

Memorandum of Understanding

This MoU is an understanding document between the Principle (Stay Blessed Pvt Ltd) and the Partner (CODE) that would be represented by the authorised signatories.

Purpose:

The Purpose of the MoU is to define the nature of agreement including roles and responsibilities of each party

Objective:

To build a channel to increase the sale of the “BeSerene” offering’s and product’s sales in the domestic and international market keeping in mind the B2B2C approach

Action Steps:

Strategies are defined in terms of go-to-market by Principle which the Partner would follow and create an on-going manner that would be monitored regularly on a weekly, quarterly, half-yearly and yearly basis.

Activities would include marketing, sales and other promotional activities that would be defined and executed

Programs of promotion from the point of view of the BeSerene app would be defined by the Principle from time to time that would have to be followed by the Partner. For example, currently the “BeSerene” rapid and the “BeSerene Enterprise” are being bundled together as an offering to the corporate customer.

Services would also be defined clearly by the Principle that would have to be followed by the Partner.

Measurement:

The success of the partnership would be defined based on the sales revenue being generated through the partner channel that would be measured on a monthly basis.

Offerings:

The current set of offerings from the Principle are as follows for the time being:

a) BeSerene Short Webinar: This is 1 hour long online webinar that we offer to explain about the unique approach we have that combines the "Spiritual" and the "Psychological" approach for managing Stress and Anxiety. Although this is a paid activity, this can be given free as a lead generator for the first month of the Partnership Agreement.

b) Half a day webinar: This is a paid session that is also online with certain interactivity sessions that talk of both the "Spiritual" and "Psychological" approach with a set of activities and interactions with the participants so they get a taste of how it would feel to internalize our solution BeSerene into their lives

c) BeSerene Rapid: Rapid-fire and intensive two APPs one on the "Psychological" coursework and the other on Spiritual course work. Both typically teaches a lot in 2 to 3 days to participant., This becomes most relevant in the current situation of COVID 19 to take care of stress. These rapid tasks are elaborated in habit forming manner in BeSerene Enterprise. Hence, we recommend selling these two offerings as a bundled offer. Nothing prevents them to be sold as separate offering as well. HR or

corporate admin of this app will have a back end and will get insights and usage of the app to make out who are the leaders in adoption and who are the lagers

d) BeSerene Enterprise: This is the full-fledged habit-forming app that will be used by users along with dashboard to corporate admin and where report is available on the progress of a user each day and on completion of the course. Several additional features of technology and personalization are there like integration to an Apple or Android Fitness band is supported, Remote interaction with the coach or in-house councillor is supported, you can add Symptoms and Pain point so that you are not exposed to harsh exercises or routine that can harm you, and many more like an AI based Chatbot, messaging framework, profile, preferences etc. This is a vast, comprehensive and habit-forming app.

Roles and Responsibilities:

Srl No	Description	Role	Responsibility	Remarks
1	Sales Effort	Partner	Partner	Principle will monitor progress regularly
2	Order Booking	Partner	Partner	Principle will monitor progress regularly
3	Payment Collection	Partner	Partner	Principle will monitor progress regularly
4	Partner Training	Principle	Principle	Principle will report progress regularly
5	End User Training	Partner	Partner	Principle will monitor progress regularly
6	Target Achievement	Partner	Partner	Principle will monitor progress regularly
7	Upgrade and App Support	Principle	Principle	Principle will monitor progress regularly

Validity:

This MoU would be valid for 1 year, but the Partner Agreement would have precedence over this MoU