



Delivering Success with Every Solution..

Welcome to the Amazing World of CMPTL

Creative Mediapulse Technologies

A new-age Business Consultancy, Creative & Digital
Communications Agency

USA – Canada – UK – India – Italy – The Netherland – Bulgaria – Cyprus – Egypt – Qatar - Australia



Systematic Entrepreneurship Program – SEP / Entrepreneurship Startup Program - ESP

A Revolutionary Parallel Income Source & Entrepreneurial Journey with a Global Leader



Guaranteed Payout Model
6% per Quarter interest i.e,
24% per annum interest
OR
Quarterly Profits generated out
of the business from your
investment whichever is **Higher.**



Objective

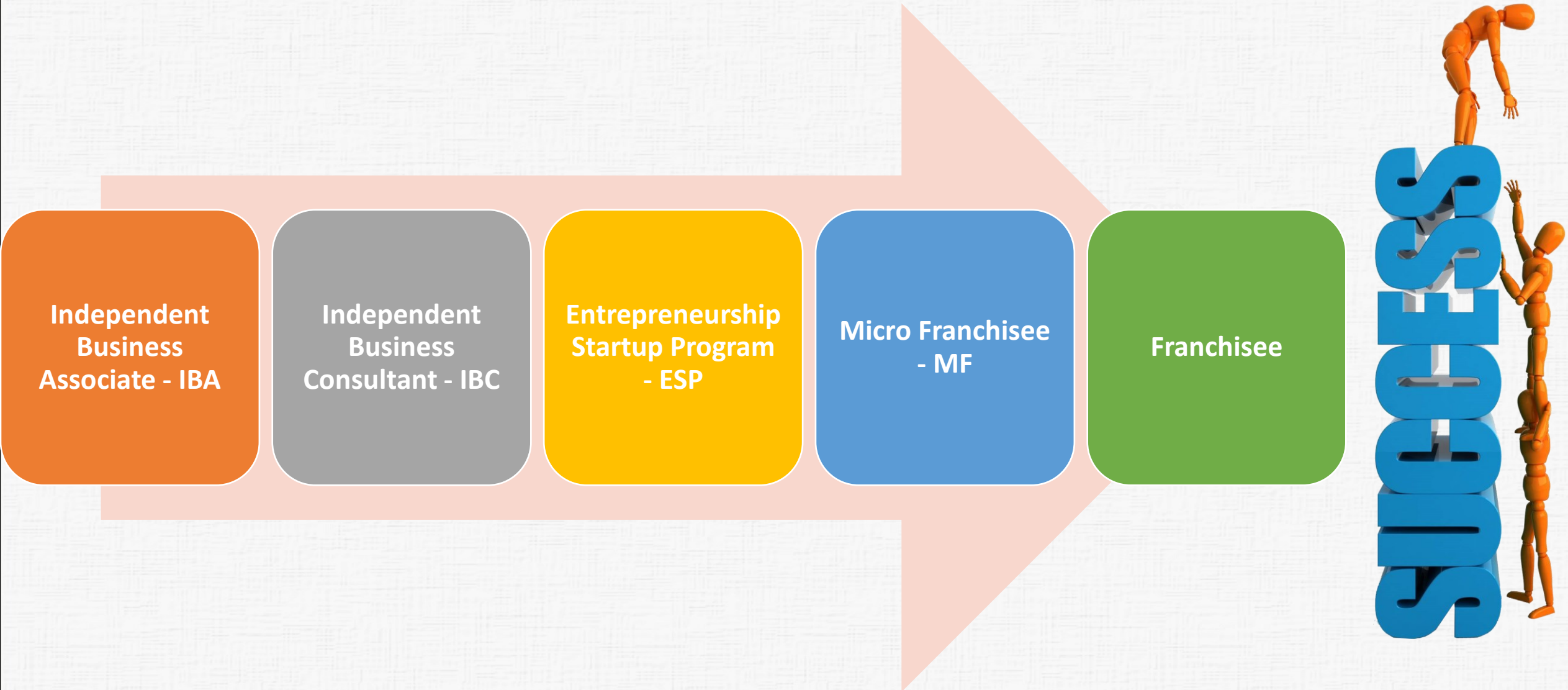


To Facilitate the onboarding of Potential Entrepreneurs / Parallel Income Seekers / Franchisee Owners under the following cases:

- When Potential Entrepreneurs / Parallel Income Seekers / Franchisee Owner do not have the resources to contribute
 - Time
 - People
 - Skills
 - Funds required to start an **Independent Franchisee** of CMPTL
- Potential Entrepreneurs / Parallel Income Seekers / Franchisee Owner owner understands and likes the **CMPTL** Franchisee Program and want to make smaller investment to be part of it and then increase investment as things progress.



