

## Concept

Virtual shares give you as the contributor a way to be involved in a company's road to success and receive income in case that happens. Being a virtual shareholder will empower you with the **right to have a say** in the company's future and the **right to earn like an actual shareholder**.

You can't buy virtual shares. You can only earn virtual shares by putting your time and effort into the business that awards virtual shares. Virtual shares are issued to you **personally** for your activity and they are genuinely **non-transferable**.

### Virtual share

Noun [vur-choo-uhl - shair]

Virtual share is a **contract** between the company and you under which company determines **the rights** that you will get as a virtual shareholder and **the conditions of payouts** (meeting the business goals, exit or IPO, certain revenue threshold etc).

## How it's different from the traditional share?

Unlike regular shareholders, virtual shareholders have more opportunities to participate in the company's everyday business and be part of the community of like-minded people who help the company grow.

Regular shareholders invest money in companies and expect the value of their shares to grow as a result of the company's activities. They rarely have a direct say in the company's operations, usually participating in the annual shareholders' meeting. Virtual shareholders can contribute and participate in companies' activities almost daily, depending on the opportunities offered by each company.

## Ways to earn virtual shares

You can contribute to the success of companies with the activities that help the company grow and thus potentially increase the value of your virtual shares as well. Each company defines itself the activities that is needed the most and are rewarded with virtual shares.

Examples include:

- helping to create revenue by using the services or buying the products,
- helping to increase the customer base by making a sales intro or referral,
- participating in meetings and events,
- sharing content online,
- writing articles or blog posts,
- supporting other community members while using the product, referencing a customer and so on.

## Rights that you can enjoy as virtual shareholder

Each company decides how they exercise the rights attached to virtual shares and describes the conditions for payouts in Terms of Virtual Shares.

- 1 Information right:** Right to receive regular updates on the business and achievements.
- 2 Voting right:** Right to vote on the questions the company wants to ask your opinion on.
- 3 Payment right:** Right to receive a payment when:
  - a certain goal has been achieved (revenue, profit etc.)
  - company is sold,
  - company is liquidated,
  - company's shareholders decide so.

## Becoming a virtual shareholder

### Step 1

Help the company to grow by doing the pre-defined actions that the company has stated

### Step 2

The company will send the virtual shares and the invitation to become a virtual shareholder via email

### Step 3

Follow the link in the invitation email and log onto KOOS platform

### Step 4

Complete your profile

### Step 5

Accept the Terms of Virtual Shares

### Step 6

Enjoy the benefits of being a virtual shareholder and explore opportunities how to earn more virtual shares.

### Step 7

Be rewarded when the company achieves their pre-defined growth targets and share in their success

