

MLM SCRIPT – Request To Bid (Round 2)

I have received numerous substantially interesting bids and requests regarding this project.

Many of you seem to be experienced with at least related kinds of products, and very valid points about what should be explained in more detail have been brought to my attention during the online dialogues.

Because of the above and the controlled manner of distributing equal information to all parties involved, I decided to walk the extra mile and offer this more detailed memorandum for you to bid at.

I hope the following pages clarify my vision and gives you an opportunity to clearly indicate your potentials according to my needs.

Please, give your feedback with referrals to the set header codes (A, A.1, ... B, C....). This gives me the possibility to communicate back to you in a lot more effective way than if having to read randomly structured information or to answer random questions.

So... Here we go:

A) FINAL BID

A.1) Here you should clearly indicate whether your bid covers:

- both the primarily needed and extended features plus the aMember plugin script,
- only the primarily needed features
- or a combination.

If you prefer not to bid for any of the advanced features for later development, you should be able to produce a modular script which could be further developed during operative use even by a third party developer (practically you should offer only non-encrypted standard code in such a case).

The primary features are:

- Store, Paypal Integration and Reference Control (see section F of this memo)
- Admin and User Interfaces (see section H.1)
- Communications inside the MIm script (see section H.2)
- Referral links (see section H.3)
- Tell a friend form for fast emailing new referrals (see section H.4)
- User Groups and aMember integration (see section H.6)
- Commission payments to affiliates (see section H.7)
- Member/Admin Financial reports (see section H.8)
- Viewing Sponsor from upline / whole Downline, downline dimensions (H.9)
- Compensation -% for affiliate members (H.10)
- Manual Affiliate removing/adding (H.11)

The advanced features are:

- NEW-Ability to use Banners (see section H.3)
- NEW-Ability to manually add/withdraw commissions from a member (H.5)
- Automated member removal (see section H.8)
- Semi-Admin Accounts (see section H.12)

Note: As I have indicated my currently set budget is USD 1000. Said budget is set regarding the primary features needed before the launch of the site.

If you want to use the possibility to bid only regarding the primary features by providing the advanced features later you should at least explain how you would go about adding the advanced features and give an indication of your budget.

Those able of providing both the primary and the advanced features before or close around launch as one package get a clear advantage over other bidders.

A.2) Financial terms

I prefer to work over escrow arrangement and those willing to use this way of operating get an clear advantage over other bidders.

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A)Your comments below:

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B) TIME SCHEDULE

My vision is that we should have an almost finished version for testing around **last week of January at latest and further two weeks for final adjustments**, testing for stability and integration to the actual site.

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B)Your comments below:

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C) DEVELOPMENT AND TEST SERVER

I can offer full root access via cPanel and FTP. The Site is currently setup on a shared server running in non-safe mode, while the final Site server is going to be a dedicated one, running in non-safe mode as well.

The current server is setup with:

Operating systemLinux
Kernelversion 2.4.21-15.0.3.EL
Machine Typei686
Apacheversion 1.3.31 (Unix)
PERLversion 5.8.1
Path to PERL /usr/bin/perl
Path to sendmail /usr/sbin/sendmail
PHPversion 4.3.8
MySQLversion 4.0.22-standard
cPanelBuild 9.9.8-STABLE 6
ThemecPanel X v2.5.0

Regarding code editing tools: I am myself using Macromedia MX 2004 Suite for editing the code and site layout. Regarding Graphics design tools: I am using Macromedia MX Fireworks, Adobe Photoshop and Adobe Illustrator.

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C) Your comments below:

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D) COMMUNICATIONS

D.1) Any communications should be taken care of via the discussion boards offered by the Project Auctioning Facilitator (GetAFreelancer, later GAF / Rent-A-Coder later RAC) interface. Additionally I prefer to use Yahoo IM and Skype VoIP.

D.2) Confidentiality and Non-disclosure. If you prefer to continue the negotiations by submitting comments regarding this memorandum, by submitting your response to this memorandum you agree to commit to the standard Non-Disclosure Agreement (later NDA) used by the Project Auction Facilitators. You should also identify yourself by submitting your full personal name, country of citizenship and country of residence if different from country of citizenship

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D) Your comments below:

Yes, I agree to the terms set in the NDA by the Project Auctioning Facilitator.

