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Onboarding

August 2026

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Welcome to OurLens™

A message from the team

Firstly, thank you for choosing to work with us. We're delighted to welcome you to the OurLens team.
This guide will give you everything you need to understand our products, sales approach and the support available to help you succeed. Before we begin, I'd like to explain why OurLens exists.
For more than two decades I've worked alongside older adults, families, unpaid carers and frontline professionals. Throughout that time, one thing became clear. The biggest challenges people face are rarely caused by a lack of care. More often, they're the result of complex systems, processes that don't fit real life, or risks that simply go unnoticed.
That's why we build differently.
We don't create technology for technology's sake. We focus on solving real problems with simple, practical tools that people will actually use.

Simplicity

OurLens is built on a simple belief. The easier something is to use, the more likely it is to become part of everyday practice. Whether it's a family caregiver, a care worker or a facilities manager, simplicity drives adoption, and adoption creates impact.

As one of our Enterprise Sales Representatives, you're doing more than introducing a product. You're helping organisations rethink prevention, safety and human behaviour. Every conversation has the potential to improve outcomes, support frontline teams and make environments safer.

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Company Values & Culture

Our Mission

To create practical, human-centred solutions that help people identify risks earlier, make informed decisions and navigate life's challenges with greater confidence. Everything we build is designed to fit naturally into real life, making prevention, safety and preparedness accessible to everyone.

Our Vision

To become the trusted partner for simple, preventative technologies that help organisations, professionals and families create safer environments without adding unnecessary complexity.

Core Values

We Build Around Real People

People are busy. They take shortcuts. They forget passwords. They become familiar with their surroundings. We don't expect people to change their behaviour to suit our technology. We design our technology to work with human behaviour, not against it.

Simplicity Creates Adoption

The most powerful solution isn't always the one with the longest feature list. It's the one people actually use. Every decision we make is guided by one question: does this make life easier for the person using it?

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Company Values & Culture

Core Values

Evidence Matters

We believe decisions should be informed by research, real-world experience and measurable outcomes. Our products are continually shaped by evidence, feedback and the experiences of the people who use them.

Relationships Matter

Whether we're supporting customers, partners or one another, we value honesty, collaboration and trust. Long-term relationships are far more important than short-term transactions, and we work hard to earn that trust every day.

Growing Together

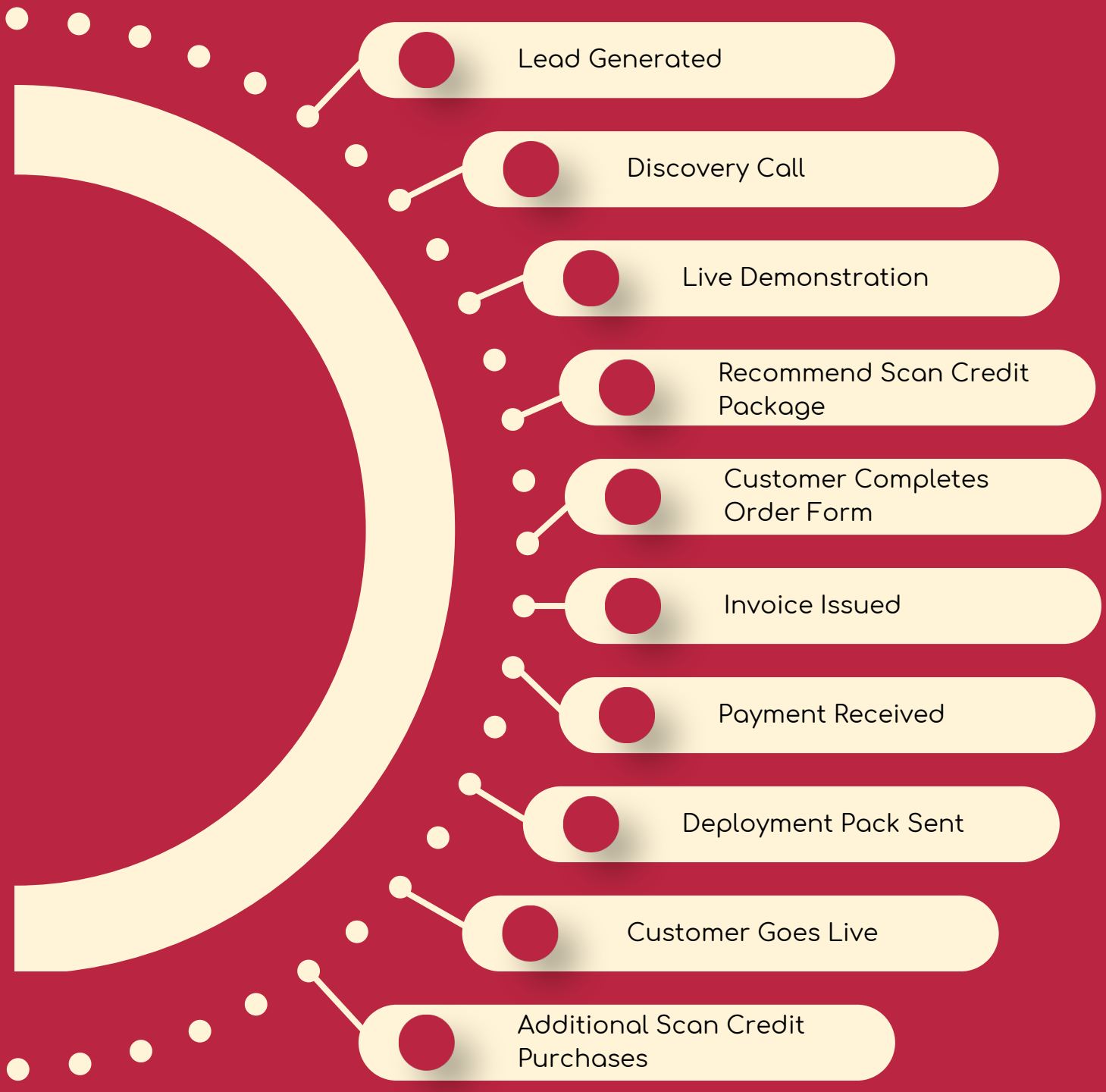
Your success is our success. We are committed to providing the tools, resources and support you need to build lasting relationships with your customers and to grow alongside us as OurLens continues to expand.

