 PV		=	\$20	
Affiliate Reseller Level 2	\$178 PV	\$1,424 GV	=	\$40	\$320
Affiliate Reseller Level 3	\$267 PV	\$2,848 GV	=	\$60	\$640
Affiliate Reseller Level 4	\$356 PV	\$5,696 GV	=	\$80	\$1280
Affiliate Reseller Level 5	\$445 PV	\$11,392 GV	=	\$100	\$2560
Affiliate Reseller Level 6	\$534 PV	\$22,784 GV	=	\$120	\$5120
Affiliate Reseller Level 7	\$623 PV	\$34,176 GV	=	\$140	\$7680
Affiliate Reseller Level 8	\$712 PV	\$45,568 GV	=	\$160	\$10240
Affiliate Reseller Level 9	\$801 PV	\$56,960 GV	=	\$180	\$12800
Affiliate Reseller Level 10	\$890 PV	\$68,352 GV	=	\$200	\$15360
Affiliate Reseller Level 11	\$979 PV	\$79,744 GV	=	\$220	\$17920
Affiliate Reseller Level 12	\$1,068 PV	\$91,136 GV	=	\$240	\$20480