Summaries - H2 2025 DEEP Circles Half-Yearly Reports

Onboarding Circle Summary Report

Onboarding Circle designs onboarding processes, identifies and addresses barriers to onboarding, creates space for the Circles community to reflect on how we work, and supports "onboarding" as a continuous, ongoing process.

In H2 2025, our core activities were:

- We collaborated across several circles on developing the new web-based recruitment process (including entry-level tasks and trial periods);
- We worked with Data Analytics on user-testing of proposal submission;
- We explored the way we work (task-based or role-based? what constitutes "feeling onboarded"? how do people feel about DF, and can they represent it as a visual image?) influences how we onboard.
- We began mapping onboarding flows in different parts of the ecosystem, to see where new onboarding resources might be needed, and to ensure things join up and people can move between roles in a connected ecosystem
- We started looking in depth at the community's principles and ethics, as a way of helping new people know what they are being onboarded to.

These last two pieces of work are things we plan to focus on in H1 2026. They will involve working in a more "project-based" way, in collaboration with other Circles and Workgroups. ,

Throughout, our approach has been "bottom-up", collating input from Circles about how they individually do onboarding; and we have refined our process of bringing questions back to the community for discussion, by using facilitated breakout rooms in All-Circles meetings, which has contributed to DF-wide conversations on how to encourage better participation in meetings.

Marketing Circle Summary - H2 2025

Operational Turnaround & Infrastructure Build

The Context (The H1 Heritage): We entered H2 with a Marketing Circle needing a few process improvements. Coordination wasn't based on data. There was little brand consistency, no content calendar, and an incomplete task tracking system. This way of operating resulted in a complete lack of technical proof and a value stream that was vulnerable to unmonitored tasks and hourly logging.

The H2 Intervention (The Work Done): To stop the collapse, we executed four critical stabilization tracks:

- **Brand Governance:** We enforced the Unified Brand Identity System (V1.0) and a strict Content Policy to end "narrative drift."
- **Fiscal Rigor:** We implemented Hard Hourly Caps and a Centralized Task-Tracking Framework to tie every billable hour to a specific asset.
- **Technical R&D:** We engineered a suite of Automation Bots (Pulse, UMatter, Trivia, telegram) and a Newsletter Intelligence workflow to decouple future growth from manual labor.
- **Operational Cadence:** Replaced ad-hoc meetings with a Biweekly Performance Audit to ensure 100% visibility into circle output.
- **Advocacy Strategy:** Designed the contributor's path to advocacy and deployed an earned media development strategy to increase reach.

The Reality Check (Strategic Trade-offs & Underperformance) This transition caused a spike in budget but a fall in retention.:

- **The $9,800 Agility Variance:** This overrun was primarily driven by the **absorption of high-priority, unbudgeted requests** (e.g., the Ideation Challenge, hackathons, Global event promotions etc..) into an already fully utilized production pipeline. To protect digital equity from algorithmic penalties, we maintained an 80% baseline of core operations; the resulting variance reflects the "Transition Tax" of intensive QA and retraining required to

align these spontaneous, high-pressure deliverables with new brand standards.

- **The Quality Paradox:** While our rigorous review flagged substandard content, it created a moral hazard in which some contributors relied on the safety net rather than taking primary ownership of their work.
- **The Technical Void (Strategic Prioritization):** In H2, we prioritized **Brand Authority and Acquisition** (LinkedIn +272%) over **Technical Retention.** The 40% drop in returning users and 60% drop in YouTube views are direct results of the absence of programmed "Rounds" or on-site activities. Some of our planned strategies for high traffic and retention were never implemented due to misalignment with management. Now that the Brand is stable, H1 2026 will focus on reactivating these retention engines.
- **Data Silos:** ROI remains technically "unverifiable" at the executive level because conversion data for regional hackathons and global events remains siloed in other circles. Poor UTM hygiene makes it impossible to accurately map the "Builder's Journey" from social discovery to platform utility.

The Outcome (The Impact): Despite these hurdles, the circle is now a professional unit rather than a simple group of freelancers.