Prevention Before Reaction

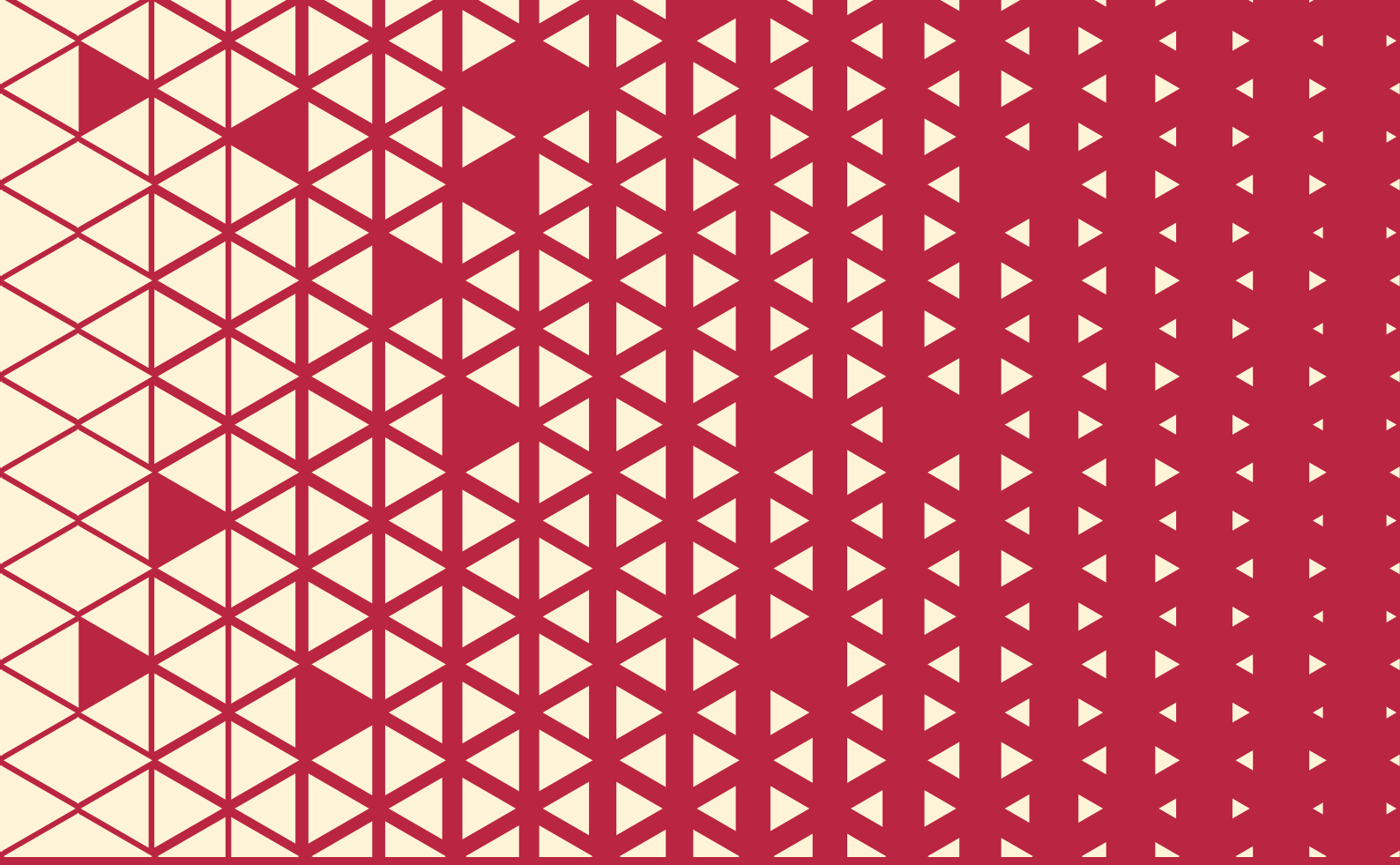
Many of life's biggest challenges can be reduced through earlier awareness and better preparation. We believe prevention is one of the most valuable investments any organisation can make.

