








Channel Partner Program

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Agenda



1. *Ecwid Facts*
2. *Why Ecwid? For your customers*
3. *Why Ecwid? For you*
4. *Channel Partner Plans*
5. *Examples*
6. *Summary*

-  **SEOnounou** I Love the @ecwid Free shopping Cart for WordPress, really impressive and easy to use. U must try it.
6:32 PM Nov 3rd via TweetDeck
-  **EngagingSites** @ecwid THE fastest, most amazing cart/store out there. AJAX-powered baby! Not an infomercial, just props from a very happy repeat client.
9:41 AM Nov 1st via The Engaging Sites Website
-  **lifassociates1** @ecwid What a great product!
9:39 AM Oct 28th via web
-  **TaxNerdAtPlay** Extremely impressed with @ecwid ... super easy to work with in WP, and outstanding support on Twitter. kudos!
8:39 AM Oct 14th via HootSuite
-  **MADinMelbourne** really loving @ecwid for shopping software... ha, even I can change code for a floating bag! Great support from the team ✓
2:47 AM Oct 10th via web

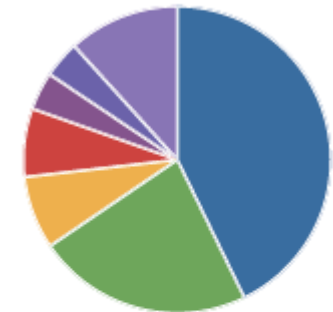


Ecwid facts



- ✓ Launched September 2009
- ✓ 100,000+ existing accounts
- ✓ 600% Annual Growth
- ✓ Global user base from 174 countries
- ✓ Internationalised with 37 languages available
- ✓ World's only 100% AJAX store builder
- ✓ Integrates anywhere in just 5 minutes
- ✓ Sell on the *web*, *social* networks and *mobile* devices
- ✓ Ecwid is the no.2 e-commerce application on Facebook!

Ecwid Users



USA	— 43%
EU	— 23%
Russia	— 7%
UK	— 7%
Canada	— 4%
Australia	— 4%
Other	— 12%

Awards:

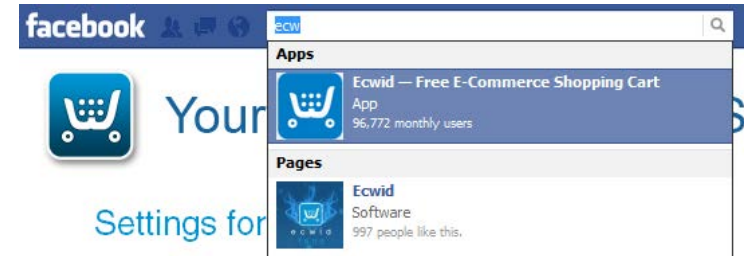
- Finalist of “The Next Web 2010” in Amsterdam
- Winner of “Business-project 2010” contest, sponsored by Google and Forbes Russia



Why Ecwid? For your customers



- ① Easy integration with any existing site in minutes
- ② Can be mirrored on many sites at the same time.
- ③ Multiple store fronts with a single control panel
- ④ Integration with social networks. Run your own store on Facebook, myspace and many others
- ⑤ Simple to use and maintain. Both for the store owner and their customer
- ⑥ Lightning fast. Next-gen technologies make Ecwid much faster than usual shopping carts regardless of which hosting service you use
- ⑦ Seamless upgrades, You just wake up one day and enjoy new features
- ⑧ And more than 100 other features



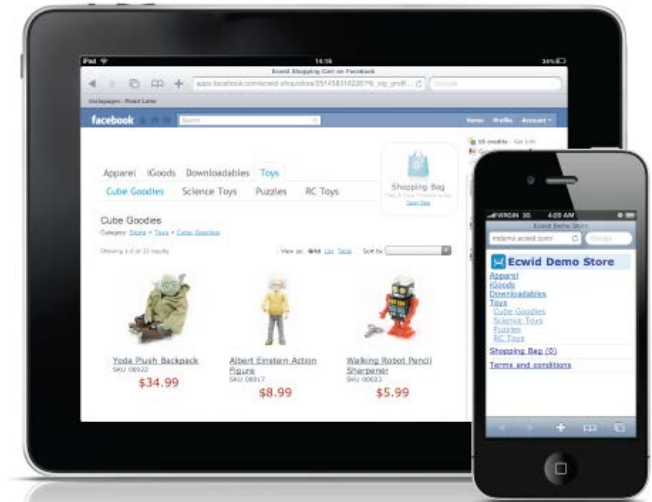
And any other site...