- **Market Presence:** We achieved a **272% increase in LinkedIn engagement**, proving the new brand identity resonates with the market.
- **Advocacy Launch:** Successfully initiated the first phase of the advocacy strategy, establishing a clear contributor-to-advocate pipeline and laying the groundwork for earned media expansion.
- **Future Efficiency:** We have a **Production-Ready Bot Suite** for H1 2026, designed to cut manual coordination hours by 30%.
- **Audit Readiness:** For the first time, DEEP has a transparent audit trail of every marketing dollar spent, allowing us to possibly pivot to performance-based bonuses in 2026.

Operations Circle Summary (Outcomes & Impact)

Period: July–December 2025
Focus: Operational stability, tooling enablement, documentation, support systems, and cross-circle coordination.

Key Outcomes & Impact

- **Operational Infrastructure Strengthened**
  - Deployed and expanded core tooling across the ecosystem, including social sharing (Community Portal → X, Telegram, Discord), bonus payment request tools, support ticketing, and CMS initiation.
  - Successfully onboarded *all* members to the new Operations Portal, establishing a centralized operational backbone.
- **Awarded Teams Successfully Enabled**
  - Achieved ~90% contract signing and ~80% KYC completion for awarded teams.
  - Executed milestone payments and introduced USDC as an additional payout option, giving contributors flexibility in preferred tokens.
  - Launched weekly Open Support Calls and hosted Awarded Teams calls, improving responsiveness and collaboration.
- **Process Maturity & Documentation Growth**
  - Delivered key operational documentation: RFP playbooks, bonus request guides, Operations Charter, wallet/token guides, FAQs, and updated onboarding workflows.
  - Established clearer internal rhythms via recurring "What to note / What to do" communications and expanded the Deep Funding Manual.
- **Community & Governance Enablement**
  - Onboarded ~20 new circle members and supported All Circles coordination through Loomio, reporting systems, and internal communications.
  - Initiated analytics collaboration to build ecosystem dashboards and better understand engagement patterns, laying groundwork for data-informed decision-making.

- **Product & Platform Stewardship**
  - Acted as product managers for internal platforms and community infrastructure—coordinating frontend publishing, portal enhancements, membership syncing, and milestone visibility on the website.
- **Financial & Resource Efficiency**
  - Delivered H2 operations at **$18,482.60**, representing **92.4% budget adherence** against the approved amount.
  - Total effort logged: 1,848 hours across coordination, documentation, technical support, meetings, community website management, and async collaboration.

Strategic Result

We have evolved from being a primarily reactive coordination into a more systems-oriented function—becoming the **connective engine** of Deep Funding by translating strategy into execution, enabling payments and support flows, formalizing documentation, and establishing repeatable operational processes that now support decentralization and long-term ecosystem growth.

Events Circle Summary - H2 2025 Report

H2 2025 (July - December) Retrospective

Internal Process Improvements – Community Hubs

- Pratical creation and implementation of the process to manage Hubs monthly:
  - Review Process
  - Bi-Weekly Process
  - Metrics Capture Process
- Not as much automation as initially predicted, as we moved on to create community hub portal

Marketing Reach – Community Hubs

- Hug Pages in the Community Website
- Public Dashboard to track impact of the Hubs
- Townhall sessions highlighting the work of the Hubs

X Spaces Launch

- Launch of X Spaces with series Deconstructing AI (Bi-Weekly on Mondays)
- Unique, more educational format, that creates a solid professional reputation for Deep on X

Documentation Improvements

- Started a new system to organize documentation.
- This new System has been planned and is in initial stages of Implementation
- Allows us to identify missing information, keep documents updated, and keep documents organized so we can easily access them.

Community Hub Growth

Existing Hubs

- Creation of processes and frameworks for the evaluationof the 6 months of the Hubs
- Definition of desired performance metrics

- Planning and creation of next steps for the Community Hubs
- Everything is currently on Hold until we have a better idea of the Future of SNet and Deep Funding

New Hubs

- Create a framework and Processes for Open RFP for Community Hubs
- Reach out to High-potential Hubs
- Creation of Open RFP for Community Hubs
- Creation of new selection process for Open RFPs
- Waiting for Clarity on the New DEEP Strategy

Recruitment

- Mariam had the availability to take on documentation work so we delayed recruitment
- Later, we started recruitment to grow community hubs.
- We've created requirements, defined a list of people to reach out to and carried interviews.
- Waiting on Clarity on the DEEP strategy to understand if we should onboard new member.

