cloud & commerce

Referral Partner Programme

Introduce the next growth opportunity.

Email: support@cloudandcommerce.com

Website: www.cloudandcommerce.com

Referrals: cloudandcommerce.com/referral-partners

Subject to Cloud & Commerce Referral Partner Programme Terms

Who Cloud & Commerce Supports

SaaS, AI, data, CX, commerce and retail technology vendors entering or expanding in the UK.

- We support SaaS, AI, data, CX, commerce and retail technology vendors entering or expanding in the UK.
- C&C m1anages qualification, commercial terms, contracting, delivery and ongoing client ownership.
- Referral Partners are rewarded for introducing qualified vendors that become signed, paying C&C clients.

Who We Are Looking For

Trusted connectors, advisors, agencies, operators and ecosystem partners with access to founders, CEOs and commercial leaders.

- You know credible SaaS or technology vendors.
- You can make warm, senior-level introductions.
- You understand when a vendor is exploring UK growth.
- You value a clear, professional referral process.

How the Programme Works

A simple referral route with clear eligibility, ownership and payment rules.

- Register the opportunity
- C&C confirms referral eligibility
- Make a warm introduction
- Vendor completes the C&C discovery form
- C&C qualifies, contracts, delivers and pays referral reward on collected revenue

Referral Reward

10% of the recurring monthly C&C retainer received for the first three paid months.

Example:
£4,000 monthly retainer
Month 1: £400
Month 2: £400
Month 3: £400
Total reward: £1,200

What Makes a Qualifying Referral

A qualifying referral is normally:

- A SaaS, technology, AI, data, CX, commerce or retail technology vendor.
- Considering UK entry, validation or expansion.
- Introduced through a Founder, CEO, C-suite or senior commercial lead.
- Not already in C&C's pipeline.
- Accepted by C&C in writing.
- Minimum expected C&C engagement: £2,000 + VAT per month, with a six-month initial term.

What C&C Manages / What Partners Do

Simple roles. Clear ownership

Cloud & Commerce manages:

- Qualification and fit assessment
- Commercial terms and pricing
- Contracting and onboarding
- GTM delivery and governance
- Client ownership and account control

Referral Partner supports:

- Identifying relevant vendors
- Providing relationship context
- Making warm senior introductions
- Helping the introduction start well
- Staying available where helpful

Referral Partners do not negotiate, price, contract or commit on behalf of C&C.

What Is Not Included

The programme rewards successful introductions, not ongoing account ownership.

- No reward is payable until the client signs and C&C receives cleared funds.
- Rewards exclude VAT, expenses, third-party costs, refunds and pass-through charges.
- Rewards do not apply to renewals, upsells, future scopes or non-recurring fees unless separately agreed in writing.
- Referral Partners do not receive account ownership or ongoing commission rights.
- C&C must accept the referral in writing before substantive commercial discussions begin.

Registering a Referral

A simple process to protect the introduction.

- Submit the referred company through the C&C Referral Partner form.
- Include company, contact and opportunity context.
- C&C reviews the opportunity and confirms acceptance or decline.
- Once accepted, the vendor completes the C&C discovery form.
- A warm introduction follows once the opportunity is properly registered.
- WhatsApp can be used as a conversation starter, but referrals must be registered through the form to qualify.

How to Get Started

Introduce the next UK growth opportunity.

- Think of SaaS or technology vendors in your network considering UK growth.
- Register the opportunity using the Referral Partner form.
- Wait for C&C to confirm referral eligibility.
- Make a warm senior-level introduction.
- C&C leads the commercial process from there.

Register a referral:

www.cloudandcommerce.com/referral-partners

Referral rewards are subject to the Cloud & Commerce Referral Partner Programme Terms.

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OPPORTUNITIES DON’T HAPPEN. **WE HELP YOU CREATE THEM.**

Let’s start the conversation:
support@cloudandcommerce.com

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