

NYCBUSINESS

NYCB's Mission is to change people's lives by giving the world access to affordable coaching using interactive digital language courses & a solid direct sales business opportunity.

NYCB is the sole distribution arm of the world famous NYCEnglish courses which are delivered in over 20 Native Language versions. NYCEnglish is an award winning English education which is used by tens of thousands government schools (USA, Cambodia, Indonesia, Mexico...), large corporations and private users worldwide. NYCEnglish is the only e-learning program having Education Certificates being acknowledge by any Government. NYCEnglish was founded by Mark Emerson, an American entrepreneur with a solid background in education as President and Vice-Present at Ellis Inc and Pearson Education respectively. Over 3 million US dollars have been invested into building the software, making it one of the best language education software's on the market. NYCEnglish recently won the prestigious US based Bessie Awards as "Best Educational Software 2017".

Anyone can learn English fast with NYCEnglish. A 5-month course with a coach is retailed at only \$130! To start a course, customers **must** select a coach - It is not possible to purchase a course without a coach.

As an NYCB coach, you can start immediately, grow your NYCBusiness without inventory to buy or stock, get full training and support from a team of professionals, and be featured by NYCB to students as a trained NYCB coach.

Easy to get started

1- FIND A Coach

To start coaching students, you'll need a training to understand how everything works. Well, because we are growing a network of coaches, we thought it would be a natural thing for you to get a coach for this training! Pick a coach who , when possible, lives nearby your place and speak your mother tongue. He or she will help you getting started to follow the next steps as below.

2- CREATE your Account

To access our trainings and be part of our coaching community, you first need to create an account (it is free). Simply ask the coach you have picked to give you his link. This account will also allow you to monitor your weekly earnings and set up your payouts preferences..

3- ACTIVATE your Account

To be featured in our coach listing and start receiving leads from students in your area, you must activate your account. Activating your account means that at least one purchase has been made through your account. This purchase can be from yourself, from a client of yours or a gift you want to make for someone. As soon as your account is activated, you will also be able to receive other bonuses, such as network bonus, as described in this document. When a purchase is made through your shop, you earn 'points'. Each time a transaction is made, your points cumulate, extending your activation by 4 months for every 100\$ recorded.

BONUSES

RETAIL Bonus

At any level in NYCB, Coaches are able to purchase a course at wholesale prices for personal use. As a Coach, you are also able to sell NYC English courses and earn a retail bonus. You can earn between \$30 and \$90 for each sale.

DIRECT Bonus

You can start earning a passive income with direct bonuses as you start to building your own NYCB Coach team. The Direct Bonus is designed to reward you for finding, helping and supporting other coaches joining you directly - we call them your first generation. In order to earn this bonus, you need to have an active account (25 PV per month). Each time one of your coach orders from his/her online shop, you earn 10% on wholesale value.

NETWORK Bonus

As you recruit your first generation of coaches, you train, help and support these coaches to do the same - recruiting more coaches. As we are using a binary system to calculate your Network Bonuses, you must grow two teams. Team A and team B. We look at sales volume each week for each team. You earn a 10% Network commission based on the earnings of the team that have earned least money. Teams grow with your leadership and there is no depth level limit.

MATCHING Bonus

Based on your earning rank and the performance of individuals in your team, this bonus rewards you for sponsoring, training and building true leaders. As your team grows, the company rewards you for building leaders who build strong performing teams. Depending on your earning rank, you earn up to 25% on your leaders' network bonuses! This bonus is not available for associates.

NYC English Courses

3 Levels | Beginner | Intermediate | Advanced

90 themes covered into 900 courses & exercises

Voted as “Best Educational Software in 2017” – Bessie Awards

	1 Level	2 Levels	3 Levels
Levels	200 hours of HD videos, tests and certification	400 hours of HD videos, tests and certifications	600 hours of HD videos, tests and certifications
Usage	5-month Access	12-month Access	24-month Access
Personal Volume (PV)	100	200	300
WHOLESALE Price	\$100 USD	\$200 USD	\$300 USD
RETAIL Price	\$130 USD	\$260 USD	\$390 USD

Earning Ranks

There are four earning ranks in the NYCB compensation plan: Associate, Partner, Executive, and Professional. Earning ranks are determined by your personal sales. Each rank determines bonus types and earning maximum.

Associate

For starting coaches

Coaches at this rank may earn retail bonus and direct bonus. Weekly earning is capped at \$700 USD.

Partner

For qualified coaches (sold over \$500 within a month)

Coaches at this rank may earn retail bonus, direct bonus, network bonus and Level 1 & 2 matching bonus. Weekly earning is capped at \$3,500 USD. Partners are also featured on our chatbot and coach list.

Executive

For performing coaches (sold over \$1,500 within a month)

Coaches at this rank may earn retail bonus, direct bonus, network bonus and Level 1,2&3 matching bonus. Weekly earning is capped at \$10,500 USD. Executives are featured on top of partners on our chatbot and coach list.