Other Initiatives

In addition to everything we've planned, we ended up being involved in other initiatives we weren't initially expecting:

- **Spotlight Events** - We've carried additional events like spotlights for BGI, or additional sessions requested by Jan and Rafael Presa.
- **CRISP Ideation Event**
- **Community Hub in Hackathon Development** - Onchain Asia Hub helped Dev Outreach deliver the India Hackathon. Great Success to replicate in the future.
- **Collaboration between Hubs and Marketing -** See how Marketing can help Hubs, and how hubs can better market DeepFunding, and align with marketing strategy.
- **Deep Funding Year Book** - In Partnership with Marketing, we lead the creation of the Deep Funding Year Book
- **Deep Funding Series with Marketing** - video and Townhall education series
- **Community Hub Portal** - a Portal to manage Deep Fundign Community Hubs and facilitate information sharing and cross-collaboration between circles.

- **Event Dashboard** - Working with Data analytics we have improved our metrics tracking process for Events.

Community Hub Dashoard:
https://lookerstudio.google.com/u/0/reporting/d9bb5e10-5117-4e0c-80f0-0de78c608662/page/p_1h2ni09wtd

India Hackathon:
https://drive.google.com/file/d/1av6QW9lGMwXJGdn2zv34dNMBiWCS2tQv/view

Community Hub Pages: https://deep-communities.ai/community-hubs/

Events Metrics:

Challenges

- Defining the audience and the strategy
- Lack of Valuable Opportunities for the Target Audience
- Lack of Coordination with SNET and Deep Funding Team
- Specificity of Community Hub Work

Circle Plans for H1 2026

- **Open RFP for Community Hubs**
  - Launch RFP for Everyone
  - Review and Selection Process of Hubs
- **Onboarding New Community Hubs**
  - Onboard at least 2 New Hubs
- **Launch and Refinement of Community Hub Portal**
  - Initial testing of the Platform
  - Bugs, Refining, and Requests
  - Implementation of the Platform within the activities of the Hubs
  - Further Feedback Collection and Refinement
- **Refinement and Improvement of Documentation Process**
  - Finish new documentation migration and framework implementation
  - Reflect and refine the documentation framework and process after implementation
- **Events Maintenance and Improvement**
  - Keep executing our regular deep funding events:

- ■ Open All Hands
- ■ Townhall
- ■ X Spaces
  - ○ Refine strategy and implementation of the events based on the Marketing strategy and Deep Funding strategic priorities
- **Community Hub Management**
  - ○ Support Hubs in their Operations
  - ○ Review and Payment Support
  - ○ Reporting and Impact Evaluation
  - ○ Strategy alignment
  - ○ Connect Hubs to the DF ecosystem and other Circles and Initiatives.
  - ○ Set Frameworks and processes for the development of Hub activities
- **Implementation of New Opportunities for Community Hubs**
  - ○ Hackathon support and development alongside Dev Outreach and their strategy
  - ○ Live Awareness and initiatives around Deep Funding according to Dev Outreach Strategy
  - ○ Partnership framework for Deep Funding Partners
  - ○ Connection to Marketing circle for bigger combined reached and to explore Community growth synergies
  - ○ Ideation challenges support and Ideation Challenge Organization
- **Onboarding and Training of New Team Member**
  - ○ Onboard into Deep Funding
  - ○ Provide Background knowledge and training on Events Circle
  - ○ Mentorship support and task experimentation
  - ○ Onboarding into a specific responsibility
- **Alignment with Marketing Strategy and Potential Creation of a Fanbase Strategy**
  - ○ Coordination, collaboration and development of Marketing strategy for Deep Fundign alongside Marketing Circle and Dev Outreach
  - ○ Potential Fanbase focus from the event circle with creation of a strategy
  - ○ Test implementation of new activities align with Marketing strategy or with Fanbase strategy.

Dev Outreach Circle Summary (Outcomes & Impact)

Period: July–December 2025
Focus: Developer community engagement, physical hackathon execution, platform onboarding, and SingularityNet ecosystem expansion.

Key Outcomes & Impact

Developer Engagement Scaled Exponentially

- Executed 8+ physical hackathons (800% above the single-event goal), establishing Nigeria as a strategic regional hub for developer activation.
- Onboarded 300+ confirmed participants to deepfunding.ai through hackathon pipelines, with actual numbers likely higher due to organic signups.
- Secured Featherless AI partnership, expanding co-development opportunities beyond initial ecosystem-focused collaboration plans.