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Sales Journey



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Lead Management

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Lead Management

Inbound Leads

- Website Enquiries
- Prospective customers can request a demonstration through the online Demo Request Form.
- Every qualified enquiry submitted through the website is entered into the Commission Crowd CRM.
- Leads are allocated to an authorised sales representative.
- Once allocated, the lead remains assigned to that representative throughout the sales process.

Representatives are responsible for:

- Arranging demonstrations.
- Understanding customer requirements.
- Recommending the appropriate Scan Credit package.
- Supporting the customer through the ordering process.
- Lead Ownership

Once a lead has been allocated, that customer relationship belongs to you.

You continue to receive commission on qualifying future purchases while you remain an active authorised representative and continue servicing the account in accordance with your Sales Representative Agreement.

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Pricing & Scan Credits

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Pricing & Scan Credits

Representative Pricing Authority

The prices listed below establish the minimum pricing thresholds for each OurLens package. Representatives are authorised to negotiate customer-specific pricing directly, taking into consideration factors such as purchase volume, contract duration, strategic value, and customer requirements.
Representatives should not advertise or commit to pricing below these minimum levels without prior written approval from OurLens.

Representatives should always recommend the package that best reflects the customer's anticipated usage.

Prices below are per scan

- 0 – 2,499 Scan Credits $1.99
- 2,500 – 9,999 Scan Credits $1.60
- 10,000 – 29,999 Scan Credits $1.30
- 30,000 – 49,999 Scan Credits $1.10
- 50,000+ Scan Credits Commercial pricing on request

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Department Access Codes

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Department Access Codes

White Label Options

Every deployment includes up to five Department Access Codes at no additional charge.

Department Access Codes enable organisations to monitor Scan Credit usage across different:

- Teams
- Departments
- Sites
- Locations
- Regions

Examples

- Community Nursing
- Facilities
- Ward 4
- North Region
- Care Home A
- Additional Department Access Codes

Option Price

- Up to 5 codes Included
- Up to 20 total codes $75 one-off setup fee
- More than 20 codes Commercial pricing on request

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Placing Orders

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Placing Orders

What to do

When a customer is ready to proceed, the authorised sales representative should complete the Enterprise Order Form on the customer's behalf.

Link to enterprise order form

https://ourlivesapp.com/sales/

Information Captured

- Customer contact details
- Organisation details
- Billing information
- Selected Scan Credit package
- Department Access Code requirements
- Delivery email address
- Any additional deployment notes

Once submitted, the order is automatically passed to the OurLens Operations Team for processing.

This ensures a smooth, consistent ordering experience while allowing the representative to guide the customer through the most appropriate solution.

