Project Studio

Partner Program Guide

Enterprise Channel Partnership Framework

INDIA | UAE | USA

Welcome to the Project Studio Partner Program

The Project Studio Partner Program is designed to enable qualified channel partners to sell and implement Project Studio for enterprise interior and construction projects.

India, UAE, USA presence

Multi stakeholder environments

Predictable outcomes

Sustainable revenue

Deployment consistency

Executive-level partnership designed for enterprise growth and predictable, scalable deployment

About Project Studio

- Enterprise workspace platform

- Built for interior, construction & fit-out projects

- Design-to-delivery visibility

- AI enabled insights

- Multi location deployment capability

ENTERPRISE-GRADE SOLUTION

Built for Enterprise Growth

Program Objectives

Predictable Customer Outcomes

Consistent delivery standards across all enterprise deployments with proven methodologies

Sustainable Partner Revenue

Long-term revenue streams through recurring sales, renewals, and implementation services

Deployment Quality Consistency

Certified processes ensuring enterprise-grade implementation and customer satisfaction

Program Structure

Program Structure Overview

| Tier based ecosystem | Capabilitydriven progression | Periodic review | Certification based growth |

Silver Partner
Foundation Tier

Entry level tier for partners beginning their journey with Project Studio. Focused on building foundational capabilities and market presence.

Gold Partner
Advanced Tier

Advanced tier for partners with proven capabilities, dedicated resources, and commitment to driving significant enterprise business.

Industries Served

Enterprise Focus Segments

Interior Design Studios

Construction Companies

EPC Firms

Commercial Fitout Companies

Modular Factories

Project Management Consultants (PMCs)

● Enterprise deals only within these segments ●

ProjectStudio

Tier Requirements

Project Studio defines clear qualification and commitment requirements for each tier. These requirements ensure partners are capable of delivering enterprise-grade implementations

Requirement	Silver Partner	Gold Partner
Deal Focus	Enterprise Only	Enterprise Only
Certified Implementation Consultants	1	2
Certified Sales Representatives	Not Required	2
Annual Business Commitment	Not Mandated	₹75 Lakh+
Certification Level	Basic	Advanced

Note: Failure to maintain required certification or capacity may result in tier re-evaluation.

Sales & Delivery Model

Project Studio follows a shared-responsibility model where partners own customer relationships and delivery, supported by Project Studio teams.

Activity	Silver Partner	Gold Partner
● Lead Generation	Partner	Partner
● Product Demo	Project Studio AE	Partner
● Deal Closure	Partner	Partner
● Implementation & Roll Out	Partner + PS Support	Partner
● Custom Development	Project Studio	Project Studio

Note: Gold Partners are expected to independently run demos and sales conversations. Silver Partners are supported by Project Studio AEs for demo & doubts activities.

Commercial Benefits by Tier

Project Studio offers a transparent commercial structure that allows partners to build profitable enterprise practices.

$ Margin on Sale	**40%**	**70%**
⇄ Margin on 1st Renewal	**30%**	**50%**
↗ Implementation Revenue	**100% to Partner**	**100% to Partner**
<> Custom Development	**Markup-based**	**Markup-based**

↗ Key Highlight

Project Studio does not participate in implementation or services revenue.

Product & Pricing Framework

To maintain enterprise consistency, Project Studio defines minimum commercial thresholds.

Minimum Plan Value	₹4,00,000
Included Users	15
Additional User Market Rate	₹40,000
Minimum User Cost	₹20,000

Note: Partners may price above benchmarks where scope or complexity warrants.

Implementation Fees & Flexibility

Partners retain full control over implementation pricing.

MARKET BENCHMARK

₹10,000/day

DISCOUNT CAP

No Limit

MARKUP CAP

No Limit

Note: Partners may price above benchmarks where scope or complexity warrants.

Partner Support Model

Project Studio assigns a structured support organization to every partner.

