

# JUMPSTART & BDM CHALLENGE

Updated: Feb 13<sup>th</sup>, 2019



# GROW YOUR TEAM!

Be rewarded

**USD5,000**

for every 45,000 OSV growth

OR

**USD40,000**

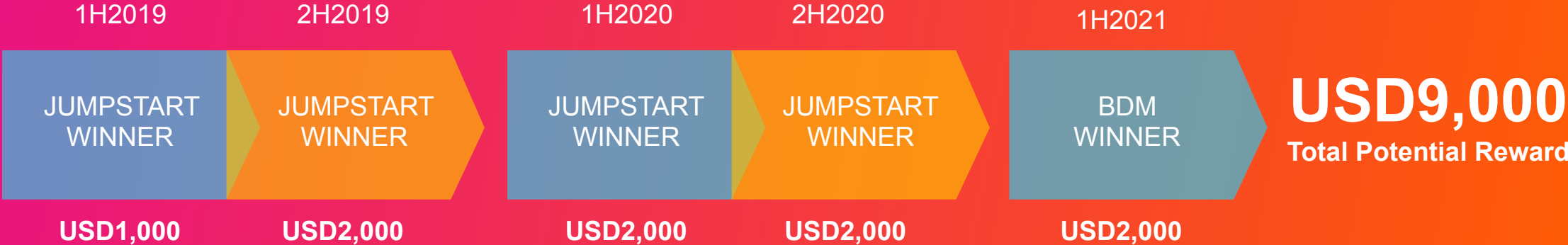
for every 225,000 OSV growth  
in your organization\*(G1 to G6).

\*Volume counted within your organization will be capped at 2,500 GSV per SEA \*Certified Brand Representative

\*Certified Brand Rep Definition: BR with minimum 2,000 GSV without using flex blocks

# STARTER & MOMENTUM REWARD!

Start your Qualification strong and Qualify every 6 months!



**JUMPSTART & BDM**  
CHALLENGE



Helps you build  
a stable  
organization  
that **GROWS**



Promotes long  
term organization  
volume growth



Rewards at each  
milestone to  
continue  
momentum



Support SEA  
growth strategy  
towards **US\$1B**  
goal

<b>CRITERIA</b>	<b>JUMPSTART</b>	<b>BDM</b>
<b>Key Measure</b>	<b>USD5,000</b> for every +45,000 OSV growth *cap of 2,500 GSV per Certified Brand Rep (Exec)	<b>USD40,000</b> for every +225,000 OSV growth *cap of 2,500 GSV per Certified Brand Rep (Exec)
<b>Qualification Period</b>	1-month snapshot of growth by June & December 2019-2021 (every 6 months)	1-month snapshot of growth by December 2019-2021
<b>Baseline</b>	Fixed Baseline Dec 2018	
<b>Cut-off OV</b>	OSV of the qualifier in June / December excluding downline qualifier's OSV within the paid as title level (G1 to G6).	
<b>Basic Maintenance</b>	<ul style="list-style-type: none"> <li>- Qualifier must be paid with 4 SEA Certified Lines for 4 months during Qualification Period</li> <li>- Qualifier must be paid minimally as Executive Brand Partner (Ruby) with 4 SEA Certified line in Jun / Dec and no flex blocks shall be used in order to qualify for the bonuses</li> </ul>	<ul style="list-style-type: none"> <li>- Qualifier must be paid with 4 SEA Certified Lines for 4 months during Qualification Year</li> <li>- Qualifier must be paid minimally as Executive Brand Partner (Ruby) with 4 SEA Certified line in Jun / Dec and no flex blocks shall be used in order to qualify for the bonuses</li> <li>- Qualifiers must create a new SEA G1 Star or a New 10K Leadership team in their qualification year.</li> </ul>

CRITERIA	JUMPSTART	BDM																								
<b>Encumbering rules</b>	<table border="1"> <thead> <tr> <th colspan="2" data-bbox="652 476 1327 568">Jumpstart Encumbering</th> </tr> <tr> <th data-bbox="652 568 912 672">GENERATION</th> <th data-bbox="912 568 1327 672">MAXIMUM OSV THAT CAN BE COUNTED PER LINE</th> </tr> </thead> <tbody> <tr> <td data-bbox="652 672 912 776">G1</td> <td data-bbox="912 672 1327 776">22,500 OSV</td> </tr> <tr> <td data-bbox="652 776 912 881">G2</td> <td data-bbox="912 776 1327 881">11,250 OSV</td> </tr> <tr> <td data-bbox="652 881 912 985">G3</td> <td data-bbox="912 881 1327 985">11,250 OSV</td> </tr> </tbody> </table>	Jumpstart Encumbering		GENERATION	MAXIMUM OSV THAT CAN BE COUNTED PER LINE	G1	22,500 OSV	G2	11,250 OSV	G3	11,250 OSV	<table border="1"> <thead> <tr> <th colspan="2" data-bbox="1623 476 2359 568">BDM Encumbering</th> </tr> <tr> <th data-bbox="1623 568 1903 651">GENERATION</th> <th data-bbox="1903 568 2359 651">MAXIMUM OSV THAT CAN BE COUNTED PER LINE</th> </tr> </thead> <tbody> <tr> <td data-bbox="1623 651 1903 719">G1</td> <td data-bbox="1903 651 2359 719">112,500 OSV</td> </tr> <tr> <td data-bbox="1623 719 1903 788">G2</td> <td data-bbox="1903 719 2359 788">90,000 OSV</td> </tr> <tr> <td data-bbox="1623 788 1903 856">G3</td> <td data-bbox="1903 788 2359 856">67,500 OSV</td> </tr> <tr> <td data-bbox="1623 856 1903 925">G4</td> <td data-bbox="1903 856 2359 925">45,000 OSV</td> </tr> <tr> <td data-bbox="1623 925 1903 993">G5</td> <td data-bbox="1903 925 2359 993">22,500 OSV</td> </tr> </tbody> </table>	BDM Encumbering		GENERATION	MAXIMUM OSV THAT CAN BE COUNTED PER LINE	G1	112,500 OSV	G2	90,000 OSV	G3	67,500 OSV	G4	45,000 OSV	G5	22,500 OSV
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	<ul style="list-style-type: none"> <li>- Every June &amp; Dec of the Qualification Year with volume from each SEA Certified Brand Rep (Exec) capped at 2,500 GSV.</li> <li>- Certified Brand Rep Definition: BR with minimum 2,000 GSV without using flex blocks</li> </ul>																									