Entrepreneurial Journey along with CMPTL – SEP / ESP



Entrepreneurial Journey along with CMPTL – SEP / ESP

Parameter	IBA	IBC	SEP / ESP	MF	Franchisee
License Fee	₹5K – ₹10K	₹8.3K – ₹2.5L	₹1L - ₹2L	₹2L and above	₹7.5L - ₹25L+
Models Available	Silver / Gold / Diamond / Platinum	Silver / Gold / Diamond / Platinum	NA	Silver / Gold / Diamond	Silver / Gold / Diamond / Platinum
Lock-in Period	1 Month – 12 Months	1 Month – 12 Months	6 Months	6 Months	12 months and beyond
Ownership	NA	NA	NA	DDU	Yes
Operating Model LO CO FOCO FOFO FICO	Licensee Operated	Licensee Operated	Licensee Operated Company Operated - Auto	FICO FOCO – Auto FOCO - Cruise	FOFO FOCO – Auto FOCO - Cruise
Earning Potential* (Approximate)	₹30K – ₹80K Per Month	₹70K – ₹1L Per Month	Guaranteed 6 % per Quarter or Profits* which ever is higher	₹3L to ₹10L and beyond per Annum	₹21L to ₹1.5Cr and beyond per Annum

LO – Licensee Operated CO – Company Operated FOCO – Franchisee Owned Company Operated


FOFO – Franchisee Owned Franchisee Operated FIFO – Franchisee Invested Company Operated

*Performance for each License holder / center varies. Please refer to the respective License model for additional details.

Systematic Entrepreneurship Program - SEP

Entrepreneurship Start-up Program - ESP



Parameter	Employment 	Entrepreneurship
How money is generate?	You Trade your Skills and Time for Money	You use your skills and time to establish a business and team which will continue to generate multiplied revenue.
Time Multiplying Factor	You can only generate money for the time contributed by you. There is no Multiplying Factor. E.g. You can only contribute about 8 to 12 hours per day.	You can set up the business and earn revenue from multiple people who work for your Business. Eg. Your combined earning = profits earned due to the 8 hours contributed by your Team Members + Profits earned due to your time contribution.
Ownership	You will not own anything	You Own your Company / Business
If you Stop Working due to physical health or any related issues	Your Income will stop immediately.	You have the decision-making power to delegate your responsibility to another efficient resource and still continue to earn revenue.
Boss / Leader	You work for your Boss / Leader	You will be your own Boss / Leader driving your Team.
Chances of Lay-off	Employment is skill based. Younger capable resources can replace you. AI is fast replacing resources.	Business adopts the latest technology enhancements and thrive to make profits. No one will give a pink slip to you.

Systematic Entrepreneurship Program - SEP Entrepreneurship Start-up Program - ESP



**A Perfect Platform
to Start your
Entrepreneurial
Journey and
Income
Opportunity !!**



Investment & Lock-In Period – SEP / ESP

Investment

- Minimum investment of ₹ 1,00,000.00 (One Lakh)
- Succeeding investment in Tranches of minimum size of INR 25,000.00 (Twenty-Five Thousand)
- Maximum Investment of ₹ 2,00,000.00 (Two Lakh)

Lock-In Period

- 6 Months
- Lock-In Period extends by 6 Months upon every Successive investment by the Licensee.
- Partial dilution of Investment between Minimum Investment (1 Lakh to Maximum Investment 2 Lakh is possible after the Lock-in-Period.

Investor Protection Rider

- No need to Purchase any Investor Protection Rider.