My Full Name is.....:

My country of citizenship is:

My country of residence is: same as above

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E) PORTAL FRONT

The portal I am developing is named www.SoundChilds.net. While the public domain only shows one page you are welcome to visit the below content starting at:

www.soundchilds.net/cms_index.php

test account for [index/forum&aMember](#)

ID: mikatest

pass: mikatest

Note that the graphical layout for most parts of the Site is not final at this point.

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E)Your comments below:

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F) THE STORE AND PAYPAL CONNECTION, REFERENCE CONTROL

While some of you thinks that the mlm script should be able to maintain the store products, that is **not** the case – the store sections (adding/modifyin items) are all managed by different scripts as you can see in the following:

There are actually three different stores sections where products may be purchased via Paypal:

-the Online Store,

-aMember products at the member account space,

-buying Banner Ad space.

While the aMember products and Banner Ad campaign products are based on a set of fairly few products (products created and maintained solely by the site admin), the Online Store is actually a mall (a group of multiple user online stores) where products are maintained by site members at their own online store as explained in the following:

I have attached the section from my previous posting. Quotes are printed in italic:

Paypal shopping cart and IPN integration is needed. *The site consists of a kind of a shopping mall where each registered member can host their own shop and add products to the shop via a add/modify product script interface. When a new product is added, the Paypal buttons for “Add To Cart” and “View Shopping Cart” are created dynamically. Your script should be able to register any purchases made via the Paypal shopping cart and naturally, who the referrer was.*

Note: *As all products are going to be set up equally regarding total % commissions to be paid to the referrers, I only need to collect the shopping cart total saldo (from the saldo before sales taxes and Paypal shipping and handling fees) from which the affiliate commissions then are calculated. The referral compensation should be done so, that whenever a person buys any product or service offered by any member vendor promoting products at their store the referring member (and his/her upline) would be credited for a sale.*

My vision about controlling the above would be to allow a buyer to buy a product if the referral data would be ok. For example when pushing on an “Add To Cart” button of any product, a message “We need your referral information. Please type in your referral code in this box” would appear in a popup window if there was no cookie at the clients computer. If there would exist a cookie the message would not show up. Alternatively -if easier- to only allow access to the stores if a cookie would be active and the same message if not.

I would rather use the first option because this would give the buyers the ability to browse for potentially interesting products. The referral cookie lifespan should be set for a maximum 1095 days (three years).

The above regards the Online store pages created by users as well as the aMember member account section as well as the Banner Ad section. I think the best way would be to control this with a cookie “sniffer” connected with a IF-ELSE modified “add to cart button” or “buy now” button code.

In other words: when a buyer would enter any store section page with a “add to cart” or “buy now” button, the cookie sniffer would trigger the message “We need your referral information. Please type in your referral code in this box” **IF** no referral control cookie was set on the buyers computer, **ELSE** the buyer would be allowed to add the product to the cart or to buy the product as usually.

Perhaps an cookie script for ID tracking like this one:

<http://javascript.internet.com/cookies/id-tracker.html> would be something to start with. Note that while the sample script adds the referral code automatically, in our case the pop-up window should appear and the client should be asked to add a referral id (by the original referrer, received by an Tell-A-Friend email -see section H.4- or such feature). Regarding situations where a client would not remember the ref id, the pop-up window should have a link to a site providing referrer id's by members (a sub-forum with postings; ability to use standard html for showing such a link is the minimum). A more advanced vision would be to provide the client a form where they would enter the actual name (first and last) of the referrer – my logic here is that typically people are referred by

friends and the ref id code would show up and if no ref id code would exist the client would be told to go to the above described sub-forum to find a ref code by an active member.

You should be able to provide the cookie sniffer code and the modified IF-ELSE part of the Paypal buttons code triggering the popup window for placing the cookie while I would naturally provide any actual product related Paypal “add to cart” and “buy now” code to be used as a part of your IF-ELSE code as part of the ELSE condition.