Account Manager

Strategic Oversight

Account Executive

Mandatory: Silver
Optional: Gold

Functional Consultants

Implementation Support

Central Support Team

24/7 Assistance

Silver Partner Support

- Dedicated Account Manager
- Mandatory Account Executive for demos
- Standard response times

Gold Partner Support

- Priority Account Manager access
- Optional Account Executive support
- Accelerated response SLAs

Certification & Enablement

All partners must complete Project Studio's certification program.

Product Fundamentals

Core platform features and capabilities

Enterprise Use Cases

Industry-specific implementation scenarios

Sales Positioning (where applicable)

Value propositions and competitive differentiation

Implementation Workflows

Deployment methodologies and best practices

Note: Certification must remain active to retain tier benefits. Advanced certifications are required for Gold Partners.

Partner Benefits Summary

Project Studio assigns a structured support organization to every partner.

Benefit Area	Silver Partner	Gold Partner
Partner Portal	✓	✓
Training & Certification	✓	✓
Dedicated Account Manager	✓	✓
Demo Support	✓	Priority
Lead Sharing	Limited	Priority
Co-Marketing	Limited	Expanded
Early Product Access	✗	✓
Joint GTM Planning	✗	✓

Partner Marketing Responsibilities

Partners are expected to represent Project Studio accurately and professionally in all marketing activities.

Follow Brand Guidelines

Adhere to Project Studio brand standards, visual identity, and messaging guidelines in all marketing materials

Approval for Public Announcements

Obtain prior written approval before issuing press releases, case studies, or public statements about the partnership

Use Approved Collateral

Utilize only authorized marketing materials, templates, and assets provided through the partner portal

Share Case Studies

Collaborate on customer success stories and implementation case studies to strengthen mutual credibility

Note: Marketing support is discretionary and tier-dependent.

Partner Sales Responsibilities

Project Studio assigns a structured support organization to every partner.

Identify & Qualify Enterprise Opportunities

Proactively source and qualify enterprise-level opportunities that meet Project Studio's ideal customer profile
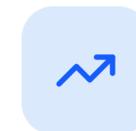
Register Deals

Submit deal registration through the partner portal to secure deal protection and margin benefits

Manage Relationship End-to-End

Own the complete customer journey from initial engagement through implementation and renewal

Provide Pipeline Visibility

Own the complete customer journey from initial engagement through implementation and renewal

Note: Partners are expected to sell Project Studio as part of a broader enterprise solution, not as a transactional product.

Code of Conduct

Partners are expected to represent Project Studio accurately and professionally in all marketing activities.

Ethical Conduct

Maintain highest standards of professional ethics and business integrity in all partner activities

Confidentiality

Protect all confidential information, customer data, and proprietary materials shared during partnership

Compliance

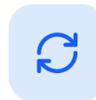Adhere to all applicable laws, regulations, and industry standards in respective operating regions

Accurate Representation

Provide truthful and accurate information about Project Studio capabilities, pricing, and timelines

Note: Violations may result in suspension or termination of partner status.

Program Policies

Governance & Management

Tier Reviews

Partner tier status is reviewed annually based on business performance, certifications, and customer satisfaction metrics

Modification Rights

Project Studio reserves the right to modify program terms, benefits, and requirements with 90 days notice to partners

Reassignment Authority

Project Studio may reassign customer accounts if partner fails to meet service commitments or response obligations

Termination Rights

Either party may terminate partnership with 60 days written notice. Immediate termination for material breach

Note: Program participation is governed by the Partner Agreement.

Support & Escalation

Partners can access support through

👤	**Account Manager**	Business Hours

🎧	**Support Desk**	24/7

👥	**Functional Consultants**	Scheduled

📅	**Scheduled Reviews**	Quarterly

Note: Gold Partners receive priority access and faster response times

Grow with Projectstudio

Structured. Scalable. Enterprise-Ready.

Become a Project Studio Partner Today →

Contact your Project Studio representative to begin the partner onboarding process

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