

AFFILIATE FAQ

Everything you get asked, in one place.

The questions affiliates ask most, and the questions business owners ask affiliates, with Mode's answers. Share it freely with the companies you introduce. If a question is not covered here, ask your Mode contact.

1 The basics

a. Who is Mode?

Mode.Inc (Mode Mobile, LLC, a Delaware company) is an AI data lab that works with frontier AI labs to improve their models. It licenses the operating records of established companies, which the labs use to train AI to do real office work. Mode also runs apps and devices with about 100 million monthly active users. Mode is the buyer: the company signs with Mode and is paid by Mode.

b. What does a company actually sell?

A license to a copy of its full operating record: email, chat, files, CRM, calls, accounting and work tools, ideally with several years of history. AI developers want to learn how work moves through a business, not who its customers are. The company keeps its originals and keeps operating exactly as it does today.

c. When a company sells its data, is it exclusive to one AI company?

Yes. Mode licenses the data to its AI customer on an exclusive basis, and the company agrees not to sell or license the same data for external AI training for 24 months. Mode's AI customer is bound by confidentiality and is barred from trying to identify anyone in the data.

d. Why would a business owner do this?

Old business records have always just sat in storage, with no value. Demand from AI labs has turned them into a new source of revenue, usually six figures, and that window may not stay open for long. There is no change to how the company operates, it takes a few hours of its team's time, and the owner sees a fixed written offer before committing to anything.

e. How does Mode handle sensitive information?

Before entering this space, Mode researched how other data vendors handle privacy and found that many do not do a good job of it, so it built its own process. Mode ran its own company's data through that process first. Before any data is licensed to an AI customer, sensitive material is removed and personal information (PII) is transformed, and the business owner can audit a sample of the de-identified data before it is sent.

2 Who to introduce

a. Which companies qualify?

REQUIREMENT	MINIMUM
Full-time office staff	20+ for most businesses, 10+ for accounting firms, 6+ for law firms
Where the team is	More than 50% of staff in the US
Operating history	3+ years, with those records still in their systems
Systems	5+: email, internal chat, file storage, a CRM, plus one more
Ownership	The company owns the records in those systems

b. Who is not a fit?

Staffing agencies, healthcare and dental practices, insurance, title and escrow companies, and companies with half or more of their staff outside the US. Mode only licenses full operating records, so a single dataset or a one-system export does not qualify.

c. What percentage of companies that apply get approved?

Over 98% of the companies Mode offers an agreement to are approved. The best way to predict whether a company will get an offer is the list above: companies that clearly meet every minimum usually do. If a company is not a fit, Mode says so on the first call, before anyone has done any work.

d. How much budget does Mode have for this? Could it run out?

Mode is able to cover every company it approves, because the budget comes from its AI customers. Each qualifying company is priced on its own record and receives a fixed written offer, and there is no limit on how many companies one affiliate can introduce.

e. What do companies typically receive?

FULL-TIME US STAFF	INDICATIVE OFFER
20 to 49	\$200K to \$500K
50 to 149	\$400K to \$900K
150+	\$800K+
Law and accounting firms under 20 staff	Quoted individually

Indicative ranges, not offers. The real number comes in Mode's written offer after a review. Never promise an owner a specific amount.

f. What drives the size of an offer?

Four things: how many people work in the company's systems (today and at its peak), how many years of records it has, how many connected systems it runs on, and the volume across those systems. Records that show outcomes, such as deals won or lost and jobs completed, raise the number.

3 Making introductions

a. How do I refer a company?

Send your Mode contact the company name and the owner, CEO or an officer you know. Only introduce people you have a relationship with or who have agreed to be introduced. Purchased or scraped lists and mass email are not allowed and do not earn a fee.

b. How do I know a referral is credited to me?

Within 10 business days, Mode either registers the referral to you in its affiliate system or tells you it was not registered. A company that is not registered was already in Mode's pipeline and is not credited. If two affiliates introduce the same company, the first written referral Mode receives gets the credit, and fees are not split.

c. What happens after I make an introduction?

- **Week 1:** a 30-minute call, then a non-binding letter of intent with a mutual NDA
- **Weeks 1 to 2:** a short intake form, an indicative range, then a fixed offer in the data license agreement
- **After signing:** the company's team uploads copies of the agreed systems within 10 days
- **Review:** Mode reviews and de-identifies the data, and the company can audit a sample
- **Payment:** the company invoices once the data is accepted and is paid within 30 days

Most companies go from first call to being paid in about 2 to 3 months.

d. Do I need to be technical, or handle any data?

