How do you make a referral program easy to explain?

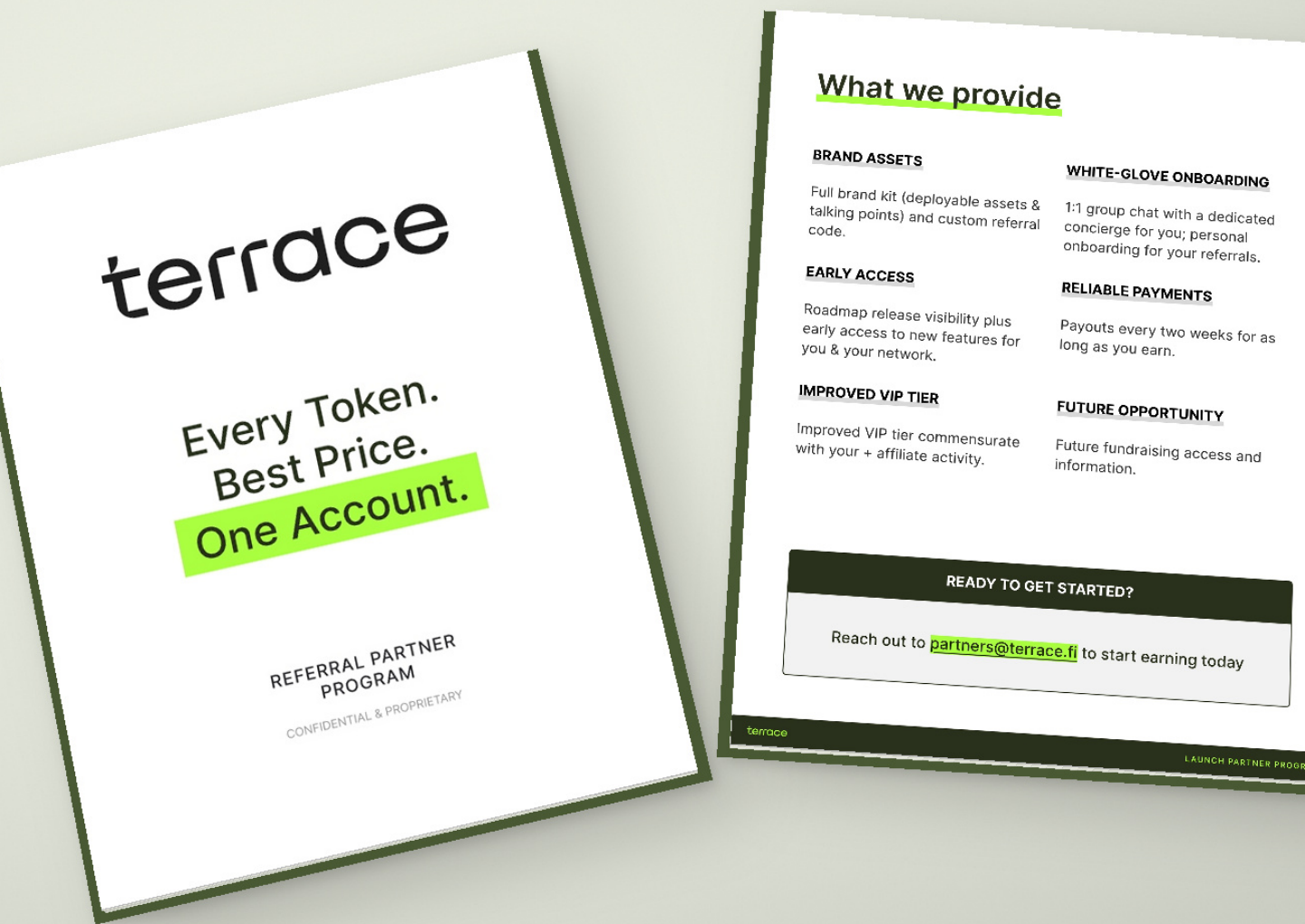
Terrace's referral partnership materials, presented as printed booklets.



Give both programs a common starting point.

The Figma file contains a Standard Program and an Influencers edition. A shared page grid and lime highlights make the two editions recognizable as part of the same program.

STANDARD PROGRAM COVER AND INFLUENCERS PARTNER MATERIALS



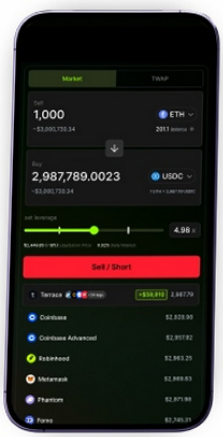
Show the product before explaining the program.