Products & Services – SEP / ESP

- Licensing Products – **Available**
 - Franchisee Acquisition
 - Micro Franchisee Acquisition
 - Entrepreneurship Startup Program - ESP
 - Independent Business Consultant – IBC
 - Independent Business Associate – IBA
- Business Services – **Not Available**
 - Business Consultation
 - Digital Marketing Services
 - Web Designing
 - Video Production
 - Social Media Marketing
 - Interior Designing
 - Brochures
 - Branding
 - E-Commerce
 - Animation



Marketing – Leads – SEP / ESP

- Licensee Operated Model
 - Leads required for the Licensee or for his / her team will be charged extra.
 - Licensee can ask for additional leads by investing additional marketing budget for their center. Separate Invoice will be generated in the name of the SEP / ESP Licensee Holder.
 - Additional marketing investment for Licensee Operated model will not be considered as the increase in the Capital of the Center.
 - Pre-Verified Leads will be provided to the Licensee Operated Unit.
 - Licensee is also encouraged to bring in additional Leads from his / her / their contacts
- Company Operated Model
 - 25% of the Investment made by the SEP / ESP Licensee holder will be used for Generating Leads for the Business for 6 Months.

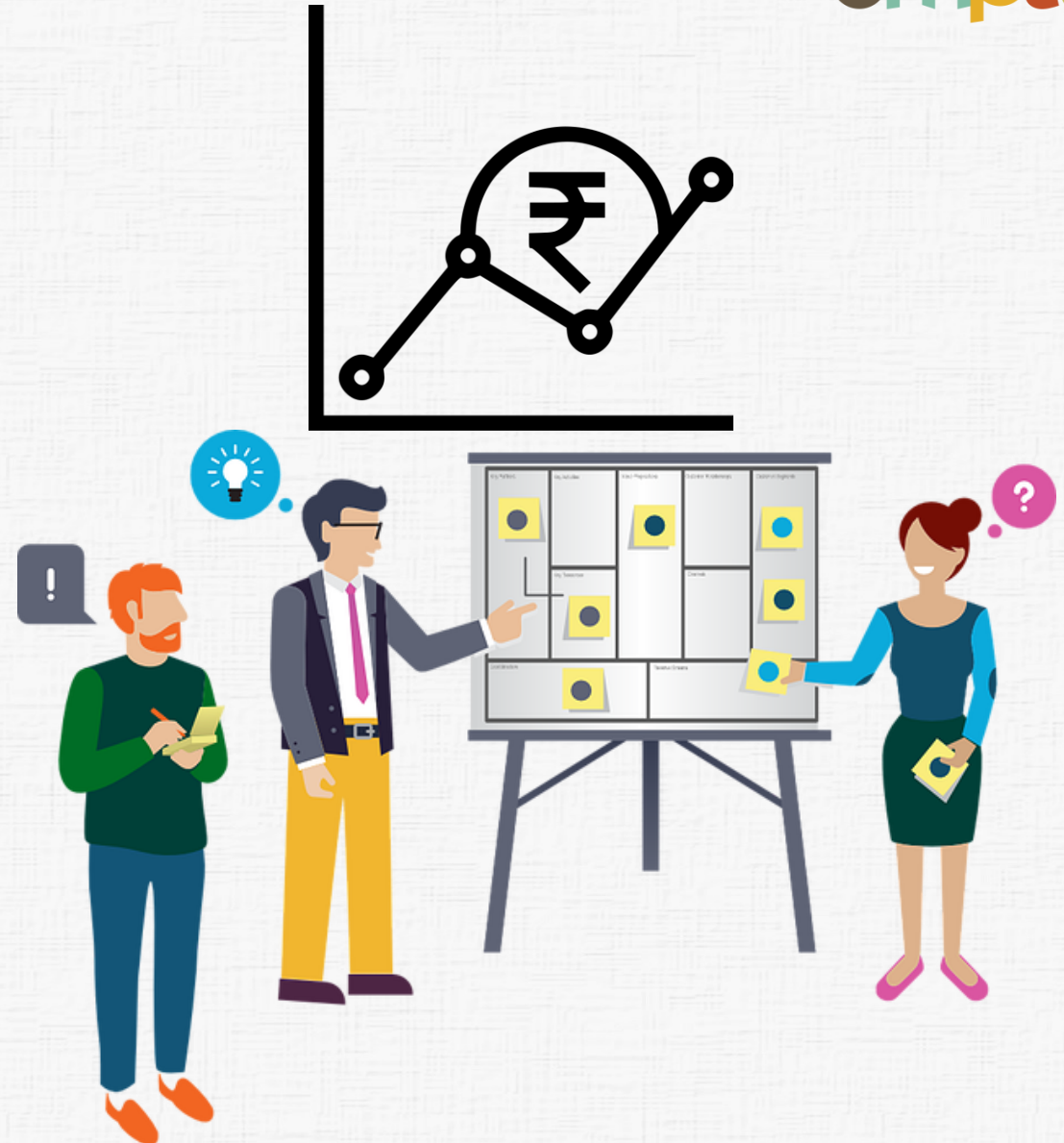


Revenue Models Available – SEP / ESP

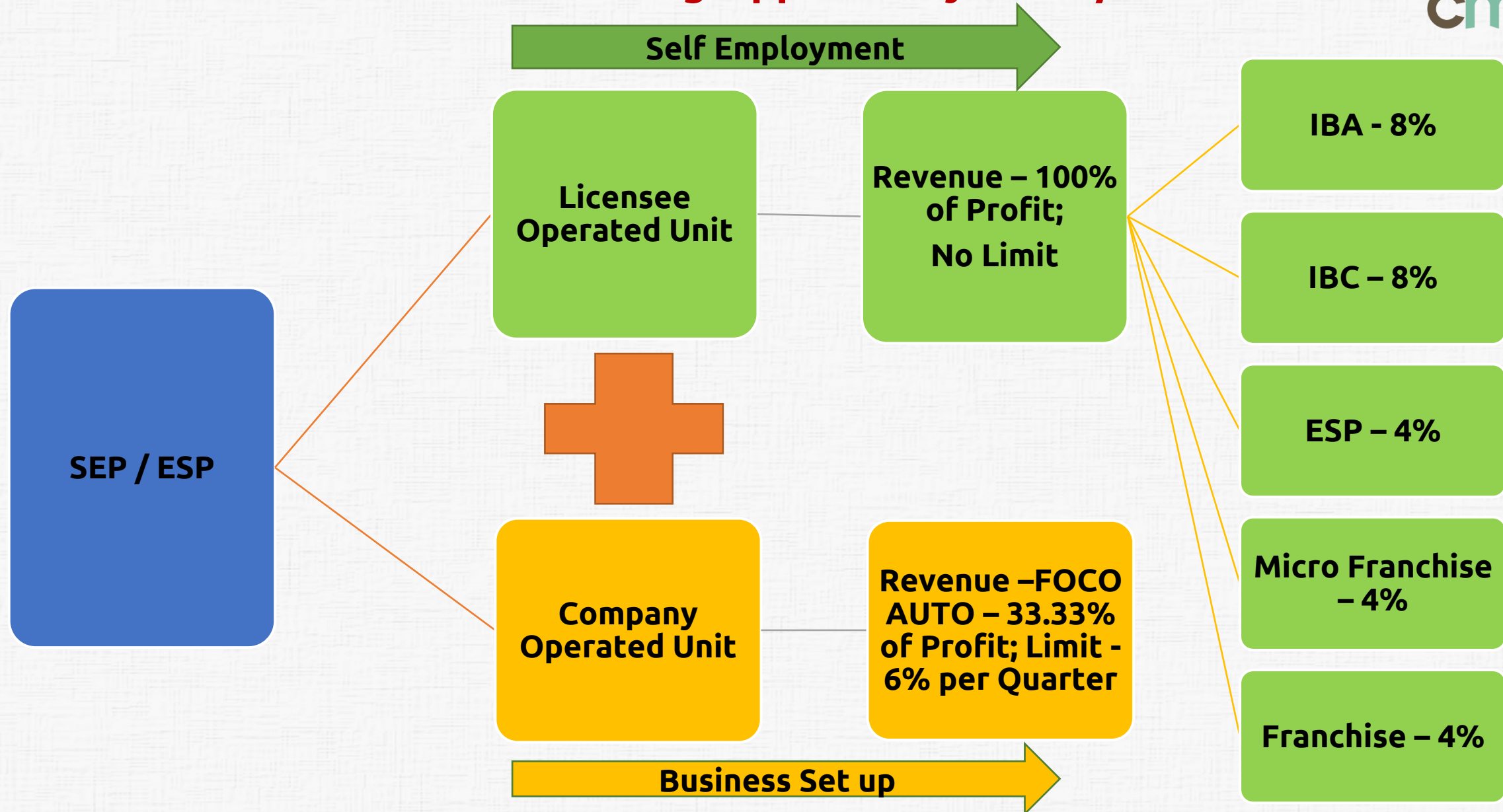
- Customer Acquisition Franchisee – CAF - Available
- Customer Acquisition & Project Execution Franchisee – CAPEF – **Not Available**