Marketplace & Platform Growth Delivered

- Onboarded ~5 new services to the SingularityNet Marketplace via the AI4P challenge.
- Secured 15 additional services through physical hackathon participants to be onboarded on the marketplace.
- Developed targeted educational content for services onboarding (videos, multi-format materials), improving conversion from event participation to active contribution.

Organizational Capacity Building

- Expanded circle membership by 1 new member (targeting 3), highlighting recruitment as a persistent capacity constraint.
- Logged 2,066 hours across coordination (549 hrs), event preparation (407 hrs), meetings (141 hrs), circle tasks (159 hrs), and documentation (81 hrs).
- Established repeatable physical event frameworks, positioning the circle to support broader SingularityNet tech stack initiatives beyond marketplace-only focus.

- Established the onboarding team and trained 7 members, ready to onboard services to the marketplace for clients at any time.

Financial Execution Under Stress

- Delivered H2 operations at $20,648, representing 68.8% budget utilization against the approved $30,000.
- Navigated significant token volatility challenges that impacted vendor/partner commitments, underscoring need for fiat-pegged contingency reserves.
- Demonstrated fiscal discipline despite 800% goal over-achievement, though miscellaneous event costs revealed planning gaps.

Strategic Result

We have transitioned from a marketplace-centric support function into a **high-velocity developer activation engine**, proving the viability of physical-first engagement strategies in emerging markets. By exceeding hackathon goals 8x while maintaining budget discipline and onboarding 300+ developers, we've established the operational playbook and partnerships necessary to scale developer engagement across SingularityNet's full tech stack—positioning Deep Funding as a credible gateway for African AI talent entering decentralized ecosystems.

Documentation Circle Summary - H2 2025 Report

The Documentation Circle built the infrastructure for scalable, federated documentation—now we're focused on operationalizing it across all Circles.

Our mission is to enable clear, consistent, and scalable documentation across the DEEP ecosystem by building systems, standards, and workflows—not by authoring content ourselves.

By the numbers

METRIC	VALUE
Total hours	365 hours
Total spend	$3650
Liaison docs completed	8 of 8 circles
DF -Book Pages	84+ documentation pages
Automation Scripts Delivered	2 (Single-doc + Fleet Sync)
Active Contributors	6 circle members

Key Achievements

1. Google Docs → MkDocs Automation (Goal 4)

Built a complete zero-code pipeline enabling any Circle to maintain documentation by simply editing a Google Doc. The system automatically syncs to GitHub and deploys to GitHub Pages.

2. Circle Liaison System (Goal 1 & 6)

Established dedicated liaisons for all 8 Circles with per-Circle Google Docs as staging areas, enabling federated contributions to the DF-Book.

3. Proofreading Team Formation (Goal 2)

Launched a cross-functional proofreading team operating via OpenProject and Mattermost, ensuring quality review before publication.

4. Metadata & KG Infrastructure (Goal 3)

Implemented frontmatter metadata in sync scripts and built a RAG pipeline (extraction → embeddings → search → chat) for Knowledge Graph preparation.

5. Transition to Full Circle

Completed formal transition from Work Group to full Documentation Circle (August 2025).

Key Challenges

1. Scope ambiguity: Author content vs. enable others?

2. Slow early delivery: Over-engineering and unclear priorities

3. Fragmented sources: Documentation spread across multiple tools

4. Proofreading workflow: No clear process for submitting and returning proofread materials.

Goal Status Overview

Goal	Status	Notes
Goal 1: Federated SSOT	🟡 Partial	Structure in place, SSOT definitions

		pending.
Goal 2: New roles (Proofreading)	✅ Achieved	Team formed, workflow needs refinement.
Goal 3: Metadata & KG Prep	🟡 In Progress	Templates implemented, validation pending
Goal 4: Automation Tooling	✅ Achieved	Production-ready, presentation pending
Goal 5: Style Guide & Docs	🟡 Partial	Setup guides done, Style Guide pending
Goal 6: Multi-Approver Review	🟡 Partial	Liaison system active, formal process pending

H1 2026 PRIORITIES

1. Finalize MkDocs infrastructure – Complete walkthrough video and present to all Circles

2. Operationalize liaison workflows – Monthly sync cycles, clear ownership

3. Publish Style Guide – Formal documentation standards for all contributors

4. Support large-scale initiatives – Technical documentation, DFR5, open RFPs

5. Strengthen proofreading pipeline – Clear submission and return processes

Review Circle Summary — H2 2025 Executive Summary Report

The Context (Scaling Pressure)

Entering H2 2025, the Review Circle was operating under increasing scale and complexity. Portfolio growth, expanded reviewer participation, and legacy projects without clear recovery or closure paths placed strain on a coordination-heavy operating model reliant on informal alignment and fragmented tooling.

