



**Starin- Envivio Mindshare Market Maker's Program
Opportunity Registration Process**

The Envivio Market Maker's Program is designed to reward & compensate a reseller who in the process of presenting Envivio Mindshare meets the following criteria:

1. Is an authorized Starin/Envivio reseller in good standing.
2. Participates in the development of the opportunity by meeting with the potential customer "in person".
3. Schedules & conducts an "on-site" demonstration of Envivio Mindshare as a part of the opportunity development process.
4. Participates in the opportunity with Envivio Mindshare as the primary solution over competitive alternative solutions.
5. Is the first to identify the sales opportunity with *all* of the following data having been supplied:

End user company name: _____

Project description: _____

System to propose: _____

Contact at End User: _____

Contact's Title: _____

Other decision makers in the process: _____

Project Address: _____

Phone Number: _____

Date of first contact: _____

Date of in-person meeting: _____

Projected date of delivery: _____

Scheduled date of Mindshare demonstration: _____

Benefits of Envivio Mindshare Market Maker's Program: 25% discount off MAP from Starin Envivio Mindshare Reseller Price list for the opportunity identified in the "Opportunity Registration Process".

Notes:

1. Mindshare Opportunity Registration will expire 6 months from registration date unless otherwise extended by Starin Marketing, Inc.
2. This process was designed to reward effort on behalf of Envivio Mindshare for a specific opportunity & those actions necessary to deliver a solution. It is not designed to register multi-department, multi-location or multi-national companies. Blanket registrations are void.
3. Decisions regarding Opportunity Registration will be made by Starin with input from Envivio and those decisions are final.
4. Starin has the right to deny fulfillment of a prior approval, if the information provided becomes incorrect, whether due to intentional or unintentional circumstances.
5. Starin can not 100% guarantee that only a single registration would be approved. In that event, Starin has the sole discretion to ascertain the first priority registrant to earn the reward or may elect to award both parties.
6. The information provided is in the strictest confidence and will be used for general forecasting purposes to Envivio.

Starin/Envivio Market Maker DEALER _____

Contact _____ date _____