Operational Models Available

- Individual Operated - Available
- Company Operated - Auto
- Company Operated – Cruise – **Not available**



Revenue Streams – Dual Earning Opportunity – SEP / ESP



Operations – SEP / ESP



- **ESP Center** is eligible to be operated in both the Models
 - Licensee Operated Unit
 - If a Sale is achieved due to 100% Contribution from the ESP License Holder, he / she will be entitled for 100% of additional Fee / Commission as under:

IBA - 8%

IBC – 8%

SEP / ESP – 4%

Micro Franchisee – 4%

Franchisee – 4%

- **No restriction** in the revenue available to Withdraw by the Licensee in the Licensee Operated Model.
- Licensee can withdraw commissions on a **monthly** basis from the Profits / commission available in the Licensee Operated Unit.



Operations – SEP / ESP



- **Company Operated Unit**

- Quarterly Payouts
- Auto Model (1/3rd of the Profit of the Center) Only
- Maximum Profit for the center through the **Company Operated Model per Quarter** is limited to **25%** of the capital. Any excess profits generated in the quarter will get carried forward to the next quarter.
- If the center has Profits getting carried forward to the next quarter for 3 successive Quarters then the center is eligible to be upgraded to the Micro Franchisee Model.
- If Cumulative Profits getting carried forward crosses ₹2 Lakh in any Quarter then with that excess Profit, a Micro Franchisee center is activated Automatically.
- An Individual can hold multiple licenses simultaneously.

Individual Licenses	Company License
IBA	Franchisee
IBC	
SEP / ESP	
Micro Franchisee	



Operations – SEP / ESP

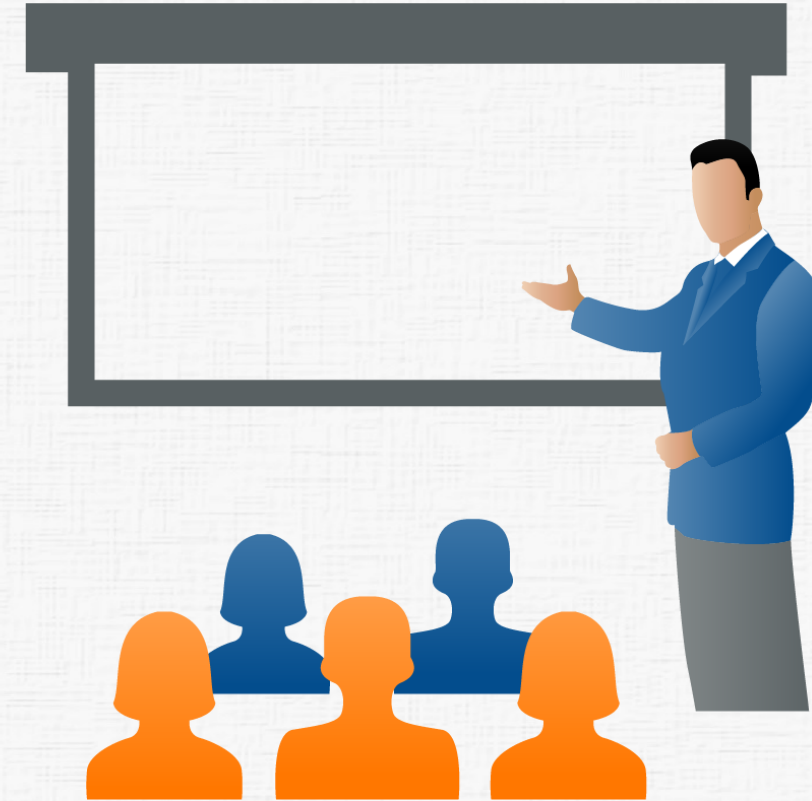


- ESP License holders will get
 - Email ID & Visiting Card
 - Access to Lead Management & Project Management Platform
 - Unlimited number of Individual users can be added under ESP license. One Time fee of **INR 1,000.00 + GST** Per User as a Set up Fee will be charged to the ESP License Holder.
- All Bank procedures will be managed by **CMPTL**
- All Payment requests made by the **ESP** License Holder will be processed if there is availability of **Drawable Funds** under the ESP License Holder Account within 7 (Seven) Business Days.
 - Drawable Funds = Total Available Funds in the account less Funds reserved for Operational Expenses of the Center.