The H2 Intervention (Governance Hardening)

To stabilize operations and enable scale, the Circle executed four structural shifts:

- Process Standardization: Formalized standardized milestone review templates and reporting structures to ensure consistency and auditability.
- Quality & Risk Controls: Introduced a Milestone Recovery Path (MRP) for stalled projects and designed, tested, and piloted a second-layer Quality Assurance (MQA) function.
- Pipeline Governance (Open Ideas → Pre-CRISP → CRISP): Operationalized CRISP and Pre-CRISP as formal review layers for open idea reviews, establishing a clear progression from early filtering to structured evaluation, including the Hyperon ideation reviews.
- Data & Decision Systems: Deployed operational dashboards, voting-based governance mechanisms, and tighter Portal integration to replace ad-hoc coordination with measurable execution signals.

The Reality Check (Transition Friction)

Running live reviews while redesigning governance introduced short-term coordination overhead, particularly during large-scale open idea reviews and the Hyperon ideation cycle, while legacy milestone structures were consolidated into the new recovery framework.

The Outcome (Execution-Grade Governance)

By year-end, the Review Circle had transitioned into a systems-driven governance layer. Open ideas, CRISP and Pre-CRISP reviews, milestone decisions, and recovery actions became traceable and defensible, establishing explicit processes, enforceable recovery paths, and analytics-backed oversight aligned with DeepFunding's execution and funding objectives.

IT Circle Summary - H2 2025 Achievements.

The IT Circle successfully transitioned from a maintenance-focused team to a **Development-First circle** during the second half of 2025. Below is a summary of the key technical and operational achievements.

Platform & Software Development

- **DeepIdeation Platform:** The team developed a front-end website(Ideation Portal) for submitting ideas. This was paired with a custom CMS back-end that utilized DEEP authentication to allow the technical team to securely review and manage entries. Furthermore, the circle integrated LLMs to assist the technical team in filtering ideas.
- **Deep-Shop MVP:** Developed the core system architecture for the Minimum Viable Product (MVP) of the Deep-Shop.
- **AI4P Website:** The AI4P platform was advanced by building out core front-end functionality while simultaneously streamlining its CMS back-end to improve management efficiency for the technical staff.

Automation & Data Engineering

- **Bot Ecosystem:** Collaborated with the Marketing Circle to design and deploy the different engagement bots.
- **Workflow Automation:** Created an automated Work Group (WG) system via Mattermost that includes built-in approval thresholds.
- **Data Warehouse:** Designed a BigQuery data warehouse architecture and deployed hardcoded ETL (Extraction, Transformation, Loading) pipelines to push data directly into the warehouse.

Infrastructure & Security

- **Security Hardening:** Fully deployed Bitwarden (Vaultwarden) for department-based password management across the organization.
- **Support Clinic:** Launched a weekly IT Support Clinic to provide responsive troubleshooting and assistance.
- **Systems Reliability:** Expanded automated backup verification to include regular restore testing.

Team Growth & Educational Resources

- **Capacity Expansion:** Onboarded six new developers to form a dedicated development branch.
- **Specific Guides:** Developed detailed documentation and step-by-step videos for different tools

Data Analytics Circle Summary — H2 2025 (Outcomes & Impact)

Period: July–December 2025
Focus: Turning DeepFunding activity into decision-ready insight through structured reporting, governance/voting analysis, qualitative feedback, operational visibility, and payment accountability.

Key Outcomes & Impact

1) We evolved from one-off reporting into a reliable analytics system
In H2, we moved from answering isolated questions to building repeatable reporting: standardised definitions, improved data quality, and reusable templates and dashboards so leadership and circles can rely on consistent numbers over time.