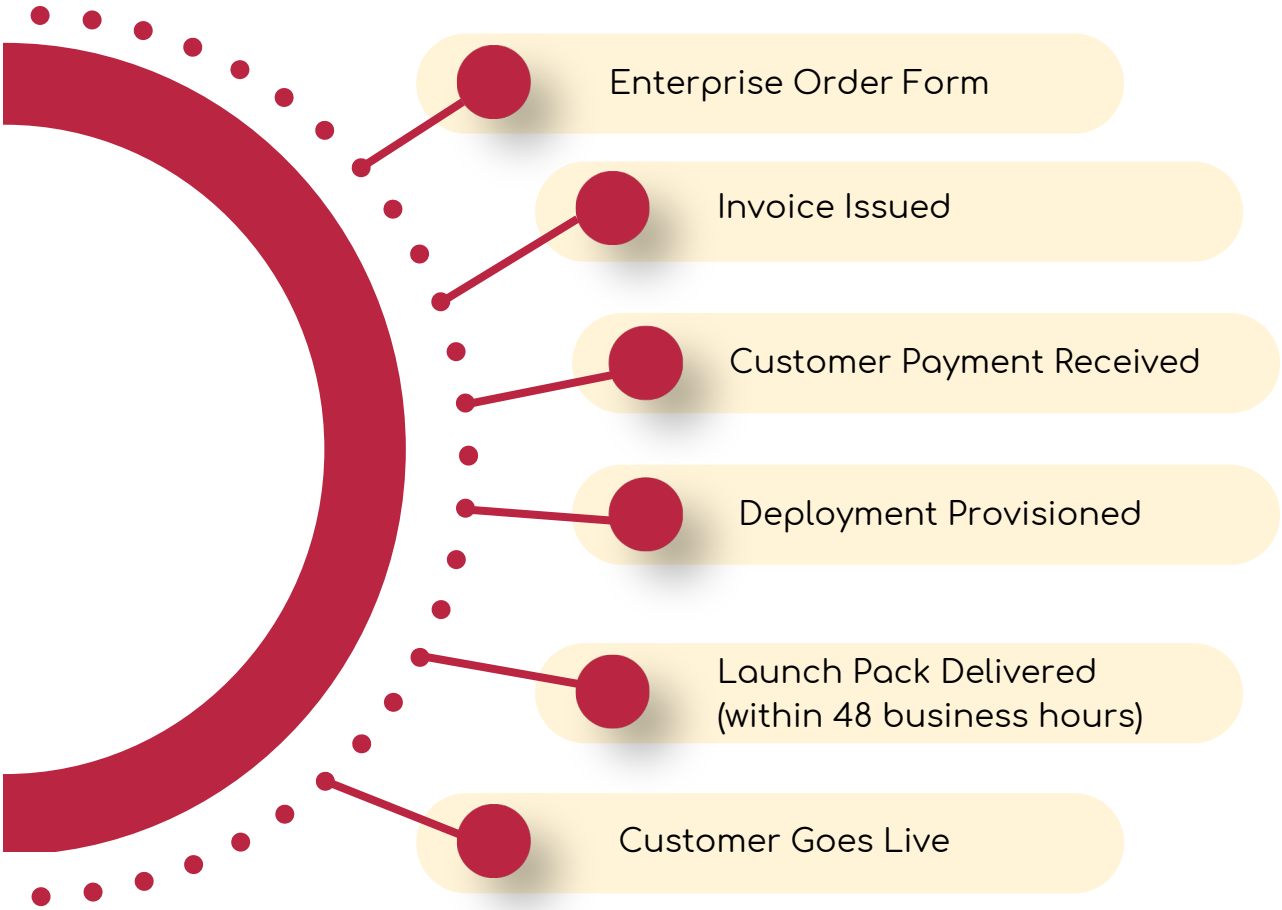
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Order Fulfilment

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Order Fulfilment



Invoices can be settled using:

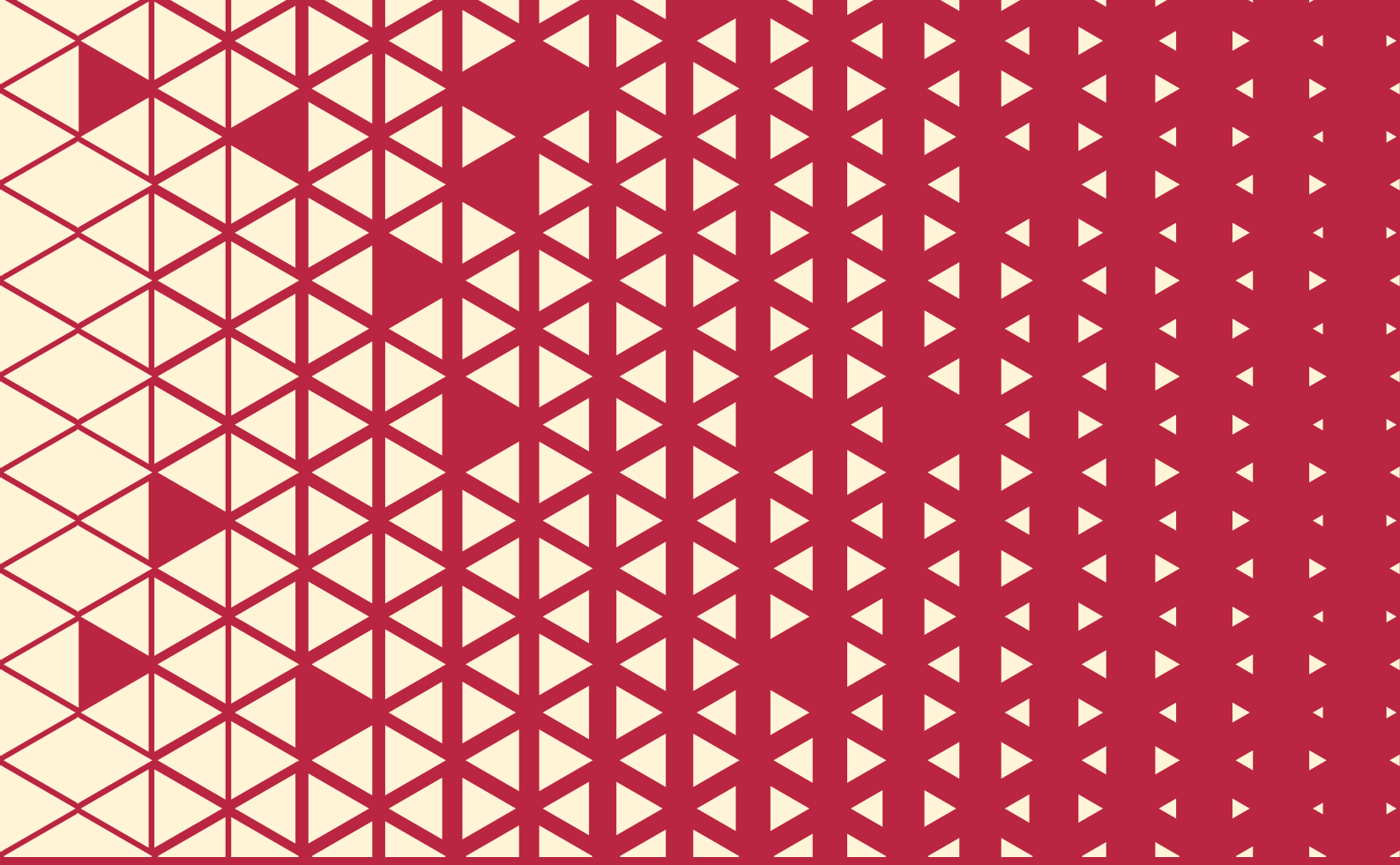
- ACH Bank Transfer
- Stripe
- All major credit and debit cards

