

goTenna PRO

IMPACT PARTNER PROGRAM



**Grow your business with
the industry-leading mobile
mesh networking platform.**

Unlock the last mile.

Why partner with goTenna Pro?

Every operator has faced challenges in what the telecommunications industry refers to as “the last mile.” Dead zones, line-of-sight limitations, and even the complete absence of traditional networks all hinder critical, teamwide situational awareness in the moments it’s needed most.

Paired with phones or integrated into any device or machine, goTenna Pro’s mobile mesh networking technology enables personnel tracking, mapping, and messaging even when cell, wifi, and satellite are unavailable. Our cost-effective suite of radio devices, kits, and software are extending the edge of connectivity to every operator in the field.

Who we serve

goTenna Pro supports over 350 customers in mission-critical operations around the world.



Special & Conventional Military Forces



Tactical Law Enforcement & Security Teams



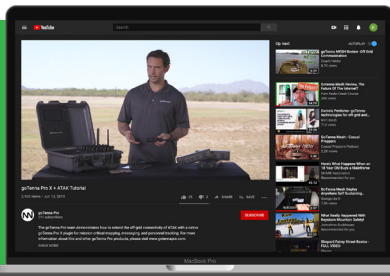
Emergency Response & Rescue Teams



Wildland Firefighting Crews



Industrial Operations & Safety Teams



Watch goTenna Pro in action at
youtube.com/c/goTennaPro

Award-winning technology.
Limitless potential.

How goTenna Pro can grow your business

- **You can augment your customers’ existing communications** with cost-effective and user-friendly mesh networking radio devices.
- **You can expand your business into new markets** with preferred discount pricing and other sales incentives.
- **You can access market development funding and leads** to accelerate overall pipeline growth.
- **You can become an expert provider of mobile mesh networking solutions** with specialized technical training and sales enablement support.
- **You can promote your customers’ success stories** and receive additional program rewards.
- **You can influence new and emerging product developments** and help us shape the future of off-grid communications.

“Longer range, more programmable wireless parameters, compatibility with various legacy systems — the Pro and new Pro X versions of the goTenna system hit a lot of sweet spots.”



Impact Partner Program at a glance

Program Tiers

	 Silver	 Gold	 Platinum
Sales Development Benefits			
Dealer discount advantage	10%	12%	15%
Individual rep performance incentives	✓	✓	✓
Online partner portal for seamless opportunity & order tracking	✓	✓	✓
Dedicated Channel Development & Account Manager	✓	✓	✓
Lead sharing	✓	✓	✓
Contract vehicle access	✓	✓	✓
Quarterly strategy sessions		✓	✓
Monthly status & feedback calls			✓
Sales Enablement Benefits			
Live virtual program kickoff & onboarding	✓	✓	✓
Online product knowledge base within portal	✓	✓	✓
Dedicated technical support line (phone & email)	✓	✓	✓
Regular company updates via webinars & newsletters	✓	✓	✓
Customer demo ride-along			✓
Onsite program kickoff & onboarding			✓
Marketing Benefits			
goTenna Pro website listing	✓	✓	✓
Online marketing materials library within portal	✓	✓	✓
Co-branded marketing materials	✓	✓	✓
Order form for custom marketing materials	✓	✓	✓
Annual budget for printed marketing materials & swag	\$1,000	\$2,000	\$4,000
Annual budget for joint inbound marketing campaigns		\$2,000	\$2,000
Annual budget for trade show registration			\$2,000
Annual budget for joint account-based marketing campaigns			\$20,000
Requirements			
Website and/or product catalog listing	✓	✓	✓
Demo equipment purchase	✓	✓	✓
Quarterly feedback survey participation	✓	✓	✓
Contributed guest blog post or interview on <i>The Last Mile</i> blog		✓	✓
Shared trade show exhibit space			✓
Annual Recurring Revenue (AAR) commitment		\$250,000+	\$500,000+

About goTenna

goTenna is the world's leading mobile mesh networking company and provider of off-grid connectivity solutions for smartphones and other devices. goTenna's innovative mesh networking protocol is embedded into lightweight, low-cost radio devices and paired with easy-to-use mobile apps enabling mobile, long-range connectivity even without cell, wifi, or satellite.

The goTenna vision to create a resilient communications system was ignited during Hurricane Sandy in 2012, when approximately a third of cell towers and power stations were knocked out. Based in Brooklyn, goTenna now supports over 350 customers in mission-critical operations around the world.

goTenna PRO

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