



# Expectations & Commitment

*The reality of what we promise, what you commit to, and how we win together.*

## 1. Welcome — Read This Before We Start

- Our mission: help you build a profitable e-commerce store with A.I. agents — leading to time, location, and financial freedom.
- This is a **relatively simple process, but not easy**. You'll learn new skills. Products will fail. Mindset will be stretched. All of that is normal when it comes to building a business.

## 2. What This Is (And Isn't)

- **YES** This **IS** a partnership to get you to proof of concept and beyond, with A.I. agents doing 80–90% of the heavy lifting.
- **YES** E-commerce **IS** a venture capital–style game: **for every 10 products we test, we typically find 1–2 winners that cover the losses and more.**
- **YES** This **IS** an education company with a software & agency arm.
- **NO** This is **NOT** a get-rich-quick scheme.
- **NO** This is **NOT** a guarantee that you'll be a millionaire in 90, 180, or 365 days.
- **NO** This is **NOT** us “running your business” — we don't own shares.

## 3. Our Guarantee — Crystal Clear

- **What we do NOT guarantee:** a 2X, 5X, or 10X return on your full investment with us in 90/180 days. We never promised this. Nobody can legally guarantee a X return or income by Y time frame. Nobody has a crystal ball to predict business results like that.
- **180-day Proof of Concept Guarantee:** Proof of Concept means your store is generating sales consistently and have one or multiple profitable ads (including COGS, shipping fees), having validated the product/market fit. If you do your part then we guarantee you reaching the stage of Proof of Concept in 180 days or less — in case you didn't, we work with you for free until you do, OR refund you in full.
- These are the standard guarantee terms we offer for our AI agent packages; however double check your agreement for the applicable terms for your specific package.

## 4. What You Get From Us

- Deliverables vary based on the package you choose (listen in the client agreement).

## 5. Your Responsibilities — Non-Negotiable

- **Time:** 3–10 hours/week minimum. More in, more out. (AI leverages times).
- **Ad budget:** minimum \$50–\$100/day. Lower = slower data = slower decisions.
- **Other expenses:** ~\$100/mo for Shopify, plugins, API costs (many free alternatives exist).

- **Product testing:** plan to test **at least 5–10 products** with at least **\$5,000 in ad spend over 90 days**. This is industry-universal, not us being demanding. You cannot find a winner without testing.
- An alternative is relying on **free organic social media posts**, however it is slower and less scalable than paid ads, however a viable alternative to get started, build up an ad budget, then amplify with paid ads.
- **Communication:** reply to your coach/team within 24–48 hours.

## 6. The Mindset We Require (Non-Negotiable)

- **Coachable** — student hat on. Practice. Receive feedback. Don't argue.
- **Action taker** — videos don't make money. Implementation does.
- **All in** — inputs always equal outputs. Half-ass = no results.
- **Relentless** — setbacks are normal. Quitters lose. Persisters win.
- **Follow through** — finish the program. Don't ghost in month 3.
- **Business owner, not employee** — nobody is coming to save you. We hand you the keys; you drive.

## 7. The Risk/Reward Reality

- \$10K in S&P 500 — ~10%/year near-guaranteed unless the market crashes.
- \$10K in e-com VC-style — split into 10 × \$1K product tests, expect 9 to fail, 1 hits and returns 2x, 3x, 10x or more, sometimes turning \$1K into \$100K+.
- **For every 10 products we test, we typically find 1–2 winners that cover the losses and more.**
- **You chose the VC path.** That's what you signed up for. That's the path every successful store in our portfolio walked.
- This is NOT financial advice; rather an analogy to illustrate the mindset behind e-commerce.
- “Average client revenue” stats include 5–6 years of data across beginners, advanced, and 7–8 figure stores. **Average ≠ guaranteed. Average ≠ everybody.**

## 8. What To Expect Month-By-Month (If You Implement)

- **Month 1:** fundamentals + store live. Product research reviewed. Top picks selected. First few test campaigns running, possibly generating sales.
- **Months 2–4:** ads spending. Losing campaigns are normal — part of the game. If you meet minimum ad spend requirements and test 5-10, you should've found one or multiple profitable ads as well, which you can start to scale.
- **Months 5–6:** mastering the craft. Scaling winners. Adding new products. Launching other stores.
- **If you didn't hit it:** we work with you for free for up to 6 more months, OR refund per terms.

## 9. Things That Can Go Wrong (And Are Normal)

- Ad accounts get restricted or banned — we'll help you reapply, but it can add days/weeks.
- Platforms change policies, ad costs spike, tariff wars happen — out of anyone's control.
- Products you love will flop. Products you doubt will hit. The market decides, not you.
- We offer complimentary extensions as good faith when uncontrollable delays hit.

## 10. Refund Terms — Strict By Design (Protects Real Clients)

To qualify for a refund or free extension, you must have:

- Spent at least **\$5,000 in ad spend over 90 days**, AND
- Tested at least **5–10 products**, AND
- Submitted at least **2 daily action items at least 80% of the time** as defined in the agreement, AND communicated with your coach and followed instructions.
- The 2 daily action items can include things you've done yourself to move the needle forward (studied X, connected your store to the AI agent, deployed Y or things you've asked your AI agents to deploy (launch A campaign, set-up B product, split-test C creatives)).

If you haven't done the above, you haven't given this a real shot. We won't refund — and frankly, no other agency or solo path would've gotten you a result either.

## 11. The Million Dollar Question

- Why does Person A succeed and Person B fail with **identical** access, support, and mentorship?
- **Person A:** takes notes, implements, tries again when something flops, invests in mindset, persists.
- **Person B:** skims videos, tests 1 product, gets discouraged, blames the program.
- Inputs = outputs. Always. We can't cheat the system. Neither can you.
- Decide now: which one are you?
- The A.I. agents mitigate a lot of the human bottleneck (procrastination, laziness, lack of time); however you still must instruct your agents, review their work especially early on. Eventually they'll run autonomous recurring routines.

## 12. The Bigger Frame

- **College:** \$100K–\$200K, 4 years, no refund, 33% job placement. We charge a fraction of it, have reasonable refund/extension terms, and hand you proof of concept in 90 — 180 days.
- **McDonald's franchise:** \$500K+ liquid up front, 2–4 years to break even, no refunds. We do the same kickstart for 5–10% of that cost.
- This isn't an expense. It's the cheapest, fastest path to time/location/financial freedom on the planet right now — in our humble opinion.

## 13. Mutual Commitment

- We commit **100%** to your results. Provide excellent mentorship + A.I. agents.
- You commit **100%** to doing your part. Show up, do the work, follow instructions.
- By reading this in full, you understand: there are no overnight millionaires, no guaranteed returns, only proof of concept + your effort = the outcome you want.

**Bottom line:** AI agents can do  $\pm 90\%$  of the heavy lifting and we guarantee proof of concept in 90 — 180 days if you do your part. Ultimately, this is your business you're building to fuel your time, location, financial freedom. It is worth the effort.