The platform page places the mobile interface beside a short explanation. Partners can see what they are introducing before they reach the program mechanics.

STANDARD PROGRAM · PLATFORM AND BENEFITS SPREAD

The Platform

Terrace is the first-ever trading platform that gives you access to the entire global crypto market from a ***single account***.



HOW TERRACE WORKS

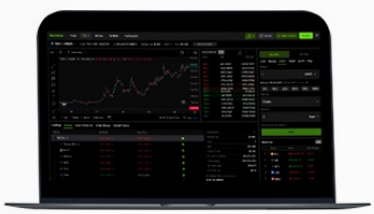
We aggregate liquidity from 60+ venues —centralized exchanges (Binance, Bybit, OKX), Market Makers, and DEXs—into one pool.

Terrace gets you the best price across any of these individual venues.

Plus, by combining order books and splitting your trade across venues, Terrace gets you a better aggregated price than exists on any venue alone.

Our unique system also allows you to trade any token for any other token, by creating synthetic pairs that wouldn't otherwise exist and be tradeable.

Key Benefits



BETTER PRICES, SAVE MONEY

With our proprietary execution engine and institutional tooling, Terrace gets users the best price and reduces slippage. This saves you money and time.

EVERY TOKEN, IMMEDIATELY

Users can trade any EVM, SPL, or CEX-listed token from a single account. No more waiting for your preferred exchange to list.

GLOBAL LIQUIDITY, INSTANTLY

Every user can now access global liquidity (incl. Binance, Bybit, OKX, Uniswap, etc.) with one account and a single identity verification.

ZERO FRICTION, TOTAL CONTROL

No more bridging funds, switching apps, or managing multiple tabs. Trade any token with full control from one account.

Put the product and its benefits in the same frame.

The Influencers edition uses a desktop mockup above four short blocks. Each block carries one benefit and makes the page easy to scan during a conversation.

INFLUENCERS · PLATFORM AND KEY BENEFITS SPREAD



Make two levels easy to follow.

The launch materials separate direct and indirect referrals into two rows. Each row reads from trading volume to program revenue to the partner's share. The worked example gives the reader a way to follow the logic.

INFLUENCERS · PARTNER PROPOSITION AND ILLUSTRATIVE WATERFALL



Why promote Terrace?

1 Monetize the "Already Signed Up" crowd

You can't make money referring users to Binance or Bybit because everyone already has an account. Terrace is brand new. This is a greenfield opportunity to refer your audience to a platform they don't yet have access to, allowing you to earn revenue from users who are otherwise "maxed out."

2 Earn on 100% of user volume

Capture a user's entire wallet activity, not just a slice. Earn revenue regardless of which sub-venue trades execute: on-chain, off-chain, Binance, Bybit, OKX, Gate, Coinbase, or beyond.

3 Fully monetize US users

Terrace is available for US users. This means you can, for the first time, earn referral revenue from US-based audiences accessing Binance, Bybit, Gate, and OKX liquidity.

4 Succeed alongside us

Offering a base 50% revenue-share for a guaranteed initial 90-days (with opportunity to extend), with a faucet approach for secondary referrals of 5%. Depending on the volume tiers, partners can unlock higher tiers and exclusive benefits for themselves and their communities.

This is a one-time only greenfield opportunity for the entire crypto market

terrace LAUNCH PARTNER PROGRAM

Revenue share waterfall

As part of our Launch Partner Program, Terrace is offering a 50%+ rev share to select partners. Below is an example of what your monthly rev share could look like. No VIP tier applied in example.

LEVEL 1

Direct Referrals 50%+

Users signed up directly through your unique referral link.

Monthly Volume	Annual Revenue	Your Share
$2M	$60k	$30,000

LEVEL 2

Indirect Referrals 5%

Users signed up through a link shared by your Level 1 referrals.

