

VC/PE Partnership Program Guide



Ironclad Partner Program:

A Guide for Venture Capital & Private Equity Firms

Overview

The Ironclad Partner Program offers a strategic framework for Venture Capital and Private Equity firms to deliver significant value to their portfolio companies. By designating Ironclad as a preferred vendor for Contract Lifecycle Management (CLM), your firm can provide a streamlined path for your portfolio to adopt a market-leading platform with greater consistency, speed, and confidence.

The program's goal is to make it easier for your portfolio companies to modernize contracting, accelerate their time to value, and realize stronger outcomes from their CLM investment. Ironclad helps portfolio companies succeed by combining purpose-built technology with proven implementation support and practical guidance. Through this program, your companies gain access to preferred pricing through a standardized commercial framework, pre-aligned commercial terms, and a clear path from introduction to successful rollout.

Program Framework

Participation in the program is established through a simple partnership agreement. The framework is designed to support new portfolio company engagements, providing a consistent and repeatable model for introducing Ironclad's CLM platform.



Partner Requirements

A successful partnership is built on collaboration. The key elements include:

- A mutual partnership agreement and NDA to formalize our collaboration.
- Alignment on key stakeholders, escalation paths and a joint go-to-market plan.
- Collaboration on warm introductions to relevant portfolio companies, leveraging your trusted relationship to position Ironclad as a vetted solution.
- Adherence to the preferred pricing framework for all qualified opportunities.

Preferred Pricing Framework

To ensure predictability and speed, the program utilizes a standardized commercial framework:

- Discounts are standardized by annual recurring revenue (ARR) bands.
- A minimum annual subscription of \$25,000 per portfolio company is required to qualify.
- The preferred discount structure is based on a standard 3-year agreement term.

Preferred Pricing Matrix

This matrix serves as the definitive schedule for all pricing and discounts. By standardizing quote outputs at the point of sale, it removes the requirement for negotiation cycles on qualified opportunities.



List Price Range	VC/PE Firm Discount
\$25,000–\$50,000	10%
\$50,000–\$100,000	20%
\$100,000–\$200,000	25%
\$200,000–\$500,000	30%
\$500,000+	35%

Partner Benefits

For the VC/PE Firm

- **Deliver Tangible Value:** Provide a pre-negotiated, preferential commercial framework to your portfolio companies.
- **Accelerate Procurement:** Move faster from introduction to agreement by minimizing negotiation friction.
- **Scale Efficiently:** Utilize a repeatable model that drives operational efficiency across your entire portfolio.

For Portfolio Companies

- **Exclusive Pricing:** Gain access to pre-negotiated pricing and standardized terms, simplifying the buying process.
- **Streamlined Deployment:** Leverage a clear path to deployment with access to Ironclad's network of vetted implementation partners.
- **Dedicated Resources:** Receive supporting collateral, including platform overviews, one-pagers, and use case studies to facilitate evaluation.

Operating Model

Our partnership follows a phased approach to ensure mutual success:



1. **Onboarding & Alignment:** We begin by executing the partnership agreement, confirming stakeholder alignment, and finalizing the commercial framework.
2. **Joint Go-to-Market Launch:** We collaborate to build a joint outreach plan, prioritizing warm introductions to your portfolio companies.
3. **Deal Execution Support:** All commercial engagements are governed by the fixed rates established in the Preferred Pricing Matrix. We engage our implementation experts or partners early, or offer on-line resources, to ensure a smooth transition and accelerate time-to-value.
4. **Ongoing Enablement:** We equip both your team, your porticos and our supporting teams with the necessary resources, including pricing overviews, one-pagers, and relevant use cases to drive customer value and high satisfaction scores.

Communications and Governance

To ensure the success of our partnership, we establish a regular operating cadence supported by:

- A named executive sponsor from both Ironclad and your firm.
- A primary day-to-day contact for program management.
- Regular pipeline and introduction reviews to track progress.
- Portco Success Reviews to ensure high quality outcomes and escalation paths in case of issues.
- Periodic enablement sessions for both partner and seller teams.

As part of the rollout, our joint teams may also conduct thought leadership opportunities, roadshows or enablement sessions to bring value to your member firms and reinforce the program's value. We may also partner with implementation partners to deliver deployment options and managed services.

Appendix A — Eligibility Criteria



This program is designed for portfolio companies that meet the following criteria:

- Represents a new Ironclad opportunity or a distinctly scoped new commercial engagement.
- Meets the minimum annual subscription threshold of \$25,000.
- Agrees to transact based on the program's standard term assumptions.
- Falls within the established preferred pricing matrix.