No. Your job is the introduction. Never collect, receive or pass along a company's data, files, logins or passwords. Mode and the company's own team handle everything else.

e. Does the company pay anything, or lose part of its offer to my fee?

No. Mode pays your fee on top of the company's offer, and nothing is deducted from what the company receives. You may not charge or accept anything from the company itself.

4 Your earnings**a. How much do I earn?**

TIER	PAID COMPANIES	DIRECT REFERRAL	SUB - REFERRAL
Base	1 to 5	6% or \$50,000	1% or \$5,000
Tier 2	6 to 25	6.25% or \$52,500	1.25% or \$7,500
Tier 3	26 and up	6.5% or \$55,000	1.5% or \$10,000

You earn the percentage of the offer paid to the company or the minimum, whichever is higher. Counts never reset, and a higher tier applies from the company that reaches it onward. For a company headquartered outside the US, the fee is 6% with no minimum.

b. Which deals earn a fee?

A company Mode has registered to you that signs a full-corpus data license agreement with Mode within 6 months of your referral, and that Mode then pays. Pilots, samples and partial datasets do not earn a fee.

c. When do I get paid?

As Mode pays the company. You receive your percentage within 30 days of each payment Mode makes, and the rest of your minimum once the company has been paid in full. If the license agreement ends after Mode's first payment, your minimum is still paid unless it ended because of the company's fraud, misrepresentation or material breach. Each payment comes with a statement, and Mode needs a W-9 (or W-8) before the first one.

d. Can I earn from other affiliates I bring in?

Yes. If someone you introduce signs their own affiliate agreement with Mode and Mode confirms that you introduced them, you earn the sub-referral fee above on every company they close, counted across all your sub-affiliates combined. It applies one level deep.

e. Can a fee be taken back?

Only in specific cases: the company refunds Mode, the fee came from fraud or misrepresentation, the referral broke the referral rules, or the affiliate broke the conduct or confidentiality rules. Mode must give the reason and ask within 12 months of paying the fee, except in cases of fraud.

f. Can I tell people I work with Mode?

Yes. You can say you are a Mode referral partner. Keep Mode's pricing, offers, deal terms and the amounts paid on any deal confidential.

5 Privacy and security

a. How is a company protected while it is being vetted?

Right after the first call, Mode and the company sign a non-binding letter of intent with a mutual NDA, so everything they share stays confidential. The intake form asks only for descriptions and rough numbers. Mode never asks for logins, raw data, recordings or confidential documents before a license agreement is signed.

b. How is the data protected once a deal is signed?

- Nothing is uploaded until the data license agreement is signed, and only the systems it lists are included
- The company's own team uploads copies through Mode's secure upload; no passwords are shared with anyone
- Data is encrypted in transit and at rest, and access is limited to the people who need it
- Sensitive material is removed and personal information is transformed before the AI customer sees the data
- The company can audit a sample of its de-identified data before it is sent
- Health records, payment card data and children's data are excluded, and the raw upload is deleted within 120 days
- The AI customer is contractually barred from trying to identify anyone in the data

c. Will anyone find out the company sold its data?

Mode does not publicly name the company or use its name in marketing without its written consent. Mode may share the company's name, industry and a general description of the data with its AI customer, under confidentiality, so it can confirm where the data came from.

d. Does the company lose ownership of, or access to, its data?

No. The company keeps its original data and systems, untouched. Mode receives a license to a de-identified copy of the systems the company agrees to.

6 The ground rules

- **Disclose your fee** to every company before it signs with Mode
- **No guarantees.** Never promise an amount or a timeline; ranges are indicative
- **Use Mode's materials.** Describe the program only with materials Mode provides or approves
- **No legal advice.** Send questions about a company's data rights or contracts to Mode and the company's attorney
- **No investment talk.** Never discuss investing in Mode or any Mode securities offering
- **Never handle data.** No files, exports, logins or passwords, ever

This FAQ summarizes the affiliate program. Your signed affiliate referral agreement governs if anything here differs. Indicative figures only; no offer, fee or transaction is guaranteed.