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THE MAXX AMBASSADOR PROGRAM

YOUR VOICE-FIRST AI BUSINESS COMPANION
POWERED BY SENTIUM AI

meetmaxx.com

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The MAXX Ambassador Program

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The MAXX Ambassador Program

Approach & Strategy Document

1. Why MAXX Matters

Modern business professionals face an overwhelming array of tools, dashboards, CRMs, and apps. While each promises efficiency, they often create complexity – where managing technology takes away from managing business.

Typing, clicking, and toggling between multiple interfaces drains mental energy and robs leaders of their most valuable asset: time to think strategically. The reality is simple:

- The more you type, the less time you have to think.
- The more tools you juggle, the less cohesive your work becomes.

MAXX changes this forever.

MAXX is the world's first AI voice-powered companion for business growth, designed not merely as a productivity tool, but as an extension of a professional's mind – always available, contextually aware, and instantly actionable through a simple voice interface.

- Instead of logging into ten platforms, a professional asks MAXX.
- Instead of typing reports, updates, or queries, a professional speaks to MAXX.
- Instead of remembering endless details, a professional relies on MAXX's Contextual HiveMind™ to surface the right knowledge at the right time.

MAXX embodies synthetic business consciousness – the idea that business decision-making can be mirrored, extended, and accelerated through an AI partner. Every professional needs it, but not every professional yet has access.

This is where the MAXX Ambassador Program comes in.

2. Purpose of the MAXX Ambassador Program

The MAXX Ambassador Program bridges the gap between potential and realization. While MAXX is powerful out of the box, its full potential is unlocked when:

- The user's contextual data is properly loaded into the HiveMind.
- The user gains confidence in speaking to MAXX, overcoming glossophobia or hesitation.
- The user understands how MAXX's 10 core services can be practically applied to their business.

Ambassadors are not just resellers – they are Success Enablers.



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Their mission is to:

- Introduce MAXX to new professionals.
- Hand-hold clients through onboarding and customization.
- Train clients to “speak MAXX” fluently and integrate it into daily business.
- Demonstrate MAXX’s 10 core services.
- For advanced cases, co-create Custom-MAXX solutions tailored to industries or business models.

In short: Ambassadors make MAXX successful for professionals.

3. The Two Tiers of the MAXX Ambassador Program

Tier 1: MAXX Simple Ambassador Program (Reseller Program)

Who it is for: Business professionals, consultants, or advisors with strong networks who want to bring MAXX to their clients.

What Ambassadors do:

- Introduce MAXX at existing subscription pricing (Basic, Pro, or Platinum packages).
- Charge a Success Fee of 20–25% on top of the package price for their service.
- Hand-hold clients by loading contextual data into MAXX’s HiveMind (covering 10 Dimensions of Business Information).
- Train clients in MAXX Speak – engaging naturally, confidently, and productively with MAXX.
- Provide a one-time demonstration of MAXX’s 10 services, showing practical use cases tailored to the client’s business.

Value to the Client:

Clients receive a trusted Success Coach ensuring MAXX is fully configured and effective from Day One.

Value to the Ambassador:

Earn margin (20–25% Success Fee) and credibility as a business growth enabler, while expanding influence in professional networks.

Tier 2: Custom-MAXX Ambassador Program (Build-Your-Own-MAXX)

Who it is for:

Ambassadors with visionary clients who want not just to use MAXX, but to own a customized AI companion for their business, sector, or consultancy.



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What Ambassadors do:

- Identify clients with a need for industry-specific AI assistants.
- Show how MAXX can be tailored into a unique, branded AI – with its own Magic Key, dedicated Hive Mind, and dedicated phone number for voice access anywhere.
- Facilitate the design of three preferred integrations, ensuring Custom-MAXX fits seamlessly into the client's workflows.
- Act as Success Coaches for rollout, ensuring the client's AI assistant is branded, loaded with domain expertise, and smoothly adopted.

Examples:

- MAXX for Travel: Fully equipped travel AI advising on flights, hotels, restaurants, and itineraries.
- Meet Steph: A rebranded travel consultant powered by MAXX, marketed as the world's smartest AI travel advisor.
- MAXX for Law / Finance / Real Estate / Healthcare: Specialized Custom-MAXX versions built for industries.

Pricing:

Custom-MAXX builds start at £5,000 and can go up to £25,000, depending on complexity and integrations. Ambassadors earn 20% Success Fee on top of project value.

Value to the Client:

Ownership of a bespoke AI companion that is fully branded and specialized for their sector – a tool, potential business model, and market differentiator.

Value to the Ambassador:

Higher revenue opportunities, credibility as a business innovator, and participation in high-value AI transformation projects.

4. The Role of the Ambassador: Success Enabler

Across both tiers, the MAXX Ambassador role can be summarized in three words: Enable Client Success.

Ambassadors are:

- **Guides** – showing professionals how to get the most from MAXX.
- **Coaches** – helping clients overcome hesitation and master voice-first engagement.
- **Builders** – configuring HiveMinds, integrations, and custom AI solutions.
- **Demonstrators** – showcasing MAXX's 10 services in real-world business situations.

Ambassadors succeed when clients succeed with MAXX.



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5. Training & Support for Ambassadors

Ambassadors receive:

- Comprehensive Training in Hive Mind configuration (10 dimensions of client data).
- Glossophobia Training Techniques – coaching clients in confident voice engagement.
- Demo Scripts & Playbooks for presenting MAXX's 10 services.
- Support Materials – brochures, pitch decks, pricing guides.
- Direct Access to the MAXX Team for technical support and co-selling opportunities.

6. Strategic Vision of the Program

The MAXX Ambassador Program is not a simple reseller scheme. It is a movement to humanize AI for professionals, ensuring that every user not only installs MAXX but lives with MAXX as their trusted growth companion.

Through Ambassadors, MAXX spreads organically, credibly, and effectively:

- Each Ambassador adds a personal touch to MAXX's rollout.
- Each client gains a smooth adoption curve, ensuring satisfaction and retention.
- Each Custom-MAXX project demonstrates the power of personalization, creating new business models and opportunities.

7. Conclusion

MAXX is the future of business productivity: a voice-first AI that replaces clutter with clarity and typing with thinking.

Yet for MAXX to truly transform the professional world, it needs skilled Ambassadors to act as Success Enablers.

- Tier 1: Enable more professionals to adopt MAXX with confidence.
- Tier 2: Create entirely new Custom-MAXX ecosystems for industries and visionary leaders.

For Ambassadors: an opportunity to be at the vanguard of business AI adoption, earning success fees while shaping the future of professional work.

For clients: a chance to not just use MAXX, but succeed with MAXX.



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