frega

Licensee Roles & Responsibilities

Welcome to the Frega Family

As a Frega Licensee, your role extends beyond operational oversight; you're a vital ambassador for the brand, embodying its values and driving its mission forward. A deep understanding of the Frega app's functionalities and continuous promotion are essential to foster widespread adoption and engagement. Your primary responsibility is to lead and support the team beneath you, ensuring alignment with Frega's objectives and facilitating their success.

The management team will provide you with all of the information you need to succeed. There will also be a library of information and images you can use to provide to users and businesses.

If you have any additional questions or even tips and advice for any other licensees, please use the FregaHub where you can communicate about all things Frega. Below are the baseline KPI's that we believe will lead to mass adoption of the Frega App. These will of course be monitored as the launch progresses and we will make any necessary changes to help the flow of signups and ensure that success is secured!

This is the start of a digital revolution and there will no doubt be any number of unexpected objections and obstacles to overcome. Please remember that at every level, we are a TEAM working towards the same goal. These KPI's are not a stick to beat people with but a series of benchmarks that will drive adoption to the point where our efforts are fully rewarded. Communication between all levels should be consistent and fluid, if we approach this as a team, there are no hurdles we cannot overcome.

Let your enthusiasm be the key driver of success, the Frega app is potentially the most groundbreaking development in the world of commerce since the invention of the abacus. Not everyone will get it right away – but when they do – it's going to change the world. All of you are at the forefront of this historic moment and will be able to say that you played a part in bringing it to the world.

Let's Share, Build, Scale, and Succeed—together.

Key Performance Indicators (KPIs) for Frega Licensees:

1. Regional Licensee

- **Master Licensee Recruitment:** Identify and onboard Master Licensees capable of managing regions encompassing populations of 10 million or more.
- **Performance Monitoring:** Regularly assess each Master Licensee's metrics, focusing on user adoption rates, transaction volumes, and Growth Point circulation.
- **Problem Identification:** Analyze data to pinpoint challenges within each Master Licensee's region, facilitating targeted interventions and provide strategic guidance.
- **Best Practice Implementation:** Research and integrate successful strategies from other regions to enhance performance across all territories.
- **Coaching and Communication:** Maintain consistent communication with Master Licensees, providing guidance and support to help drive their success.
- **Brand Representation:** Actively promote Frega's values and offerings, positioning yourself as a key representative of the brand.

2. Master Licensee

- **Area Manager Recruitment:** Appoint 10 dedicated, tech-savvy Area Managers committed to full-time engagement.
- **Area Performance Evaluation:** Monitor metrics within each area, including business onboarding rates and customer engagement levels.
- **Challenge Resolution:** Identify and address issues hindering performance in specific areas, implementing corrective measures.
- **Cross-Area Learning:** Adopt and disseminate effective practices from other areas to ensure consistent growth.
- **Mentorship:** Provide continuous coaching to Area Managers, fostering their development and success.
- **Brand Advocacy:** Uphold and promote Frega's brand values, ensuring alignment across all activities.

3. Area Manager

- **Territory Manager Recruitment:** Select 10 committed, computer-literate Territory Managers dedicated to full-time roles.
- **Territory Performance Monitoring:** Assess each territory's metrics, focusing on business acquisition and customer engagement.
- **Issue Resolution:** Identify and tackle challenges within territories, implementing effective solutions.
- **Knowledge Sharing:** Encourage the adoption of successful strategies from other territories to drive overall improvement.
- **Territory Manager Development:** Offer guidance and support to Territory Managers, enhancing their effectiveness.
- **Innovation Promotion:** Facilitate the sharing of successful ideas and strategies among Territory Managers.

4. Territory Manager

- **Business Onboarding:** Secure the first 10 businesses to join the Frega platform.
- **User Acquisition:** Achieve a minimum of 100 app downloads per onboarded business.
- **User Engagement:** Ensure at least 5% of users share the app more than five times.
- **Consultant Recruitment:** Identify and onboard at least two Consultants to drive further growth.
- **Referral Programs:** Encourage each business to refer at least two additional businesses from their customer base.
- **Affiliate Development:** Cultivate at least five Affiliates from the top 25 engaged users ("Butterflies").

5. Consultant

- **Client Acquisition:** Secure 30 direct business clients, guiding them in utilizing Growth Points and Airdrops.
- **Consultant Development:** Recruit at least two Consultants, collectively bringing in 60 business clients.
- **Affiliate Recruitment:** Enlist at least three Affiliates, each establishing five business links.
- **Growth Point Implementation:** Ensure each business offers a minimum of 2% in Growth Points and runs seven Airdrop promotions weekly.
- **In-Store Promotion:** Facilitate the setup of A-boards, in-store promotions, and both long-term and short-term vouchers.
- **Software Utilization:** Ensure businesses subscribe to at least two software services to enhance operations.

6. Affiliate

- **Business Linking:** Establish five business links to qualify for a 1% commission.
- **Business Registration:** Register one business to gain access to the dashboard.
- **Consultant Collaboration:** Partner with a Consultant to facilitate business onboarding.
- **Consistent Acquisition:** Aim to onboard at least one new business per week.
- **Community Engagement:** Actively share Frega's benefits with others to drive broader adoption.

7. Business

- **Consultant Partnership:** Collaborate with a Consultant to optimize Frega integration.
- **Growth Point Allocation:** Offer a minimum of 2% in Growth Points per transaction to incentivize customer loyalty.
- **Campaign Execution:** Run at least seven promotional campaigns weekly to maintain customer engagement.
- **Client Conversion:** Transform at least two clients into business partners within the Frega ecosystem.
- **Affiliate Recruitment:** Develop a network of at least three Affiliates to expand reach.
- **Consultant Development:** Train at least one individual to become a Consultant, fostering internal growth.
- **Customer Base Expansion:** Achieve a target of 100 unique customers to ensure a robust market presence.

By diligently focusing on these KPIs, each role within the Frega ecosystem can effectively contribute to the platform's growth, ensuring widespread adoption and the realization of Frega's mission.