

Expectations & Commitment

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

120-DAY PROOF OF CONCEPT GUARANTEE

A.I. AGENTS DO ≈90% OF THE HEAVY LIFTING

MUTUAL COMMITMENT

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)

THIS IS

- ✓ A partnership to get you to proof of concept and beyond, with A.I. agents doing 80–90% of the heavy lifting.
- ✓ A venture-capital-style game: **for every 10 products we test, we typically find 1–2 winners** that cover the losses and more.
- ✓ An education company with a software & agency arm — consulting + SaaS, with done-for-you set-up to kickstart your results.

THIS IS NOT

- ✗ A get-rich-quick scheme.
- ✗ A guarantee that you'll be a millionaire in 90, 180, or 365 days.
- ✗ Us "running your business" — we don't own shares. You own 100% of your store and every decision.

3 Our Guarantee — Crystal Clear

What we do NOT guarantee: a 2X, 5X, or 10X return on your full investment with us in any timeframe. We never promised this. Nobody can legally guarantee an X return or income by Y date. Nobody has a crystal ball to predict business results like that.

THE 120-DAY PROOF OF CONCEPT GUARANTEE

30-day set-up phase + 90 active ad days = proof of concept, or your money back.

PHASE 1 · DAYS 0–30

Set-Up

Onboarding, access, product selection, A.I. agents configured, store built & live — each store within 14 business days of full access.

PHASE 2 · 90 ACTIVE AD DAYS

Test & Validate

Campaigns live at \$50+/day. Days paused for rebuilding ads, funnels, or platform reviews don't count — you get a full, fair 90 days of live testing.

DAY 120 CHECKPOINT

Proof of Concept

Target: at least one profitable advertisement, validated over 7+ consecutive days.

What counts as proof of concept: at least **one (1) advertisement** averaging a **1.8X ROAS or higher across 7+ consecutive days** (minimum \$50/day on that ad) — measured **in total across your stores**, not per store or per campaign. That's product-market fit: the foundation every 6–7 figure store is built on. It is a proof-of-concept guarantee — not an income or ROI guarantee.

TIER 1 Can't prove concept? Full refund

If you did your part (Section 10) and there's **no profitable ad by day 120**, you get **100% of your program fee back** (less a \$350 processing fee), within 30 days of verification.

TIER 2 Proven concept? We keep going — free

You hit a profitable ad but you're **not cash-flow positive yet — or simply not happy** with where you are? We continue full service **free for up to 3 more months**, in 30-day increments, as long as you stay compliant. We don't quit until you win.

The two remedies are either/or: the refund applies only if no profitable ad was achieved — once you've proven concept, the free extension takes over and no refund applies. Clocks pause for delays outside our control or caused on your end (missing access, unfunded ad account, platform reviews). These are the standard guarantee terms for our A.I. agent packages — always double-check your client agreement for your package's exact terms. **Your signed agreement controls.**

4 What You Get From Us

Deliverables vary based on the package you choose (listed in your client agreement). Every A.I. agent package combines: **licensed A.I. agents, done-for-you set-up** (product research, store build, ad launches), **coaching & course access**, and a **dedicated account manager with a private Slack channel**. Stores are registered in your name — you keep the assets.

5 Your Responsibilities — Non-Negotiable

- **Time:** 3–10 hours/week minimum. More in, more out. (A.I. leverages time — it doesn't replace ownership.)
- **Ad budget:** minimum **\$50/day per store in active testing** — at least **\$4,500 across 90 active ad days**. Lower = slower data = slower decisions. You cannot find a winner without testing.
- **Product testing:** plan to test **at least 10 product & creative combinations**. This is industry-universal, not us being demanding.
- **Other expenses:** ~\$100/mo for Shopify, plugins, and A.I./API costs (many free alternatives exist).
- **Access:** provide and keep active the access we need to build and run: Shopify, Stripe key, Meta Business Manager + funded ad account, and any connected software. No access = clocks pause. Set-up of your company, ad account, and platform permissions is on you (we guide you step-by-step).
- **Communication:** reply to your coach/team within 48 business hours.
- **Organic option:** free organic social posts are a viable slower alternative to build up an ad budget — then amplify with paid ads.

