



**buddi**®

**Reseller Application Pack**



# RESELLER APPLICATION PACK

## 1. Introduction

Buddi has been developing ground-breaking personal location technology for the health markets since 2005, and our solutions are used by health authorities and private individuals throughout the world.

At Buddi, we continually listen to the needs of our customers, and adapt our innovative product offerings. Our range of products reduce the need for additional care, delay the transition to residential care or simply bring peace of mind to our customers and their loved ones.

## 2. The Opportunity

Buddi Limited is searching for enthusiastic and motivated resellers looking to promote and distribute the Buddi Care product range, with the aim of starting a new, or expanding an existing, business and maintain control of their own client base.

## 3. The Buddi Reseller Application Process

Please complete the attached Application Form and Confidentiality Agreement and email them to Buddi Limited at [connect@buddi.co.uk](mailto:connect@buddi.co.uk). Your application will be acknowledged, and you will be advised of our decision within a few business days.

1. Applicants read and consider the offer in this **Reseller Application Pack**.
2. Complete the attached **Application Form** and **Confidentiality Agreement** and submit to Buddi Limited.
3. Buddi Limited will review your application, financial results and creditworthiness and inform you of the outcome.
4. Successful applicants will receive a **Reseller Agreement** for signature.
5. The Reseller Agreement should be signed and returned to Buddi. We are willing to discuss the content of the documents with applicants and interpret the meanings where necessary.
6. Buddi or the applicant may request a visit by Buddi to the territory to discuss market potential. Alternatively, the applicant may visit Buddi to review the company's resources and products.
7. Buddi Limited will sign the Agreement and return a copy to the applicant.
8. Upon receipt of the signed Agreement, Buddi Limited will send the applicant the Reseller price list, marketing and training materials and arrange training dates and locations.



# RESELLER APPLICATION PACK

## 4. The Buddi Range

- A) **Buddi Connect:** Our newest offering, Buddi Connect, is a mobile digital solution that enables people to stay closely connected with those that they care for. Connections are united through the Buddi Connect app to share private, secure messages and to receive alerts directly from a Buddi wristband.
- B) **Buddi Clip and Wristband:** Our longstanding offering, the Buddi Clip and Wristband is an alternative option for those who do not have access to a smartphone, but who still wants to maintain independence and connection to those that care for them. The Buddi Clip acts a communication device to send alerts raised by the Buddi Wristband to pre-selected emergency contacts.

## 5. Marketing, Resources & Support

As a Buddi Reseller you will be provided with on-going technical and marketing support, training and assistance as required for the duration of the Reseller Agreement.

Authorised Resellers will receive;

- Reseller price in GBP or USD
- Use of Buddi brand and marketing materials and trademarks within their territory
- Support with marketing materials, case studies and advertising copy
- Information on target markets and potential customers
- Training materials, manuals and technical information about the Buddi product range.

## 6. The Reseller

Businesses that want to grow their product line with full control over their pricing, clients and stock; and can commit to;

- build and grow a customer base of their own within an agreed territory, alongside their non-competing products and services
- building strong relationships with their customers and who are prepared to provide the necessary technical support
- receiving Buddi training for their staff and provide the capability to support technical products, either directly or by subcontracting
- a long term and mutually beneficial reseller relationship with Buddi Limited being the best in the market place.



# RESELLER APPLICATION PACK

## 7. The Agreement

The Reseller buys Buddi products at the wholesale price from Buddi and sells them to their customers at a price determined by the Reseller. Buddi can advise on current market pricing.

The Reseller is responsible for sales and marketing in the territory; Buddi will assist by providing:

- advertising material and case studies
- technical training
- accompanied visits to the Reseller's customer as appropriate.

The Reseller sells the product directly to the customer and the customer pays the Reseller; the Reseller is responsible for delivering the products to their customers in a timely manner.

The Reseller is expected to provide first-level support to their customers; Buddi will provide technical advice and support to the reseller as needed.

Buddi will have minimal contact with the end user, unless requested by the reseller.

# RESELLER APPLICATION PACK

## Reseller Application Form

Please complete and return this form to:

Buddi

Talbot House

17 Church Street

Rickmansworth

Hertfordshire WD3 1DE

Email: connect@buddi.co.uk

## Applicant's Details

Your Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

Trading Name: \_\_\_\_\_

Company Registration Number: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Country: \_\_\_\_\_

Phone (Bus): \_\_\_\_\_

Phone (Mob): \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

I wish to apply to become an authorised Buddi Reseller



# RESELLER APPLICATION PACK

## Business Profile & Experience

Current industry: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Current products and services offered: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Years' experience: \_\_\_\_\_  
\_\_\_\_\_

Do you sell competitors' products or services that may be incompatible with ours?  
(please detail) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please detail any relevant future plans for your business, including your intended use of our  
product lines \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Where are you interested in selling Buddi products? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have any existing relationships with customers in our target market? (please detail)  
\_\_\_\_\_  
\_\_\_\_\_

Do you have any sales or technical support staff? If so, how many staff do you have?  
\_\_\_\_\_  
\_\_\_\_\_



# RESELLER APPLICATION PACK

How are your sales staff compensated (e.g. salary, commission)?

---

---

Do you offer sales incentives to your staff?

---

---

What is your current customer base?

---

---

What media and methods do you use to promote sales?

---

---

Why do you think you be a successful reseller of Buddi products?

---

---

---

Below please feel free to tell us anything else you think may be relevant to your application.

---

---

---

Please also feel free to attach any supporting documentation.

Please complete and return this form along with the Confidentiality Agreement to Buddi at

[connect@buddi.co.uk](mailto:connect@buddi.co.uk)



# RESELLER APPLICATION PACK

## CONFIDENTIALITY AGREEMENT

Having declared to you that, in general principle, we have a genuine interest in becoming a Reseller, we now request that, in your capacity as manufacturer / supplier ("Supplier"), you provide us with a copy of the most recent information describing the arrangement ("Information").

We/I undertake that the Information will be used for no purpose other than to assist in determining whether we//our client wish to become an agent or Reseller.

We/I agree that the Information and any other material made available to us by the Supplier or its Solicitors or obtained in meeting with any of those parties will remain strictly confidential.

To maintain the confidentiality of the material and in return for the material being made available to us we/I agree:

- a) that the material will be distributed on a "need-to-know basis" only to senior executives or directors of our company, and consultants & financiers to the company and that such executives, directors consultants & financiers will be bound to the terms of this agreement;
- b) that any copies made of the material will be for the purpose of internal corporate communications only and that a system will be instituted to facilitate the recovery of any such copies; and
- c) to undertake to return all material (and any copies taken) to the Supplier.

This undertaking shall not apply to information that –

- a) is at the time of provision or disclosure to the Company or subsequently (through no fault of the company) becomes in the public domain;
- b) was already known to the company, which can be clearly evidenced, before the date thereof;
- c) is subsequently provided or disclosed to the company by a third person who has the right to provide or disclose it; or
- d) is disclosed by the company pursuant to any law or order of any court, of any governmental agency or other regulatory body with whose instructions the company is bound to comply.

Although we/I understand that the Supplier and its Solicitors believe that the material to be provided is accurate to the best of their knowledge, we acknowledge that no representation or warranty has been made as to the accuracy or completeness of the material. We/I agree that neither the Supplier nor its Solicitors has any liability to us or to any of our representatives arising from the selection or use of the material by us or our associates.

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Please complete details above, sign, post **and** e-mail to: **connect@buddi.co.uk**  
Buddi Ltd., Talbot House, 17 Church Street, Rickmansworth, Hertfordshire, WD3 1DE