Why Ecwid? For you



- ① Easy integration with your existing hosting control panel
- ② 100% white label solution
- ③ Clear upgrade path to paid packages
- ④ Further monetize existing customers
- ⑤ Easy integration with existing site builders/CMS Systems
- ⑥ No upgrade costs, you always have the latest version automatically
- ⑦ Fully scalable, powered by Amazon EC2
- ⑧ Flexible license costs
- ⑨ Simple 3rd Party integration
- ⑩ APS Wordpress/ecwid Package





Channel Partner Plans

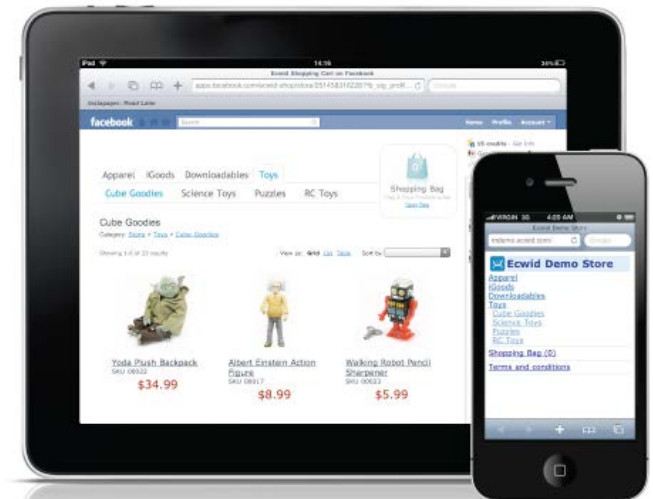
Channel partner plans



Program Components	Bronze Partner	Silver Partner	Gold Partner
Plan Benefits			
Account Management API	✓	✓	✓
Single Sign On	-	✓	✓
Mention on Ecwid web sites	-	-	✓
1 mo. free trial for end users	-	✓	✓
Co-branding	✓	✓	✓
White Label	-	✓	✓
SLA	-	-	✓
L2 tech support for staff	✓	✓	✓
Staff Training	-	-	✓
WL Knowledgebase	-	✓	✓
Sales & Marketing Support	-	✓	✓
Roadmap Access	-	-	✓

Our Channel Partner program is tailored for ISPs, Telco's and web site builder companies to enable you to quickly and simply offer a turnkey e-commerce solution for your end users. Some of the Key benefits include:

- Easy integration with your existing control panel
- 100% white label or co-branded solution
- Further monetize your existing customer base
- Easy integration with existing site builders/CMS Systems
- No upgrade costs, seamless upgrades
- Fully scalable, powered by Amazon EC2
- Flexible licensing options
- Simple 3rd Party integration



Channel partner plans



Plan Components	Ultralight	Light	Medium	Advanced
Plan Benefits				
Products	50	100	500	10000
Storage*	150 MB	200 MB	500 MB	3 GB
Bandwidth*	3 GB	5 GB	10 GB	20 GB
Basic affiliate features	-	✓	✓	✓
Option combinations	-	✓	✓	✓
All other features of Ecwid paid accounts	✓	✓	✓	✓
CDN	-	✓	✓	✓

Our plans are preconfigured into four packages providing you with an easy to understand upgrade structure with triggers predefined.

*) Bandwidth and store limits are for Ecwid e-commerce widgets only. Bandwidth for customers' web sites sources from and is provided by partner. Ecwid is a 100% AJAX solution and uses less bandwidth than other e-commerce products.