2) Governance analytics advanced with real voting-method comparisons
We launched the voting methods workstream and developed structured side-by-side comparisons (pairwise, quadratic, and score voting), supported by simulation preparation and ranking logic documentation so voting design choices can be evaluated with evidence, not opinion.

3) We added qualitative analysis to explain the "why" behind the metrics
In October, we introduced surveys and feedback collection to move beyond reporting outcomes and start identifying causes, turning user and stakeholder input into clearer recommendations and action points.

4) Operational visibility improved across the ecosystem
We strengthened internal monitoring by setting up OpenProject reporting pipelines for work tracking, produced Mattermost engagement reporting with automated ingestion, and tied analytics to round/pool activity to support visibility on ecosystem performance.

5) Accountability reporting delivered with cleaned payment analysis
We closed H2 by cleaning payment data and producing payment/spend analysis

tied to circles and payment behaviour, strengthening trust in reporting and setting a stronger foundation for recurring accountability reviews in 2026.

Organizational Capacity & Execution

- Circle capacity expanded from roughly 3 contributors early on to 6 by September, enabling broader coverage and stronger delivery routines.

- Total effort logged in H2: 2,081.3 hours, with the largest share in Research, Analysis & Reporting (933.5 hours), showing a clear emphasis on producing usable insight and structured outputs.

Strategic Result

We transitioned from primarily producing ad-hoc answers into a dependable analytics function that supports real decisions: repeatable reporting and dashboards, evidence-based governance/voting comparisons, qualitative feedback to explain causes, stronger operational visibility (OpenProject and Mattermost) and verified payment accountability through cleaned H2 spend analysis, leaving DeepFunding with a clearer, more trustworthy measurement system ready to scale in 2026.

BizDev Circle Summary: H2 2025

<u>Main Outcomes Achieved:</u>

1 - Establishment of the Workgroup, growing it into a Circle + determination, building and refining of Biz Dev Circle strategy.

Specific Results:

-Determined the rules and guidelines for the BizDev circle e.g. what types of partners we can / cannot work with, our main purpose, goals, values, boundaries, limitations, tangible offers we have for partners, platform features and benefits, rules/terms for partners etc. - these are written down in the 'Rules and Guidelines Document of the BizDev Circle'

-Interviewed and onboarded new members -> growing from workgroup into a circle

2 - Designing + building of specific partnership offers that align with DEEP's values and goals

Specific Results:

-Determined and defined several specific initial partnership offers for 50-50 co-funded partnerships for Ideation Challenges, Rounds and RFPs

-In light of changes in deep Funding's program direction the strategy had to be changed and 50-50 partnership offers were discontinued

-Determined 4 specific offers in alignment with Deep's new program direction: Lab Projects, Ideation Challenges, RFPs and Funding Rounds - fully self-funded by partners

3 - Designing and building the partner onboarding process and full customer journey process

Specific Results:

-Designed + published pitch deck, partnership page on the DF site, partnership application form

-Figuring out logistic and administrative hurdles and building onboarding + customer journey logistics needed to make partnerships possible to begin with. This includes creating contracts for partners, refining the payment system partners will use, having processes validated by lawyers, building some extra backend processes for partners to manage their experience on the platform. (Still ongoing)

4 - Partnership Outreach and conversations

Specific Results:

-Calls, discussions, partnership deal closure, onboarding and set up of Ideation Challenge with C-Sharp - partnership was later discontinued from partner's side for reasons not disclosed to us

-Attendance of 'AI for Good' in Geneva, Switzerland: 25+ in person conversations with potential partners - 6 partners interested in 50-50 funding partnerships with Deep Funding. Follow-up calls / emails afterwards

- Attendance of in person-networking events in Nigeria and Spain - 1 partner interested in collaborating in DF Round 5 and future rounds

(Note: 50-50 partnership offers were discontinued around the month of October + Round 5 was cancelled - therefore the finalization of any partnerships until that point could not be continued.)

-Cold Email outreach and in person conversations with approximately 70-85ish contacts to communicate newly designed offers. Continuation of calls with potential partners.

5 – Development of DEEP Partner Program (Affiliate Program for our Community)

Specific Results:

-Outline of Terms and Conditions for DEEP Partner Program - a program where community members can earn commission when they bring clients/partners that are funding research and development done via our platform

-Development of Business Model for our Platform with the specific rewards and commission structure for affiliates and partners