Professional

For top coaches (sold over \$5,000 within a month)

Coaches at this rank may earn retail bonus, direct bonus, network bonus and Level 1,2,3&4 matching bonus. Weekly earning is capped at \$35,000 USD per week. Professionals are featured on top of all coaches, but also receive Business-to-business leads.

COMPENSATION PLAN

Associate	Partner	Executive	Professional	
\$130 USD	\$530 USD	\$1,530 USD	\$5,030 USD	Registration
\$100 USD	\$500 USD	\$1500 USD	\$5,00 USD	e-Wallet Credit
100 PV	500 PV	1,500 PV	5,000 PV	Online Retail Sales
25 PV per month	Activation Requirements			
\$50 USD	\$50 USD	\$50 USD	\$50 USD	Qualification Bonus
10%	10%	10%	10%	Direct Bonus
10%	10%	10%	10%	Network Bonus
-	Level 1 & 2	Level 1,2 & 3	Level 1,2,3 & 4	Matching Bonus
NO	YES	YES	YES	Student Leads
\$700 USD	\$3,500 USD	\$10,500 USD	\$35,000 USD	Weekly Cap

Matching Bonus.

Earning Rank	Level 1	Level 2	Level 3	Level 4
Associate	-			
Partner	10%	10%		
Executive	10%	10%	20%	
Professional	10%	10%	20%	25%

Activation Period

You must generate at least 25 PV per month to keep your Account active. Only coaches with an active Account may receive student leads, may earn bonuses and leadership incentives. Inactive Accounts cannot hold or accrue volume. Any Account that goes inactive will be zeroed out and lose all volume points, including any carryover points. Unfortunately, we cannot reinstate volume lost due to inactivity.

60% Cap Rule

To ensure the strength and profitability of our business plan, commission payments are subject to a 60% cap rule. NYCB pays up to 60% of eligible commissionable volume generated over the lifetime of the plan. Should the projected commissions for any week exceed 60% of the current commissionable volume, NYCB will dilute Team bonus payouts for all coaches to stay in line with our stated limits. All of our coaches will experience this dilution at the same rate and proportion. Neither past nor present commission payments may exceed the 60% threshold, no exceptions. The 60% Cap Rule applies to all commissions. NYCB realizes how important it is for our coaches to receive their full payouts, and we have taken certain safe-guards to prevent the above scenario from happening. When possible, any excess monies are retained to ensure that we need never reduce coach commissions.

VOLUME, ACCOUNT, INCOME, AND COMMISSIONS

Volume

Each of our online courses has an assigned volume value. Coaches earn volume through their retail store and from business group sales. Personal purchase and sales made from your retail store are logged as Personal Volume (PV). All volume generated by your downline is referred to as Business Volume (BV).

Account

You must generate at least 25 PV per month to keep your account active. By selling one beginner course at 100 PV, this gives you 4-month activation. Only coaches with an active account may earn bonuses and leadership incentives. Inactive accounts cannot hold or accrue volume. Any account that goes inactive will be zeroed out and lose all volume points, including any carryover points. Unfortunately, we cannot reinstate volume lost.

Income

Eligible coaches may earn bonuses and leadership incentives (collectively called commissions) to maximize their income. All of our earning ranks and commissions are subject to certain requirements.

Calculations of commissions

Commissions and bonuses are calculated every Monday, and based on the activity of the past week, that is starting on Monday, 12:00 am GMT+7 (Bangkok), and end Sunday at 11:59 pm GMT+7 (Bangkok).

Paid orders are processed quickly and license keys sent out by email to purchasers usually within minutes after payment has been confirmed.

All monetary values are in USD.

BONUS EXAMPLES

RETAIL Bonus

One of your customer orders a three-Level coaching course at \$390 (Retail price). As the order goes through your NYCB online shop, you will earn 90\$ credited to your cash account.

DIRECT Bonus

You just sponsored Mark last week. Now, Mark orders a 2-Level coaching course for his customer, at \$260 (Retail price) through his NYCB online shop at \$200 (Wholesale price). Mark makes \$60 as Retail bonus and you earn \$20 (10% of the \$200 wholesale price).

NETWORK Bonus

You have recruited Mark and Caroline. They are doing a fantastic job, as Mark built a team of over 20 people and Caroline 30 people. Last week, sales volume reached \$20,000 for Mark's team, and \$25,000 for Caroline's. As a result, you earn a network bonus of \$2,000 - as 10% of the lowest sales volume (Mark's team).

MATCHING Bonus

You are ranked as a Partner (Reached 500PV in one month). You earn 10% on network bonuses of all your downline in first and second generation. Both your first generation coaches Mark and Caroline earned \$10,000 in network bonus this week. Each of them has two leaders (children) who earned the same, \$10,000 in network bonus. As matching bonus, you earn \$1,000 X 6 people, or \$6,000 in matching bonus.