The license costs per plan are dependant upon the partner level as per below:

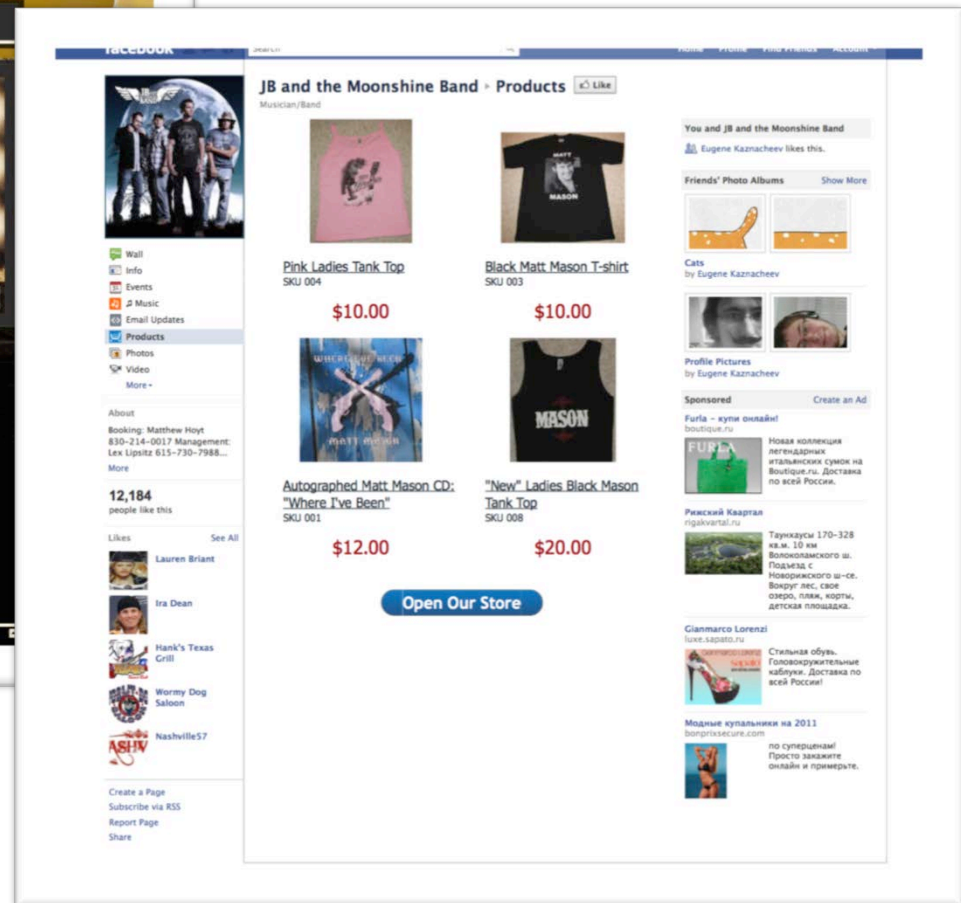
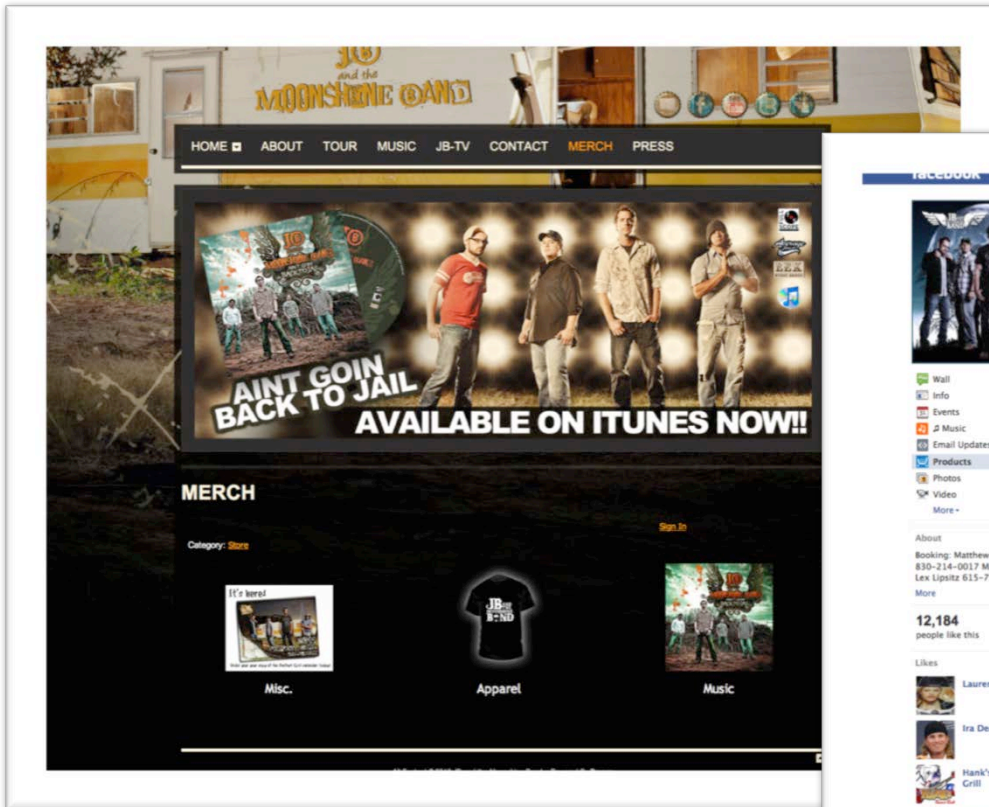
Ultralight account price (per month)	n/a	n/a	free
Light account price (per month)	\$12	\$10	\$7
Medium account price (per month)	\$20	\$17	\$12
Advanced account price (per month)	\$45	\$37	\$25
Plan Components	Bronze	Silver	Gold






