

# VENTUZ ONLINE STORE CONCEPT

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## THE STORE

The Ventuz Store is the official online address for Plugins, Assets, Tools, and other Resources to be used with Ventuz, authorized by Ventuz AG, operated by Glare Productions GmbH.

## CONCEPT

The Ventuz Store is open for all vendors who intend to offer their Ventuz related products.

Every vendor (company or freelancer) gets the opportunity to generate additional revenue with his products and reaches the whole Ventuz community with very little effort.

Products will be added to the store by the store team only. The vendor will receive a quarterly payment for sales of his products together with a report on the sales numbers.

Each vendor is represented in the store as a collection/category. Customers are able to browse products by a given vendor. This also offers vendors the possibility to set up a forward from their existing shop or website to their page in the Ventuz Store.

The Ventuz Store Team will never distribute any shop articles outside the store or use them for their own purposes.

## ACCESS TO PRODUCTS

Customers have to set up an account in order to purchase products. Once a product has been purchased and the payment has been made, the product can be downloaded.

Every vendor may offer products for free to generate additional attention to his other products or if he feels like offering something to the Ventuz community for free. These freebies also require a registration before downloading.

## SUPPORT

In addition to mail support via the store, the existing Ventuz forum can be used since this is the authorized Ventuz Store. There, additional descriptions can be posted, question can be answered, and news can be announced. Also, customers can go there with any problems and get support by the Ventuz Store Team, the vendor and the whole Ventuz community.

Every vendor is required to offer mail support for his products. Additionally, the vendor is asked to frequently visit the forum and offer additional support on his products there.

## PRODUCTS

Every product must get a detailed description, a version number and the supported Ventuz version (for each supported major version the required minor version). A separate document describes those requirements in detail.

Every product can be purchased separately.

Plugins require a detailed description as PDF so that a customer can quickly look up parameter details.

Every asset (OBJ, FBX, C4D, DAE files and textures as PNG or PSD) requires a detailed description, pictures/movies and the information, what formats are provided.

It's also important to include wireframe images as well as a polycount, the number of objects and the texture resolutions.

External tools should get a detailed description, a version number, the supported Ventuz and external tool version.

Tools require a detailed description so that a customer can quickly look up parameter details.

## PRICING AND PROFIT SHARE

Prices in the Store are shown as final sales prices including VAT. This is a requirement in the EU.

The VAT for digital products is determined by the customer's address. A customer in France pays 20%, a customer outside the EU pays no VAT. The store doesn't offer localized views for each country with different prices. During the checkout process the customer gets to see the VAT included in the price depending on his address. The sales price doesn't change.

Depending on the customer's location, a different VAT is applied, therefore the revenue on the same product differs. The profit share for the vendor is calculated based on the net price after the VAT has been subtracted.

**The vendor receives 70% of the net sales price. The Ventuz Store keeps 30%.**

Example:

A product is sold for 199EUR to a customer in Germany. The price includes 19% VAT. The net price is 167.23EUR. The Vendor will receive 70% of the net price, in this case 117.06EUR.

The same product is sold to a customer in the USA. There is no VAT, therefore the net price equals the sales price. The vendor receives 70% of the net price, in this case 139.30EUR.

The vendor specifies the price for his products. However, those prices should be proportionate. They will be reviewed by the Ventuz Store Team and might be adapted in agreement with the vendor. The vendor can change prices over time. It's also possible to offer free products.

## SALES PROMOTIONS

The Ventuz Store reserves the right to have sales promotions up to three times a year to increase sales. This usually happens towards the end of the year and applies to all products in the store. Such a sales promotion will not last longer than a month and will reduce all prices by 10-30%. This will also impact the profit share distributed to vendors.

We have experienced that sales promotions increase revenue and help sell articles that usually don't perform that well. However, the frequency of such promotions must be held low.

## TERMS

Products can only include material for which the vendor owns the copyrights or has a license for commercial use. Every vendor has to sign a statement to relieve the Ventuz Store of any possible liability claims.

## QUALITY ASSURANCE

All products must be checked for copyright infringements, stability, compatibility and quality issues. This will be done by the Ventuz Store Team and can't be automated.

The in-store competition should be held at a low level. It is not desired to have very similar products competing in a price fight. The Ventuz Store Team reserves the right to reject any product that is already present in a very similar form.

Store images, videos, tutorials and other resources must have a store-wide consistent quality. Material that has not been created by the Ventuz Store Team will still be reviewed by the team to assure such a quality. If any resource doesn't meet the quality criteria the Ventuz Store Team will contact the Vendor and discuss any required changes.