

**Preamble to the MOU**  
**Between Evangelist and Brisk Olive**  
(Not Part of the MOU)

The aim of the Evangelist program is to involve ex-soldiers in offering Brisk Olive services to clients, to create a win-win-win:

- **A win for Brisk Olive**, as Brisk Olive needs someone who can offer genuine value to clients as well as open doors to them.
  - Ex-soldiers (Evangelists) know what soldiers are good at and where all they can provide genuine value.
  - Ex-soldier Evangelists are genuine and trustworthy, which is what is needed to open doors to clients.
  - Evangelists can cover geographies/clients which Brisk Olive cannot reach directly.
- **A win for Clients**, because they get the best value, through the right people.
- **A win for Evangelists**, because Evangelists require earning opportunities, and also need to learn selling which is a primary survival skill in the civil world. Brisk Olive offers an easy selling opportunity, with

**Through the Brisk Olive Evangelist Program, you have the opportunity to create the following for yourself:**

- **Lifetime Semi-Passive / Passive Earnings even beyond age 60:**
  - Orders: The orders you create are your orders. Brisk Olive pays you for those, as per rules (mentioned below).
  - Accounts: The client accounts you create are your client accounts. You continue earning from them as elaborated in the rules.
  - Leads by Brisk Olive: Brisk Olive also shares leads with you within your region.
- **Financial Freedom:** Brisk Olive strives to make you financially free through additional earning opportunities:
  - Franchise Opportunities: You will be the first to know of good Franchise opportunities, which Brisk Olive evaluates regularly.
  - Projects Execution: Brisk Olive involves interested and qualified Evangelists in the delivery of Projects in their regions.
  - Other Passive Earning Streams: Brisk Olive trains you and facilitates you to pick up other passive earning opportunities. Such opportunities usually need upfront effort, but lead to long-term passive earnings.
  - Financial Advice: Brisk Olive also provides access to financial advice from the best in the field - chosen from among the many that it comes across in its dealings. Correct financial advice helps you invest and compound your money.
- **Self-Mastery.** You get free access to Brisk Olive's free and paid online training for ex-soldiers. The online masterclasses planned during the next 12 months are as follows (minor changes are possible due to various factors):
  - Branding for Success.
  - Decode Marketing for Life.
  - Create Your Marketing Engine.
  - Sales Mastery.

- Do Social Media Marketing for free!
- Build Your Most Amazing Networks for Success in Life
- Content Calendar: For Content Marketing - Content Creation & Distribution.
- Website Development and Maintenance: Make it for yourself, or offer it as a service.
- The Money Master Class for Financial Freedom
- Jobs Masterclass
- Collaborate your way to Massive Growth.
- Affiliate Marketing to generate Passive Earnings.
- E-Commerce - how to make it work for you.
- **Networking And Collaboration:** Brisk Olive also provides you with suitable networking and collaboration opportunities:
  - Collaboration with people outside can be extremely difficult, as you do not know them, and making new friends at this stage could be extremely difficult too. Collaboration with other ex-soldiers is much easier, due to the shared vocabulary, values, methods of working and inherent mutual trust. Brisk Olive connects you to select members within the ex-soldiers community. This could be your door to massive growth.
  - Access to experts from both the military and civil world, during training sessions and at other collaboration events / opportunities.
- **Miscellaneous Attractive Offers:**
  - Brisk Olive also curates special offers for the ex-soldiers community (An offer is called special only if it is an offer or discount which is superior in some way than any other offers given by that vendor to the general community). This is a growing area in which Brisk Olive is putting in effort.
  - Brisk Olive also creates opportunities to give back to the soldiers community or to our society in general.
- **Meaningful Engagement and Communications:**
  - Monthly Evangelist Meet, for engagement with Evangelists, to share leads and opportunities, and provide other value.
  - One to one interactions with individual Evangelists.
  - Quarterly Newsletter including key issues.
  - No spam.
- **Other Services:**
  - Other services are getting added, as we evolve. However, the primary aim of all services will be the same - to create a win-win for the ex-soldiers community and the country.

#### **Evangelist Program Status and Success Journeys:**

- The earlier Evangelist Program has been superseded by the current one, with a security deposit, to ensure genuine engagement.
- The group of Evangelists is a small, hand-picked group. The numbers planned currently, are 36, by 31 Mar 2022. Six Evangelists are on board (as on 01 Mar 2021). There are currently other ad-hoc arrangements - 38 (approx), but those do not qualify for the Evangelist program.

- A few recent examples, in 2021, where Brisk Olive has successfully guided Evangelists are in the expansion of Woodbuzz by ixDesigns (currently undergoing evaluation for funding), expansion of Taelman Industries, Noida and setting up of Soldier Defence Academy, Jaipur (underway).
- Some earlier Evangelists, who were also part of the earlier program, are already receiving regular earnings through various services. Their earnings are growing.
- Some earlier Evangelists, now part of the new Program, have also been incorporated in the past, in the delivery of Brisk Olive Projects, provided Franchise opportunities (offers to them plus offering their Franchises to others), provided with offers, etc.

#### **Overall Brisk Olive Growth:**

- Brisk Olive is expanding rapidly. Current client number (as of March 2021) is 153. These include Amazon, Welspun, Hettich, Renew Power, Bajaj Electricals, Bharti Realty, Sujata Group, Mittal Electronics, Rathi Steel, etc.
- This month (Mar 2021), tie-ups are being negotiated with MakeMyTrip and TCS. Amazon India has begun to share Recruitment requirements . New services are being added. Updates will be shared during monthly Evangelist Meetings.
- Brisk Olive members network (Soldier2ndLife) is growing fast. On-ground events will be restarted after the Covid situation becomes clearer.

#### **Brisk Olive Commitment:**

- The above-mentioned services are ongoing, for all active Evangelists Registered with us under the program.
- An Evangelist's security deposit may be redeemed anytime, without notice. Money will be refunded to the Evangelist within 1 week, no questions asked.
- Brisk Olive may choose to refund an Evangelist's security deposit anytime, at its discretion. While no reason is required to be given for the same, the contributing factor shall usually be disengagement or lack of activity.

#### **Rules for Evangelists:**

- Each Evangelist will sign an MOU with Brisk Olive. All rules of engagement are mentioned in the MOU.