Budget math to keep in mind: \$50/day is the bare minimum to test — **not** a scaling budget. Recommended start: **\$50–\$100/day**, then reinvest profits as ROAS proves out. A typical e-com store runs a **2–4X ROAS** (some hit 5–10X or higher, but 2–4X is more common). Revenue = ad spend × ROAS — so \$30K+/month in sales at a typical 2–4X generally means scaling to roughly **\$7,500–\$15,000/month in ad spend**. Expectations to plan around — not guarantees or projections.

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-in = 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 the 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 the path every successful store in our portfolio walked. (Not financial advice — an analogy to illustrate the mindset.)
- "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 + access + store live (each store within 14 business days of full access). Top product picks selected. First test campaigns running – possibly generating sales.

MONTHS 2–4

Ads spending. Losing campaigns are normal – part of the game. Meet the minimum ad spend and test 10+ combinations, and you should've found one or more profitable ads to scale.

MONTHS 5–6

Mastering the craft. Scaling winners. Adding new products. Launching additional stores.

IF YOU DIDN'T HIT IT

Did your part but no profitable ad by day 120? **100% refund per terms.** Proven concept but not cash-flowing yet? **Up to 3 more months free.**

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. The guarantee clock pauses; those days don't count against you.
- 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.
- A.I. is breakthrough technology – third-party models can occasionally “hallucinate” outputs or have downtime. Review your agents' work (especially early on); we fix what's ours and escalate third-party issues fast. Tech hiccups aren't grounds for refund – the clocks simply pause.
- Promotional credit programs we may recommend (ad or A.I.-compute credits) are offered and approved by third parties, not us – we've used them successfully, but your approval isn't guaranteed.
- We offer complimentary extensions as good faith when uncontrollable delays hit.

10 Guarantee Requirements – Strict By Design (Protects Real Clients)

To qualify for the refund and the free extension, ALL of the following must be true through the entire guarantee period (and any extension):

#	REQUIREMENT
1	Payments current – no missed or failed payments, freezes, or chargebacks at any time.
2	Ad spend – at least \$4,500 invested across 90 active ad days, at \$50+/day per store in testing.
3	Testing – at least 10 product & creative combinations tested; no declining, delaying, or interfering with tests and key approvals.
4	Two Daily Action Items – submitted on at least 80% of required days (every day except Sundays; up to 3 emergency days excused if reported within 2 days). Real income-generating activities: launch a campaign, deploy a product, split-test creatives, post organic content. Studying alone doesn't count. Your A.I. agents can execute them – you instruct and review.
5	Access & campaigns stay live – required access and subscriptions active and funded; campaigns never paused or underfunded on your end.
6	Communication – replies within 48 business hours; core recommendations implemented in good faith.
7	Claim on time – written request to support@aicommerce.co within 10 business days after the period ends, plus cooperation with a short verification review.

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 the human bottleneck (procrastination, laziness, lack of time); however you still must instruct your agents and 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 real refund/extension terms, and hand you proof of concept in 120 days (plus up to 3 free months if needed).
- **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: excellent mentorship, done-for-you set-up + 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 and no guaranteed returns — only proof of concept + your effort = the outcome you want.

BOTTOM LINE

A.I. agents can do ±90% of the heavy lifting, and we guarantee **proof of concept in 120 days** — if you do your part. Can't prove concept? **Your money back per terms.** Proven concept but not cash-flowing yet? **Up to 3 more months free.** Ultimately, this is your business you're building to fuel your time, location, and financial freedom. It is worth the effort.

Average results context: based on survey data from 312 customers across Peter Szabo Programs (2020–2025), the average customer — including those who never launched or ran ads — made \$7,160.46/month in revenue; those who launched, met minimum ad spend requirements, and tested at least 10 products averaged \$29,482.76/month in revenue (revenue ≠ profit). These figures reflect top-line revenue only, drawn from a mix of self-reported survey answers and revenue data tracked via clients' Meta ad accounts or Shopify stores we had access to — we don't have access to clients' full internal financials and can't see or report exact net profit figures or margins. Historical averages; not verified; not typical; not a promise or projection of your results. Past performance does not equal future performance. Full data: aicommerce.co/customer-survey-results · Legal: aicommerce.co/disclaimer · In case of any conflict between this document and your signed client agreement, the agreement controls.