Monthly Volume	Annual Revenue	Your Share
$10M	$300k	$15,000

TOTAL SAMPLE ANNUAL EARNINGS

$45,000

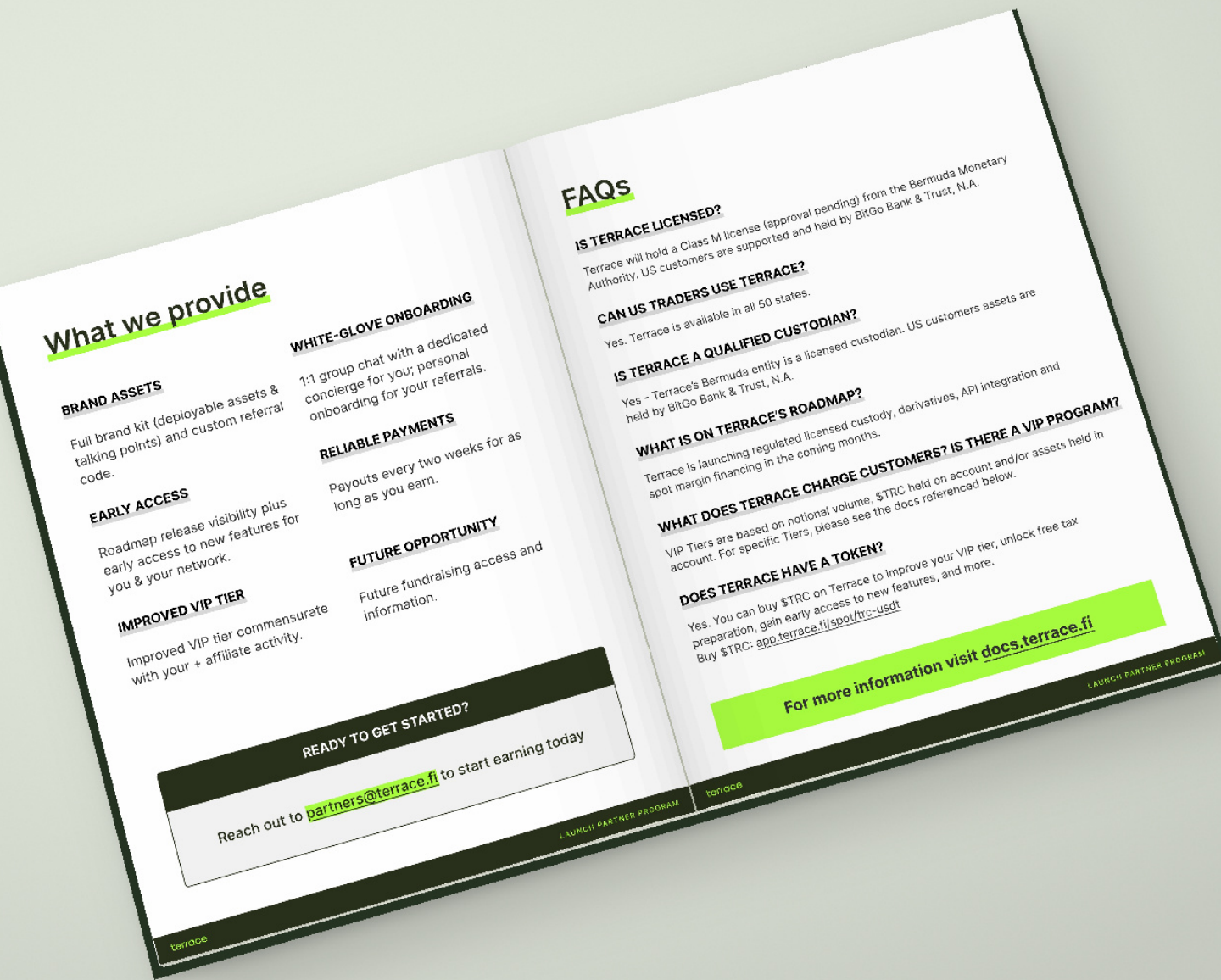
LEVEL 1 + LEVEL 2

terrace LAUNCH PARTNER PROGRAM

Show what partners receive.

A two-column page groups the partner assets, onboarding and ongoing support into short entries. The contact block gives the reader a clear next step.