Once payment has cleared, the customer will receive their deployment within 48 business hours.

Each deployment includes:

- Scan Credit Pool
- Department Access Codes (where applicable)
- Secure access links
- QR Codes
- Quick Start Guide
- Instructional video
- Promotional and launch materials

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Customer Support

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Customer Support

Our Customer Support Team is available:

Monday-Friday

9:00am-3:00pm (CT)

We aim to respond to all enquiries on the same business day wherever possible.

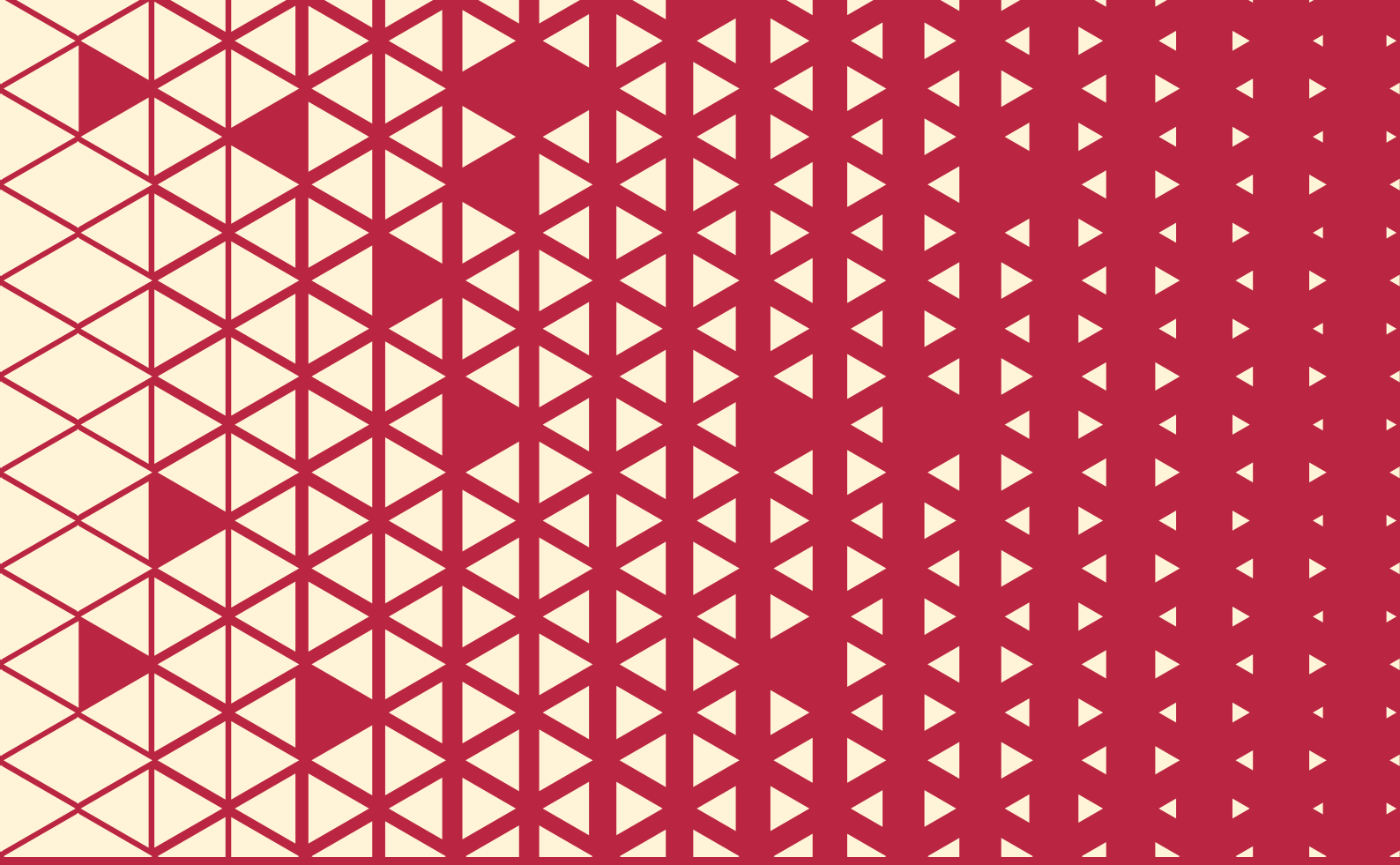
Our Contact

Live Chat
www.ourlensai.com

Website:
www.ourlensai.com

Email Address:
support@ourlensai.com

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Commission Payments

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Commission Payments

Getting Paid

Representatives receive 30% commission on qualifying sales in accordance with their Independent Sales Representative Agreement.

Commission becomes payable once the customer's invoice has been paid in full.

Payment will be made within 14 days of cleared customer funds being received.

Payment Options

Option 1

Commission Crowd Invoicing (Recommended)

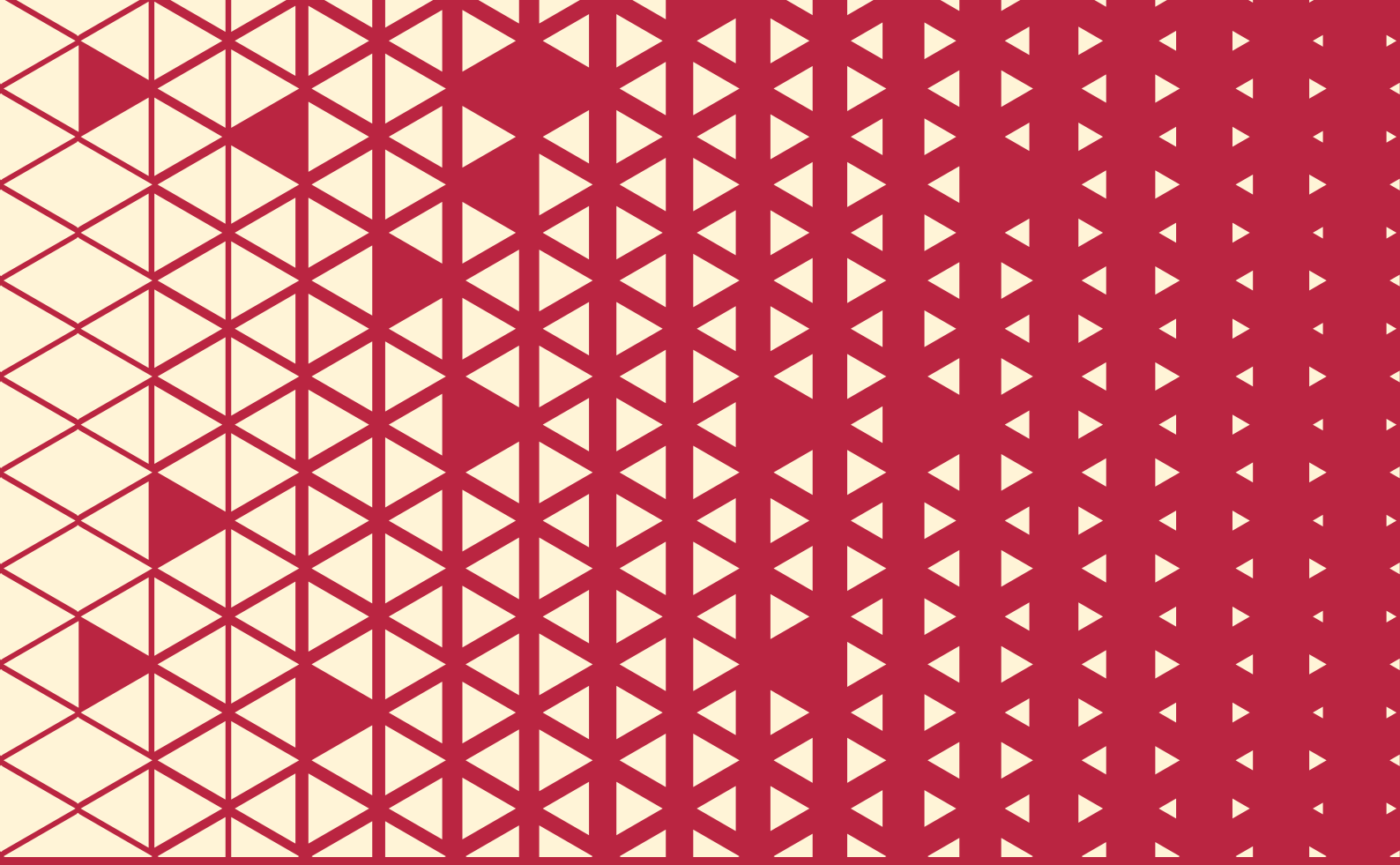
Submit your commission invoice through Commission Crowd once payment has cleared.