Training & Support – SEP / ESP

- Customer Acquisition Training will be provided
- Project Execution Training - **Not available** for SEP / ESP
- Mentoring Support
 - Manager – 4-5 Years experience in the domain.
- Operational Support
 - Executive – 1-2 Years of Experience in the domain
- Senior Resources Support - On Demand - Pay as you go
 - Consultants – 10-15 Years Experience
 - Sr. Consultants – 15-30 years experience



Benefits – SEP / ESP



- Ease of Starting the Business
 - Guaranteed Returns of 6% on the Capital per Quarter or 24% per Annum or the Profits of the Center which ever is higher.
 - Profits settled Every Quarter.
 - Make your money work for You (CO – Auto) as well as gain 100% of commissions on conversions due to your effort (Licensee Operated).
 - Individual Operated and Company Operated. You can Continue your Job while your earning and revenue gets Established.
 - No Conflict of Employment as you will only be the **License Holder** in the **Company Operated** Model and not working as an **Employee** or Director of a Company.
 - No need to register a Company
 - No entanglement with the Accounting Aspects.
 - Easy to Start.. Easy to Switch.. Easy to Exit.
 - Start with Smaller Investment and grow your revenue and business.



Limitations of SEP / ESP Model

- Maximum Investment is restricted to 2 Lakh beyond that upgrade has to happen for Micro Franchisee or Franchisee Program.
- Only 2 (Two) Work Spaces are made available in the Platform
 - One Individual / Licensee Operated Section – Leads for the Individual section will cost extra.
 - One Company Operated Section
 - Additional Work Spaces are available in Micro Franchisee and Franchisee Models only.
- Company Operated –
 - **Auto** Model - **Available**
 - **Cruise** Model – **Not Available.**
- Recurring Business Revenue is not applicable but is available in the Franchisee Model.
- People who want to have their own Company and grow their business can do that in the Franchisee model but it is not possible in the **ESP**
- Dedicated Employees is not available in **ESP**
- Establishing **Business Partners** is not available in **ESP**.



Exit from the SEP / ESP

- If the License Holder wants to cancel their License after the **Lock-in** Period, he / she can send a request for cancellation with a 30 day notice period. The request will be processed in T+45 days from the date of such notice.
- A **Processing Fee** of 10% of the Withdrawal amount will be levied at the time of **Exit** from this **ESP** and the balance amount credited to the Exiting **ESP** License Holder. The Processing Fee is Waived off if the **ESP** Holder is upgrading funds to start an Independent CMPTL Franchisee or a Micro Franchisee.
- If an ESP Licensee is upgrading to a Micro Franchisee or an Independent Franchisee, he / she will have to pay the differential fee of Franchisee Fee less the profits and capital available in their center. An Examples is as shown below.
 - If the Invested Amount = ₹1 Lakh
 - Accumulated Profits = ₹0.75 Lakh
 - Total = ₹1.75 Lakh
 - If the Licensee want to upgrade to a Micro Franchisee by adding another ₹25K, then the user will get a MF with a total invested amount of ₹2 Lakh (1.75L + 0.25L) .



License Validity – SEP / ESP

- SEP / ESP License is Valid for 5 (Five) Years.
- License can be renewed after 5 Years after submitting the KYC Documents
- License Renewal Charges of ₹10,000/= plus GST will be charged for renewal process.
- To maintain the validity of the SEP / ESP License for 5 Years, it is mandatory for the Licensee to maintain a Minimum License Fee of ₹1,00,000/= with CMPTL.
- If the License Holder cancels the License during the period of 5 Years and withdraws complete funds from the system, then the validity of License will expire after the Grace Period. A grace period of 30 (Thirty) Calendar days is extended for the License Holder to re-activate the License. If no amount is reinvested, then all the clients and assets of the respective Licensee in the system will be merged with the other assets of CMPTL and Licensee will lose full rights on those assets.