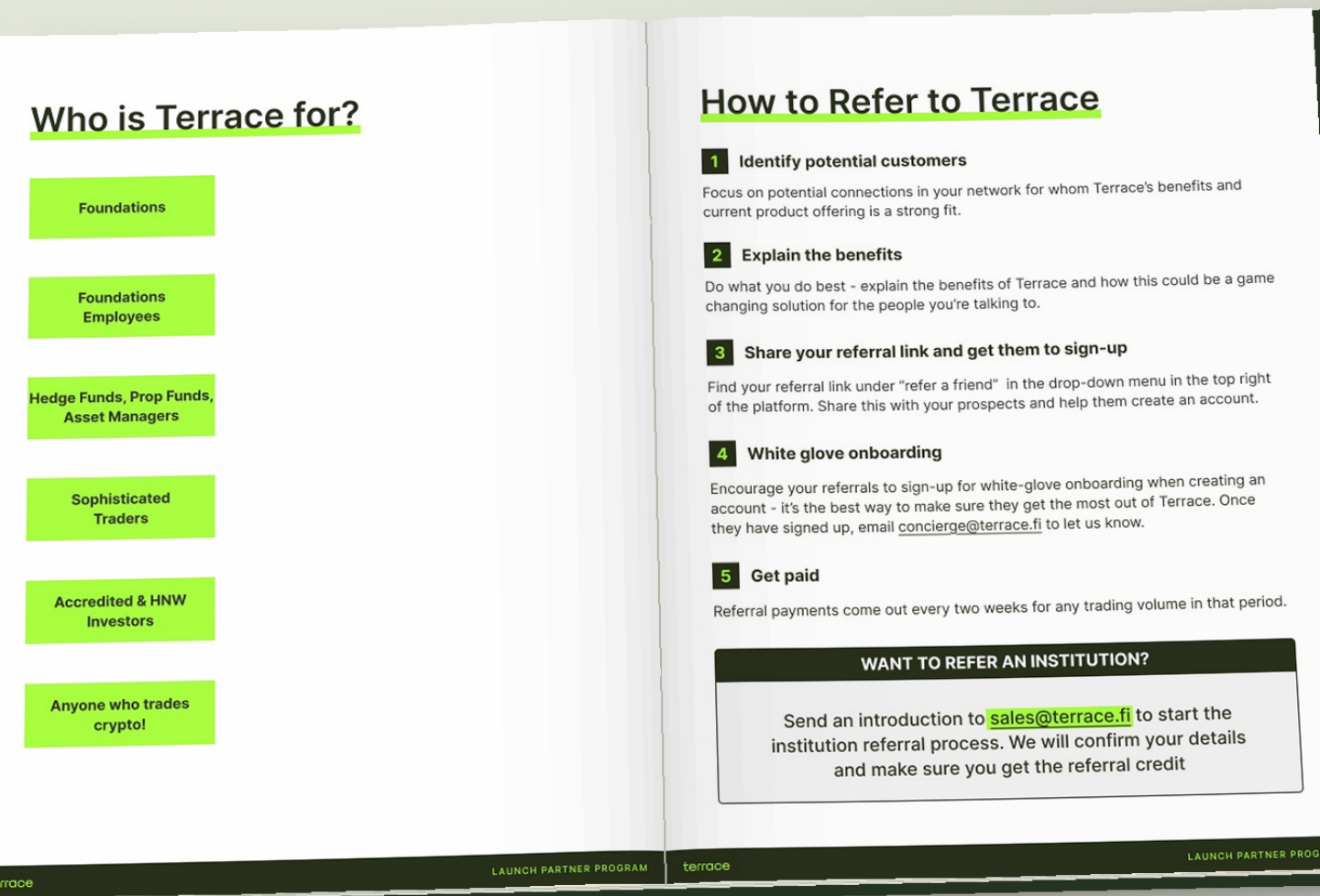
INFLUENCERS · PARTNER SUPPORT AND FAQS



Turn the process into a sequence people can use.

The Standard Program closes with numbered steps that move from identifying the right contact to sharing the referral link and getting people onboarded. A separate callout covers institutional introductions.

STANDARD PROGRAM · AUDIENCE AND REFERRAL CHECKLIST



Who is Terrace for?

- Foundations
- Foundations Employees
- Hedge Funds, Prop Funds, Asset Managers
- Sophisticated Traders
- Accredited & HNW Investors
- Anyone who trades crypto!

How to Refer to Terrace

1 Identify potential customers

Focus on potential connections in your network for whom Terrace's benefits and current product offering is a strong fit.

2 Explain the benefits

Do what you do best - explain the benefits of Terrace and how this could be a game changing solution for the people you're talking to.

3 Share your referral link and get them to sign-up

Find your referral link under "refer a friend" in the drop-down menu in the top right of the platform. Share this with your prospects and help them create an account.

4 White glove onboarding

Encourage your referrals to sign-up for white-glove onboarding when creating an account - it's the best way to make sure they get the most out of Terrace. Once they have signed up, email concierge@terrace.fi to let us know.

5 Get paid

Referral payments come out every two weeks for any trading volume in that period.

WANT TO REFER AN INSTITUTION?

Send an introduction to sales@terrace.fi to start the institution referral process. We will confirm your details and make sure you get the referral credit

Give partners something they can explain and act on.

The materials move from a visual introduction to concrete steps. The same type hierarchy, lime highlights and recurring page structure hold the two editions together.

STANDARD PROGRAM AND INFLUENCERS REFERRAL MATERIALS

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

+880 1611878701

hello@onindoahmed.com

onindoahmed.com