Note: All sections at the site button codes are based on static templates code or dynamic code generated via php when a user adds/modifies a product. In my vision the actual cookie sniffer code would be placed in the <head> section of the templates and the IF-ELSE conditional part of the sniffer code would be placed in the “add to cart” or “buy now” button code.

I have attached the section from my previous posting. Quotes are printed in italic:

***About Paypal IPN.** I am using two scripts needing IPN information prior to your script. The other script is named Linklok and I am using it for controlling digital downloads (by offering hashed download links to the buyer once a purchase has been verified according to IPN data), secondarily aMember controlling the memberships quotas as explained earlier, both scripts can forward IPN data to your script. Both scripts should naturally have the info of where to send the IPN data.*

To give you an operative example about one of the user managed Online Stores, you are welcome to visit its user interface at: <http://www.soundchilds.net/backstage/login.php> by the user id: TEST and password: test.

Look for. “add item” and “modify item” at the left hand nav bar.

If you add an item or modify one you should after that look for “Generate Html” at the left nav bar and after clicking at the button, select “View your page” next to a green boxed “SUCCESS!” message to see what kind of page you actually just generated☺

You are welcome to play around by adding an item or changing some content, but **don’t delete ny products.**

If you want to have the whole shopping experience at the html front of the Online Store by this test user account you are welcome to buy one of the USD 0.01 items, but note that any purchases won’t be refunded and that Paypal adds a USD 0.3 fee.

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F) Your comments below:

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G) SCRIPT DESIGN INTEGRATION

After you have surfed the store section you should now have an idea of what the site will look like when ready for launch. The colors of orange, grey, black red and white are dominating ones with some green showing every now and then. I would naturally also prefer to integrate your mlm script as completely as possible into the rest of the site design. I would prefer to work with templates at least for the header and footer + css. As mentioned previously in section C, I use Dreamweaver MX 2004 as my code and Site layout editor.

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G) Your comments below:

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H) THE ACTUAL MLM SCRIPT

H.1) Admin and User Interfaces. As the admin section is something giving us more latitude design wise the more important aspect is what the networking affiliate should experience when working with promotion efforts. I am aiming at as simple as possible solution and as clear interface as possible. Regarding features visible to the affiliate member I have setup a script which can be regarded as a standard mlm script providing the needed basic data for its affiliate members:

You can log in at:

<http://www.soundchlds.net/scdotcom/>

affiliate id: 1

pass: test

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H.1) Your comments below:

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H.2) Communications inside the Mlm script. While the membership communications are mostly taking place at the forum (http://www.soundchlds.net/loud_lounge), I don't see the need for extensive membership communications to be implemented into the mlm script. Basic ability to send an email to the downline is enough. Additionally a field where the member can insert his/her forum profile url if so preferred and linking this to activate his/her member name to open the forum profile in a new window is definitely regarded as a bonus.

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H.2) Your comments below:

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H.3) Referral links and Ability to use banners

Ability to provide the referral members a unique referral link is naturally the core must. Using this link places a reference control cookie at the clients computer when entering the Site by clicking on the link.

Banners an advanced feature. Providing an admin section to add banners for referrers to use at their preferred destinations is regarded as an advanced feature.

In case you are able to provide a solution at which the member would have ability to add their own banners to be used after approval by admins or semi-admins – even better.

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H.3) Your comments below:

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H.4) Tell a friend form for fast emailing new referrals. This email form should include dynamic variables to be used in the basic email text for the
referral real name
referral id or code to be added in the reference request pop-upwindow if asked
with a clear note to the receiver to register the above referral id or code
and a full referral link.

Ability to primarily send emails as html mail and secondarily as text based mail is regarded as a bonus.

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H.4) Your comments below:

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H.5) Admin (Semi-admin) Ability to manually add/withdraw commissions from a member of the network is regarded as an advanced feature.

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H.5) Your comments below:

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H.6) Member groups and integration with aMember

As a reminder I have attached the section regarding member groups and aMember integration from my previous posting. Quotes are printed in italic:

Joining members should be able to join by two different programs

1) NORMAL (paying) Members and get full referral commissions or as

2) FREE Members and get 50% of the commissions of group 1)

Additionally a group of Non-Active Members awaiting Final Referral fees clearing would be needed.