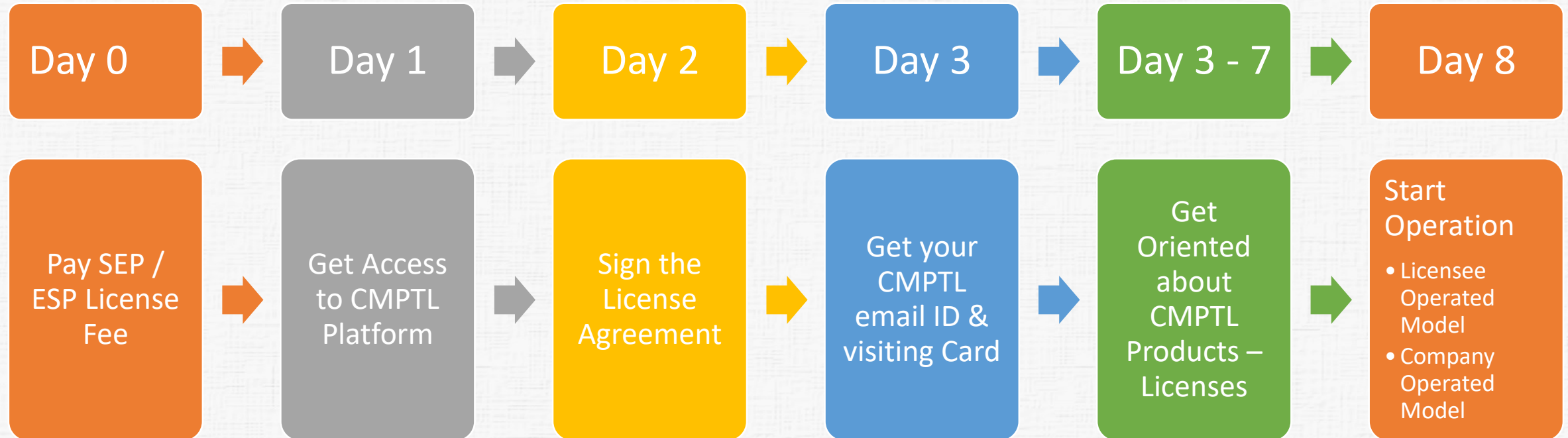


Transfer of Client Accounts – SEP / ESP

- ESP License Holder Exits CMPTL Network – No Client will be Transferred. Clients are at their Liberty to work with the Exited ESP License Holder owner after a non-compete period of One Year.
- ESP License Holder Exits by upgrading to a Micro Franchisee or an Independent Franchisee of CMPTL. Clients who are willing to be shifted can be Shifted to the new Independent Franchisee Company.
- ESP License Holder Continues to be in all or any two of the models ie. ESP / SEP and/or Micro Franchisee and/or Independent Franchisee of CMPTL. Clients who are willing to be shifted to the Independent Franchisee can be Shifted to the new Independent Franchisee Company.



SEP / ESP – Onboarding Process



Partners



Financial Partners:



We understand your world

Technology Partners:



Start your Entrepreneurial Journey & Your Parallel Income Source



CMPTL Bank Coordinates

- Initiate your Payments to the Below Bank Coordinates or scan the QR Code using any UPI App.

Beneficiary Name	Creative Mediapulse Technologies Pvt. Ltd.
Account Number	23260 500 1652
IFSC Code	ICIC0002326
Beneficiary Email ID	Accounts@CMPTL.com
Beneficiary Mobile No.	888 444 8536


Start your **Parallel Income Source** or your **Entrepreneurial Start-up Journey** !





Merchant Name -
**CREATIVE MEDIAPULSE
TECHNOLOGIES PRIVATE
LIMITED**

UPI ID -
creativemediapulse1652@icici



Pay here with  **iMobile Pay**

Now link any bank account with iMobile Pay to make UPI payments



Collection Account Number :
xxxxxxxx1652

- Secure yourself during these Turbulent Times.
- Secure Your Family.
- Provide an Earning opportunity for the person whom you Care.
- Join Hands with the Global Leader.
- Leverage the Global Network of CMPTL !!





Call us @ +91 844 844 8535

Or

mail us at

info@CMPTL.com

THANK YOU