Fulcra Dynamics — Team Fulcra Program Terms

Effective Date: February 24, 2026. **Program Operator:** Fulcra Dynamics Corporation.
Contact: Team Members@fulcradynamics.com

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1. Program Overview

The Team Fulcra Program ("Program") allows approved members of Team Fulcra ("Team Members") to earn commissions by referring new subscribers to Fulcra's Context app. Team Members receive unique tracking links and coupon codes to share with their audiences.

2. Eligibility

Team Members must: - Be 18 years or older - Have a genuine audience or community in health, fitness, wellness, or related verticals - Comply with all applicable laws including FTC disclosure requirements - Not engage in fraudulent, deceptive, or spammy promotion practices - Be based in the United States.

Fulcra reserves the right to approve or deny any application at its discretion.

3. Commission Structure

Base Commission

Component	Rate
New subscriber (Year 1)	40% of subscription price ($60 on $149.99 annual)
Renewal (Years 2-3)	15% of renewal price ($22.50 per renewal)
Cookie duration	45 days from initial click
Maximum commission period	3 years per referred subscriber

Milestone Bonuses

Referrals	Bonus
5 cumulative	+$50
10 cumulative	+$150
25 cumulative	+$500
50 cumulative	+$1,000

Milestone bonuses are one-time payments awarded when cumulative referral thresholds are reached.

4. Attribution & Tracking

- Conversions are tracked via Trackdesk using cookie-based attribution (45-day window)
- Coupon code attribution is also supported — sales using an Team Member's assigned code are credited to that Team Member
- If both a cookie and a different Team Member's coupon code are present, the coupon code takes priority
- Fulcra uses Stripe integration for automatic conversion tracking

5. Payments

- Commissions are calculated monthly
- **Payment schedule:** Net-30 (paid 30 days after the end of the earning month)
- **Minimum payout threshold:** $50 (balances below $50 roll to next month)
- **Payment methods:** PayPal, Wise, or bank transfer (as available through Trackdesk)
- **Refund holdback:** Commissions remain in "pending" status for 30 days to account for refunds. If a referred subscriber cancels within 30 days, the commission is reversed.

6. Subscriber Coupon

Team Members may distribute a coupon code providing $25 off the first-year annual subscription ($150 → $125). Team Members earn commission on the full pre-discount subscription price ($60, not reduced).

7. Promotional Guidelines

Required

- Clearly disclose your Team Member relationship per FTC guidelines (e.g., "#ad", "#affiliate", "#partner", or "I earn a commission if you subscribe through my link")
- Represent Fulcra's product accurately
- Only promote to your own audience through legitimate channels

Prohibited

- Bidding on "Fulcra" or "Context by Fulcra" branded keywords in paid search
- Cookie stuffing, forced clicks, or any form of click fraud
- Incentivized clicks or signups (e.g., "click my link and I'll send you $5") unless explicitly approved
- Spam, unsolicited bulk messaging, or misleading advertising
- Creating fake review sites, coupon sites, or domain squatting
- Impersonating Fulcra or its employees
- Making health claims not substantiated by Fulcra's official materials

8. Intellectual Property

Team Members may use Fulcra's name, logo, and provided promotional materials solely for Program purposes. Team Members may not modify the Fulcra logo or create materials that imply endorsement beyond the Team Member relationship.

9. Termination

Either party may terminate participation at any time. Upon termination: - Pending commissions for valid referrals will still be paid - Team Member must cease using Fulcra branding and promotional materials - Tracking links will be deactivated

Fulcra may immediately terminate Team Members who violate these terms, engage in fraud, or bring the Fulcra brand into disrepute. In cases of fraud, pending commissions may be forfeited.

10. Modification

Fulcra may modify these terms with 30 days notice to active Team Members. Continued participation after the notice period constitutes acceptance of modified terms. Commission rate changes will not apply retroactively to existing referred subscribers.

11. Limitation of Liability

Fulcra's total liability under this Program shall not exceed the total commissions earned by the Team Member in the preceding 12 months. Fulcra is not liable for tracking failures, platform downtime, or third-party cookie blocking.

12. Independent Contractor

Team Members are independent contractors, not employees. Team Members are responsible for their own taxes and reporting obligations.

By joining the Team Fulcra Program, you agree to these terms.

Questions? Contact Team TeamFulcra@fulcradynamics.com