The member groups 1) and 2) are available for anybody registered (via aMember as explained below). **NOTE: These member groups needs not to be changeable during active membership period.** If it can be done without messing up the aMember register it is regarded as a bonus, but the prime aim is to keep the registers of aMember and this mlm script fully synced and stable.

The following feature about the third group is regarded as an advanced feature.

The third member group is the one where anybody whose membership has ended should be automatically moved ie. automatically dropped out from the network and active members listings into a register where the information is kept for final settlements and payments of any pending commissions. Once all payments/other issues have been settled by the admin (or semi-admin) the member is finally fully removed from the mlm register (note: Not from the aMember register). When this happens he/she should get an email or a forum pm or other such message, telling about having the right to register as a new mlm promoting member again.

Regarding the above my site is using a membership control script named **aMember** (<http://membership.cgi-central.net/scripts/amember/>) where all user accounts are centrally set up.

aMember script grants access to a registered and logged in user according to products he/she has bought (by products I mean user rights to different sections of the site as a member of different user groups. In your case the ability to enter as a free or paying member). aMember controls the access and the duration of a membership. It also controls whether a registered member can buy additional product of a specified product type while the member still has an active membership. Why this is needed: In my business model your script is only allowed to be activated for a specific time and during this time the member can not buy additional time while some other products can be bought in advance and the aMember adds time to the user account automatically.

integration between aMember and your script is needed. aMemeber provides a powerful integration plugin template for this purpose. Note:

If this is integration plugin is something you would not care to create I can do it by myself. However, I would need your information on the sql fields storing the member data required by your script.

Note that anyone registering as a member should be able to choose their own Username and password (again, anyone registering actually registers via aMember and aMember adds the new member into your database and grants access to the memberuser interface of your script.

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H.6) Your comments below:

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H.7) Commission payments to affiliates and automated membership removal

None of the commissions payments to promoting affiliates should be automatically processed by the script at this stage.

Quote from my previous posting

Payments to Promoter members should be made at set dates only (nominally set by the admins) OR if separately decided by the admin and only if the total amount of referral fees exceeds a set amount for example USD 50. Payments to affiliates should be made via Paypal.

Regarding the above - some more details

Payments needed to be made to affiliates should show up in a “pay these commissions” list viewable by admins and semi-admins only if the following conditions are met

During an active membership period

- the accounts should be included only periodically, at set dates. For example quarterly on 1.1., 1.4., 1.7. and 1.10. (the dates should be able to be set by the admin - collectively for all members).

-during an active membership only if the total amount of referral fees exceeds a set minimum amount, for example USD 50 (lower amounts would be rolled over to the next period). Again, this should be able to be set by the admin collectively for all members.

At the moment of a membership period ending (based on a daily cron job)

-any final settlement to be paid because of a membership period ending should show up in a “pay these commissions” list for checking (while the affiliate member would at the same moment be moved to the third group of non-active users, as described in section H.6 and below).

The following section is regarded as a advanced feature and is not crucially needed at the launch, but should be included in any case during the following period before June 2005 after launch, when the site is already operative.

This is a crucial feature regarding effective affiliate management and even if not including the feature at the launch you should be able to give a draft description of how you would implement this feature.

Regarding automated membership removal I quote my previous posting.

My ideal vision is to be able to effectively (as automatically as possible) to remove the members from the database of your script when their membership period expires, while simultaneously creating a report about possibly unpaid fees to be covered by the accounting team. I am trying to vision the perfect solution from my point of view in the following:

This vision would probably require some counter logistical scripting by aMember, sending a signal of expiration to your script (I'm sure my associates can create this kind of function into aMember) after which your script should then act accordingly by:

1) removing the members from the active network into a group of expired memberships needing settlement and the admin interface of this group would then have a table of all members with unpaid fees with a button for accepting the fees to be paid (here an option of using a check box to select all members in this group and individual check boxes to deselect members from a mass selection would be ideal for effective payments processing –once pushing the “Pay NOW” button, all selected payments would be processed to be paid via Paypal.

