

Partnership Program

Program Overview



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The Energous Partnership Program is designed to foster mutually beneficial collaborations with businesses, organizations, and individuals interested in promoting wireless charging and power solutions. Through this program, partners will gain access to resources, support, and incentives to drive adoption and market growth of Energous' innovative wireless charging technologies.

Benefits for Partners:

1. Access to Cutting-edge Technology: Partners will gain early access to Energous' latest wireless charging products and technologies, allowing them to integrate these solutions into their offerings.

2. Market Development Support: Energous will provide partners with a marketing kit, promotional materials at event booths, joint PR and customer email announcements, and other marketing support.

3. Technical Assistance: Partners will receive technical training, development tools, and support to facilitate seamless integration of Energous' technology into their products or services with Platinum partners receiving up to 20 hours of live training, Gold partners up to 10 hours, and Silver partners initiation training.

4. Lead Generation: Energous will collaborate with partners to generate leads and explore potential business opportunities together.

5. Co-Marketing Opportunities: Joint marketing efforts, such as webinars, trade shows, events, and co-speeches at industry events, will be organized to enhance brand visibility and market reach. Platinum partners will be featured in Energous paid marketing ads.

6. Incentive Programs: Energous will offer competitive incentives, including volume-based discounts and rewards, to reward partner performance. Platinum partners receive a 5% discount, Gold partners get 5% off for deals over \$1 million, and Silver partners get 3% off for deals between \$300k and \$500k.

Partner Categories:

The Energous Partnership Program welcomes various types of partners, including:

- 1. Technology partners:** Companies that design and provide technologies that can utilize the Energous wireless power over distance technology to provide a platform for wireless power adoption.
- 2. System Integrators:** Organizations specialized in providing integrated solutions that can incorporate Energous' wireless charging technology.
- 3. Resellers and Distributors:** Companies interested in selling Energous' wireless charging solutions as part of their product portfolio.
- 4. Industry Alliances:** Collaborating with industry associations and standards organizations to promote wireless charging adoption.

Partner Program Tiers:

The Energous Partnership Program offers tiered levels based on the partner's commitment, performance, and level of engagement. Partners can enjoy a wide range of benefits that enhance as they move up the tiers. The tiers are categorized as Bronze, Silver, Gold, and Platinum.

- 1. Bronze Partner:**
 - Perfect for businesses looking to explore the benefits of wireless charging technology and gain a competitive edge in the market.
 - Benefits include listing logo/spotlight material page on the Energous website, initiation training online, quarterly technical support calls, and access to online/pre-recorded training materials.
- 2. Silver Partner:**
 - Ideal for organizations seeking to enhance their product offerings and customer satisfaction through the integration of innovative wireless charging solutions.
 - Additional benefits include a 30% discount on demo kits, monthly technical support calls, and design support.

3. **Gold Partner:**

- Suited for partners aiming to establish themselves as industry frontrunners by actively promoting and deploying cutting-edge Energous wireless charging technologies.
- Gold partners enjoy a 30% discount on demo kits, live training up to 10 hours, promotion in event booths, joint PR and customer email announcements, joint case studies, joint webinars, co-exhibiting at events, bi-weekly technical support calls, customized solution support, and design support.

4. **Platinum Partner:**

- Reserved for industry leaders who want to shape the future of wireless charging, drive market growth, and be recognized as pioneers in wireless charging innovation.
- Platinum partners receive exclusive benefits, including a free demo kit, live training up to 20 hours, promotion in event booths, joint PR and customer email announcements, joint social promo, joint case studies, joint webinars, co-exhibiting at events, co-speech at industry events, featured in Energous paid marketing ads, 5% discount on Energous products, onsite partner/customer support, design support, customized solutions, and weekly technical support meetings.

By joining the Energous Partnership Program and advancing through the tiers, partners can unlock new opportunities, enhance their market presence, and enjoy a wide array of exclusive benefits that support their business growth.

How to Join:

To become a partner in the Energous Partnership Program, interested parties can fill out an application form on the Energous website. The applications will be reviewed, and qualifying partners will be contacted to initiate the onboarding process.

Program Guidelines:

Partners in the Energous Partnership Program are expected to adhere to certain guidelines, including:

- 1. Quality Assurance:** Ensuring the quality and reliability of products and services that integrate Energous' wireless charging technology.
- 2. Brand Representation:** Promoting Energous' brand responsibly and professionally.
- 3. Ethical Conduct:** Conducting business with integrity, honesty, and transparency.
- 4. Compliance:** Complying with all relevant laws, regulations, and industry standards.
- 5. Communication:** Maintaining open communication channels with Energous and actively participating in partnership activities.

The Energous Partnership Program aims to foster a thriving ecosystem of partners who can collectively drive the adoption of wireless charging solutions. By collaborating with innovative companies and industry players, Energous aims to create a future where wireless charging is ubiquitous, making charging as effortless as breathing.