Option 2

Direct Payment

If you prefer not to invoice through Commission Crowd, we'll notify you by email when payment has cleared and arrange payment directly.

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Managing Repeat Business

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Managing Repeat Business

Customers can purchase additional Scan Credits at any time as their usage grows. There are two ways this can be managed.

Option 1. Representative Managed

We'll keep you informed as your customer's Scan Credit Pool reduces, allowing you to contact them directly, discuss their future requirements and recommend the most appropriate top-up package.

This approach helps you maintain regular contact and continue developing the customer relationship.

Option 2. Customer Managed

Customers may also request additional Scan Credits directly by emailing:

accounts@ourlensai.com

Our Accounts Team will arrange the additional Scan Credit purchase and process the order promptly.

Where a customer has an allocated sales representative, commission on qualifying additional purchases will continue to be paid to that representative at the agreed commission rate.

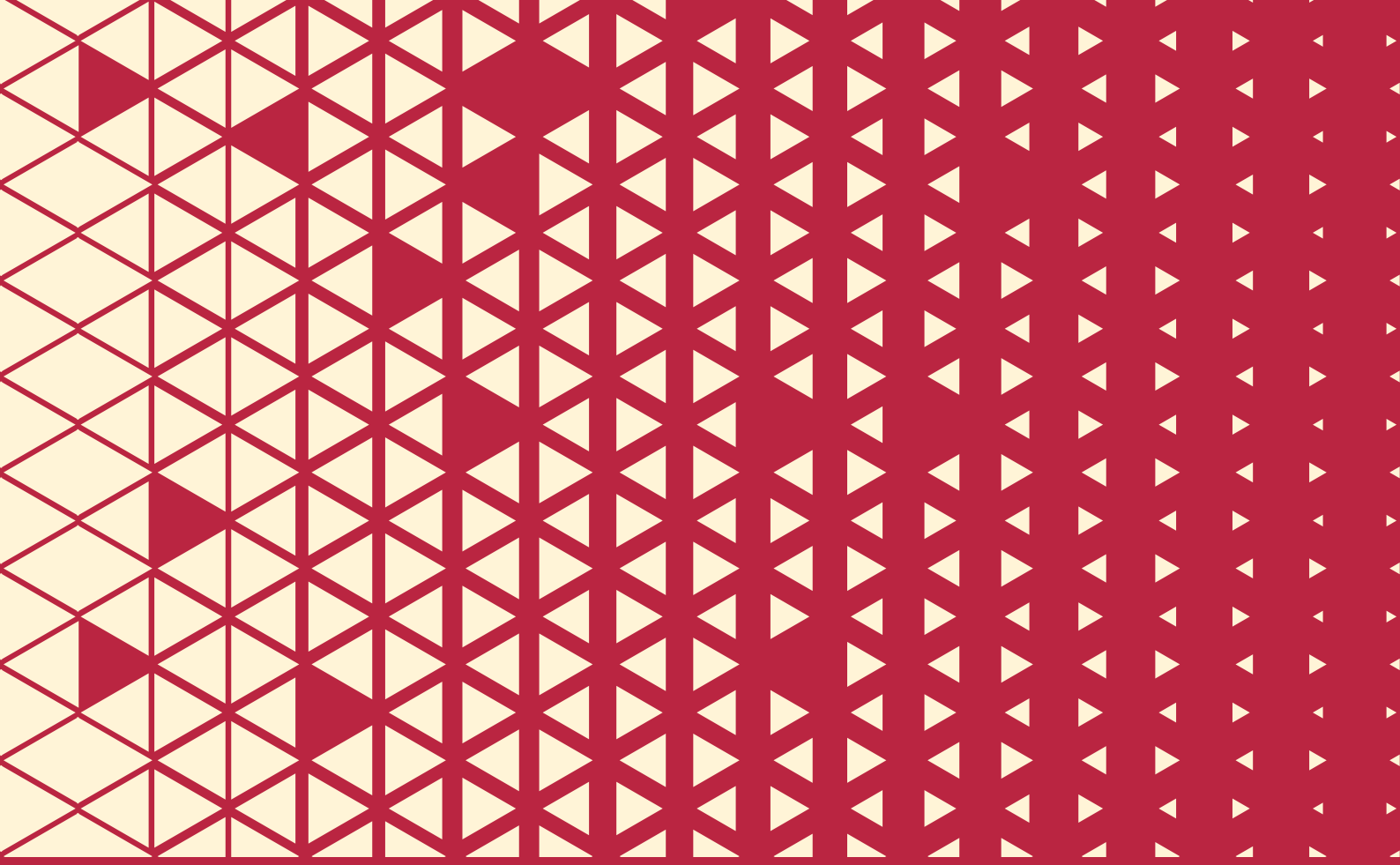
Renewals & Ongoing Purchases

Whether additional Scan Credits are arranged:

directly through the sales representative, or via the OurLens Accounts Team, the originating representative will continue to receive commission on qualifying purchases in accordance with their Independent Sales Representative Agreement.