2) Simultaneously with a payment by the admin, a final payment report should be created for accounting purposes to be stored with in a third, totally separated and archived memberships group AND an email or other such message should be sent to the member of the possibility of signing on as a new, active member.

Regarding both payments to affiliates and removal of affiliates

In my vision the ideal solution here would be to be able to create a list (based on a daily cronjob) where all accounts due to payment would show up. A checkbox next to each account would allow of deselecting the account from group of accounts to be settled. Additionally a checkbox to select/deselect all should be included. A signal not of unusually large increase of sales when referred against the previous period would definitely be a good feature to have around as a quick filter. Finally a button for making the payments via Paypal as a mass payment should be included. No referral control code would naturally not be needed anymore with this button.

Note: Probably the easiest way of including the ending date of a selected membership period would be duplicating respective ending date information from the aMember database into the MLM script database.

Final Note: The more automated the features of this section can be made in total, without putting ourselves at risk of loosing control regarding possible miscalculations and false payments, the better.

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H.7) Your comments below:

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H.8) Member/Admin Financial reports

My vision about these reports is to have the ability to view at least total fees, paid and open fees per member as the the minimum requirement.

Any reporting to be selected based at time periods of monthly, quarterly, semi-annually and annually based on set dates as well as sorting the data by amounts of fees, alphabetically by member name and such various criterias are regarded as a definite bonus.

As a promotional motivator public collective report to be used via php include or similar method on most sales generated periodically is also definitely regarded as a bonus if made available.

These reports should be available for both each member on a individual basis (except for the above mentioned collective sales report) and for admins and semi-admins of all members regardless of their membership group.

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H.8) Your comments below:

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H.9) Viewing Sponsor from upline / whole Downline, downline dimensions

The minimum requirement of networking reporting available for members to view would be viewing their own sponsor from the upline and members at each level in their downline. A graphic downline tree as such is not needed. A better alternative would be to query a simple list of each member at each level in the downline by the requesting member. See also section H.2) Communications inside the Mlm script.

The downline should be horizontally unlimited and the maximum depth sholud be 8 levels below the member.

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H.9) Your comments below:

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H.10) Compensation -% for affiliate members

I quote my previous posting:

The compensation for each level should be a freely adjustable % (counted from the sales price = the price of Paypa lshopping cart total before taxes, shipping and handling) to be set by the admin. Ideally each level % should be set separately for both groups 1)NORMAL and 2)FREE, but a method of splitting the commissions into half for group 2) of what ever the group 1) members are given is acceptable.

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H.10) Your comments below:

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H.11) Manual Affiliate removing/adding

I quote my previous posting:

If an affiliate is removed from the network (this should be able for the admins and semi-admins) a connection between the direct sponsor above the removed affiliate AND the first level downline members should be automatically established.

Additionally the option for the admins to add a new member between two active members is regarded as a bonus.

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H.11) Your comments below:

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H.12) Semi-Admin Accounts

This following section is regarded as a advanced feature and is not crucially needed at the launch, but should be included in any case during the following period before June 2005 after launch, when the site is already operative.

The ability to sign on semi-admin accounts with limited admin rights, like rights for payments processing, but no rights changing any other user details is definitely needed in the long run. The more options included the better. The main aim is to have the ability to employ member register and payment processing staff if needed.

These semi-admin accounts could be totally external accounts with no affiliate membership qualities or usual affiliate membership accounts given additional sub-group rights (if you are familiar with the vBulletin bb software and likes you should understand what I mean by sub-group in this context). Which ever way you find easier to implement can be used.

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H.12) Your comments below:

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Thank you for your time and effort. I am Looking forward for your feedback.

With best regards,

MikaK alias Mika Kotikoski

mika_kotikoski@yahoo.com

Yahoo IM: mika_kotikoski

PS. Even if not included as a part of this bidding request, I am going to need some more coding regarding other scripts. For example a Seller Mass Payments Settlement script covering payments to members who are selling their actual products via the site. This script could well be closely similar to the affiliate member payments interface with periodic settlement dates, minimum amount needed for activating settlements etc. like explained in section H.7.