Examples of Ecwid in Action

Example: <http://www.jbandthemoonshineband.com>



http://www.facebook.com/JBandtheMoonshineBand?sk=app_251458316228




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Store

Classic Collection
Category: [Store](#) > [Gourmet Baskets](#)



Shopping Bag
Drag & Drop Products to Me
[View Bag](#)



\$70.00

Quantity

Single Basket
 3 Basket Set - Save \$20 (+\$150.00)

Personal Note (Optional)

Qty

[Add to Bag](#)

Powered by Ecwid

This elegant basket comes beautifully packaged with an assortment of edible delights. Made for sharing, the Classic Collection is chock full of goodness.

Contents: Lady Walton's Amaretto Wafer, Sesame Crackers, Tomato & Basil Cheese Spread, Colombian Coffee, Roasted Almonds, Brown & Haley Cashew Roca, Snack Mix, Milk Chocolate Truffles, Guylian Chocolates, Ghirardelli Dark Chocolates, Honey Mustard Pretzels, Chocolate Fudge and World's Finest Double Chocolates.

Popular Baskets

- * [World of Thanks](#)
- * [Lasting Impression](#)
- * [Gourmet Snacker](#)

Gift Basket Tips

- * [How to Select the Perfect Basket](#)
- * [The Making of a Gift Basket](#)
- * [Great Reasons to Give Gift Baskets](#)

Lemon Truffle Store

- * [Frequently Asked Questions](#)
- * [Shipping Information](#)
- * [Customer Service](#)