CRITERIA	JUMPSTART	BDM
<p><b>STARTER &amp; MOMENTUM REWARD</b></p>	<p>Starter Reward: USD1,000 will be granted to all first-time winner of Jumpstart or BDM with minimum 45,000 OSV within 6 months (Jan – Jun / Jul – Dec).</p> <p>Winners who had received Starter Reward previously but did not grow by minimum 45,000 OSV in the next payment cycle, will be rewarded again once they managed to grow by minimum 45,000 OSV.</p> <p>Momentum Reward: By continuing with at least minimum 45,000 OSV in the next half (June or Dec), winners will be rewarded USD2,000. Maximum of 5 Momentum Rewards can be won between 2019 to 2021.</p>	



*Scenario*

### SCENARIO A

Best Case Scenario  
... Perfect Trajectory.  
Qualifier wins every half,  
within that half. Maxes out  
all rewards.

DEC 2018	1H2019	2H2019	1H2020	2H2020	1H2021	2H2021
100,000	145,000	190,000	235,000	325,000	370,000	415,000
Baseline OSV	JS45 Winner	JS90 Winner	JS135 Winner	BDM225 Winner	JS270 Winner	JS315 Winner
	<b>USD5,000 + USD1,000</b> Starter Reward	<b>USD5,000 + USD2,000</b> Momentum Reward	<b>USD5,000 + USD2,000</b> Momentum Reward	<b>USD25,000 + USD2,000</b> Momentum Reward (\$25k is balance of \$40k)	<b>USD5,000 + USD2,000</b> Momentum Reward	<b>USD5,000 + USD2,000</b> Momentum Reward

### SCENARIO B

Late Starter w/o Gains  
... BUT all the gains are  
within the same half of  
2020, still qualifying this  
person for a Starter  
Reward

Dec 2018	1H2019	2H2019	1H2020	2H2020	1H2021	2H2021
100,000	100,000	90,000	100,000	145,000	190,000	235,000
Baseline OSV				JS45 Winner	JS90 Winner	JS135 Winner
				<b>USD5,000 + USD1,000</b> Starter Reward	<b>USD5,000 + USD2,000</b> Momentum Reward	<b>USD5,000 + USD2,000</b> Momentum Reward

### SCENARIO C

Late Starter with gains ... note how the qualifier had some gains but not enough to JS45 in 1 half. no Starter Reward is paid but consecutive months is paid Momentum Reward

DEC 2018	1H2019	2H2019	1H2020	2H2020	1H2021	2H2021
100,000	110,000	120,000	140,000	145,000	190,000	235,000
Baseline OSV				JS45 Winner	JS90 Winner	JS135 Winner
				<b>USD5,000 + NO Starter Reward</b>	<b>USD5,000 + USD2,000 Momentum Reward</b>	<b>USD5,000 + USD2,000 Momentum Reward</b>

### SCENARIO D

Start Stop Scenario 1 ... gains the whole JS45 win in one half. and does it again after 1 half without any wins. starts again.

DEC 2018	1H2019	2H2019	1H2020	2H2020	1H2021	2H2021
100,000	145,000	130,000	190,000	235,000	280,000	
Baseline OSV	JS45 Winner		JS90 Winner	JS135 Winner	JS180 Winner	
	<b>USD5,000 + USD1,000 Starter Reward</b>		<b>USD5,000 + USD1,000 Starter Reward</b>	<b>USD5,000 + USD2,000 Momentum Reward</b>	<b>USD5,000 + USD2,000 Momentum Reward</b>	

### SCENARIO E

Start Stop Scenario 2  
 ... Wins JS45 in one half, has gains during the interim period. It takes this person a 1yr to achieve JS40 so no rewards will be paid for that portion.

DEC 2018	1H2019	2H2019	1H2020	2H2020	1H2021	2H2021
100,000	145,000	170,000	190,000	235,000	280,000	
Baseline OSV	JS45 Winner		JS90 Winner	JS135 Winner	JS180 Winner	
	USD5,000 + USD1,000 Starter Reward		USD5,000 + NO Starter Reward	USD5,000 + USD2,000 Momentum Reward	USD5,000 + USD2,000 Momentum Reward	

### SCENARIO F

Start Stop Scenario 3  
 ... even with gains in the 2H2019, this winner gained a whole 45,000 OSV in 1H2020, becoming eligible again for a reward.

DEC 2018	1H2019	2H2019	1H2020	2H2020	1H2021	2H2021
100,000	145,000	170,000	215,000	235,000	280,000	
Baseline OSV	JS45 Winner		JS90 Winner	JS135 Winner	JS180 Winner	
	USD5,000 + USD1,000 Starter Reward		USD5,000 + 1,000 Starter Reward	USD5,000 + No Momentum Reward	USD5,000 + USD2,000 Momentum Reward	