Our aim is to provide customers with a simple purchasing experience while ensuring representatives continue to benefit from the long-term relationships they have established.

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Representative Responsibilities

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Representative Responsibilities

Your role as a representative is to:

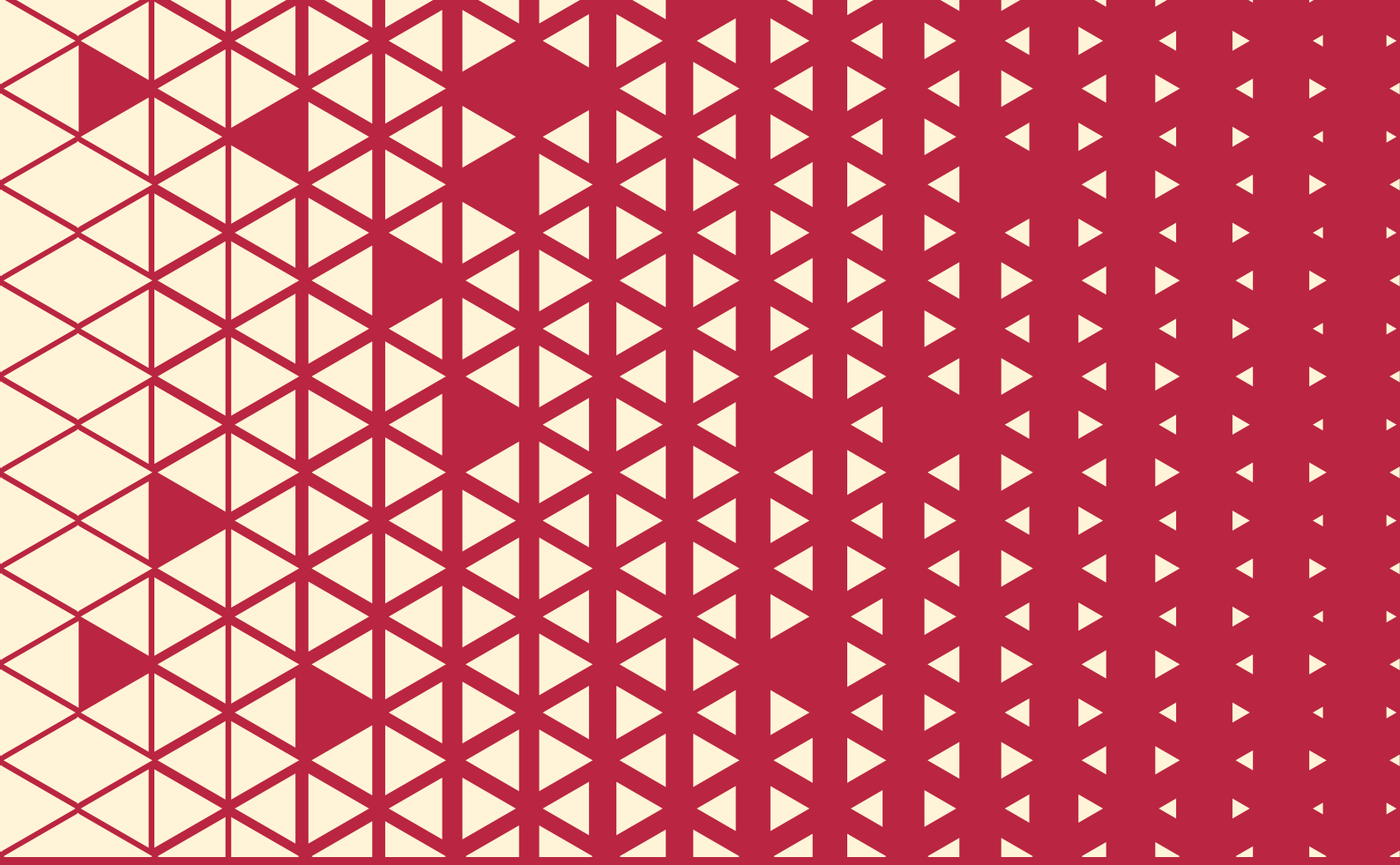
- Generate new opportunities.
- Conduct demonstrations.
- Understand customer requirements.
- Recommend the most appropriate Scan Credit package.
- Support customers through the ordering process.
- Build long-term customer relationships.

Our Operations Team will manage:

- Invoicing
- Payment processing
- Deployment
- Access Code creation
- Customer onboarding
- Technical support

Allowing you to spend more time selling and less time on administration.

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August 2026