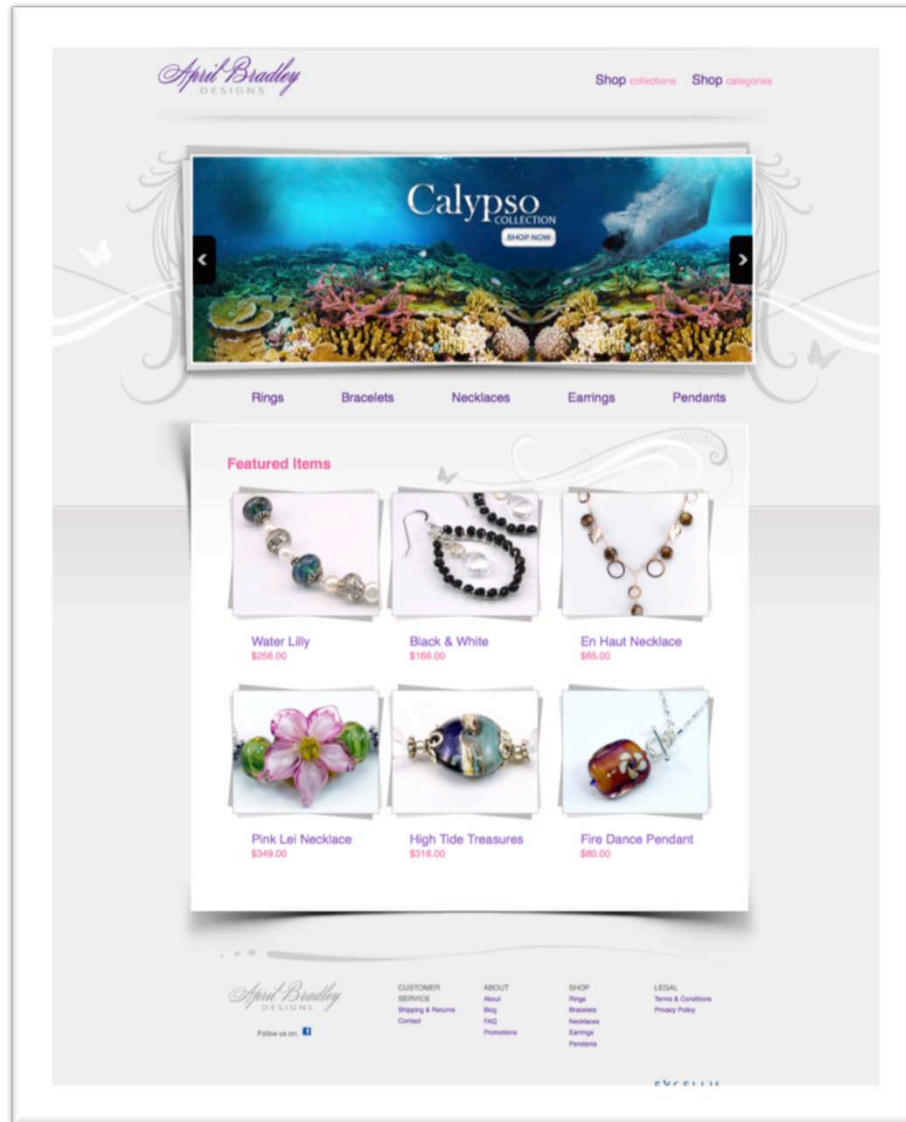
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The screenshot displays the Mercado Joomla! store interface. At the top left is the 'MERCADO' logo with a blue flower icon. A navigation menu includes 'Home', 'Features', 'Extensions', 'Tutorials', 'Styles', 'JI Stuff', and 'Ecwid'. A search bar and a 'Sign In' button are also present. The main content area shows a category page for 'Store' with six product categories: Digital SLRs, Compact Cameras, Video Cameras, Lenses, Camera Bags, and Tripods. Each category is represented by an image and a text label. A blue information box states: 'ECWID is a FREE shop extension, easy to use and manage, with template styling.' At the bottom, there are two sections: 'ECWID Demo Store Information' and 'RokECWID Component', each with a 'More Information' button. The footer includes the 'RocketTheme' logo.



Example: <http://www.aprilbradley.com>





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Love professor

Our Love Professor mix is a sensual blend of modern love songs guaranteed to get hips swaying and tears dropping. Let your mind drift into a lustful frenzy as you explore the wisdom of the love professor.

Each song below can be purchased for \$75 each.

This is Song Number One - by jonmo and the furious 5

Vocal Version	Instrumental Version
Add To Bag	Add To Bag

This is Song Number Two - by david hall and the telephone books

Vocal Version	Instrumental Version
Add To Bag	Add To Bag

contact: hello@epictunes.com © 2011 Copyright Epic Tunes. All Rights Reserved. **Epic Tunes**

explore other mixes

- Flavors of Folk
- Fresh Ambience
- Poppy Seeds

see an example



Summary



- 1. Instantly deployable ecommerce solution*
- 2. Easily integrated with all of your existing portfolio*
- 3. Low overhead, high return on investment*
- 4. Easy to use, low support requirements*
- 5. Freemium model, high customer adoption*
- 6. Manage multiple stores from one control panel*
- 7. Seamless upgrades, zero downtime*



More Information



Official ecwid site:	www.ecwid.com
Ecwid demo store:	www.ecwid.com/demo-frontend.html
Twitter users write about ecwid:	twitter.com/ecwid/favorites
Ecwid news blog:	www.ecwid.com/blog/
Ecwid forums:	www.ecwid.com/forums/
Ecwid knowledge base:	kb.ecwid.com/
Ecwid 101. A brief guide for new users:	www.ecwid.com/ecwid-101.html

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