

PRIVATE · REFERRAL PARTNER PROGRAM

Introduce PlatePrep. Get paid.

You already have the relationships. We built the product. Introduce your restaurant clients to Buddy, and every one that signs pays you — for as long as they stay.

Your role: Third-party referral partner	Structure: 1099 · pay-per-referral	Product tier: Core plan (Auto Pilot excluded)
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HOW YOU GET PAID

Three ways. Stacked.

You earn on the sign, you earn every month they stay, and you earn a bonus every 20 signed accounts.

SIGNING BONUS \$100 per referral that signs Paid when your referral signs the pilot and their first invoice clears. Fast money.	RECURRING COMMISSION 20% of monthly fee — every month For every month the operator pays PlatePrep, you get 20%. Continues as long as they're a customer.	MILESTONE BONUS \$2,500 at every 20 signed accounts Kicks in at 20, 40, 60. Real money for real producers.
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What one referral is worth to you Assumes account on Core plan at \$299/mo, staying 24 months.	
Signing bonus (paid on first invoice)	\$100
Recurring commission (20% × \$299 × 24 mo)	\$1,435
Total per referral (24 months)	\$1,535

Hit 20 signed accounts and it looks like this:

20 × \$1,535 = **\$30,700** from the referrals themselves + **\$2,500** milestone bonus = **\$33,200** earned. Every 20 after that adds another \$30k+. Real money.

WHAT YOU'RE SELLING

The Core plan. Nothing else.

Founder's 50 pricing: two hundred and ninety-nine dollars a month, locked for life, first fifty operators nationwide. Every referral you send gets this rate as long as we still have Founder's 50 slots open.

INCLUDED IN CORE (\$299/mo)	NOT INCLUDED — UPSELLS LATER
Chef AI (10 new recipes / month)	Auto Pilot Mode
Recipe IP (up to 50 stored recipes)	Kitchen OS + Menu IQ
PlateCost (live cost per plate)	Inventory Module (physical counts)
Task Communication (team messaging)	Extra users / recipes / locations
Training Videos (5 / week)	Multi-location roll-ups
Prep Management (daily assign+track)	Custom integrations
Order Guide + Seamless Order Processing	
Menu Analyzer (onboarding) · 3 users · 1 location	

Excluded items become upsell conversations Buddy handles later. Don't quote pricing on those — the goal today is to get them on Core.

HOW TO REFER

Four steps. Attribution matters.

- 1 Give the 30-second pitch**
Use the pitch card. Get them to say yes to a 15-minute Zoom with Buddy.
- 2 Log the referral BEFORE Buddy calls**
Text Buddy at 201-206-8442 or use plateprepdemo.com/refer. This locks you in as the referrer of record.
- 3 Chad coordinates, Buddy closes**
Chad schedules the Zoom and handles calendar admin. Buddy runs the demo and closes. You don't have to be on the call.
- 4 You get paid when they sign**
\$100 bounty on first invoice. 20% monthly recurring after that. \$2,500 milestone bonus at every 20.

GROUND RULES

Read before you refer.

- **Only refer people you know.** Peer-to-peer, not spray-and-pray. Warm relationships only.
- **Don't close the sale yourself.** Your job is the intro. Buddy runs the demo and closes.
- **Don't quote prices beyond Core.** If they ask about Auto Pilot or inventory, say "Buddy will scope that for you."
- **Log the referral BEFORE Buddy talks to them.** Otherwise attribution gets messy.
- **If Chad already touched your contact — take the lead.** Text Chad at 518-750-0925: "I've got this one." He pauses his outreach and coordinates the meeting. You get the full commission — no split.

Ready to send your first referral? Text Buddy the intro or use the form at plateprepdemo.com/refer
201-206-8442 · ed@broadway7.com